



Param Pujya Dr. Babasaheb Ambedkar Smarak Samiti's

Dr. Ambedkar Institute of Management Studies & Research

Deeksha Bhoomi, Nagpur - 440010 (Maharashtra State) INDIA

NAAC Accredited with 'A' Grade

Tel: +91 712 6521204, 6521203, 6501379

Email: info@daimsr.in

Essential of effective communication

For Internal Circulation and Academic
Purpose Only

Programme Educational Objectives

Our program will create graduates who:

- 1. Will be recognized as a creative and an enterprising team leader.*
- 2. Will be a flexible, adaptable and an ethical individual.*
- 3. Will have a holistic approach to problem solving in the dynamic business environment.*

Business Communication & Information Systems

Course Outcomes

- CO1-Given the circumstances, student manager will be able to ascertain the barriers to communication and also propose measures to overcome these barriers.
- CO2 In a given situation, student manager will be able to identify essentials parameters of effective communication and will also be able to justify the same.
- CO3 For given situation student manager should be able to draft Business letter for an organization.
- CO4 Given the circumstances, student manager will be able to draft E-mail to concerned authority/person.
- CO5 Given the circumstances, student manager will be able to gather data and make an informed decision based on it.
- CO6 Student manager will be able to identify & explain modern trends in information system.

Essential of effective communication

- The 7 C's of effective communication, also known as the seven principles of communication are a useful way to ensure good business communication.
- The 7 C's of Effective Communication provide a useful check list as a result of which both written and verbal communication pass off in a clear, plain, target group-oriented and well-structured manner.



Read more: www.toolshero.com

- **Completeness**

- The message must bear all the necessary information to bring the response you desire”. One of the most famous terms use under this title is the “5’w’s”. 5’w’s includes Who, What, When, Where and Why.

- **Benefits of Completeness**

1. Complete messages are more likely to produce desired results.
2. They can do a better job of building goodwill.
3. Complete information always gives additional information wherever required, it leaves no question in the minds of the receiver

Provide All Necessary Information

- One way to help make your message
- complete is to answer the five W questions.
- Example: To reserve a hotel banquet room for auditor.
- **(Who) Auditor Name , (What) Specify the accommodation Needed, (When) Date & Time, (Where) Company, (Why) Audit**
- The five question method is especially useful when you write Request, Announcements etc.

Completeness prevents the need for further communication, amending, elaborating and expounding (explaining) the first one and thus saves time and resource.

- 1. I did not receive any response for the complaint I lodged:**
2. I made a complaint to the Branch Manager on June 23, 2003 on the inordinate delay at the cash counter. Can I get a response?
- 3. I want a room booked in your hotel for three days in the first week of the month of July:**
4. I will be arriving on July 3rd morning by Pandora Express. I want a single room accommodation for three days from 3rd morning. I want a room with attached toilet, running hot water facility and telephone (if available). Kindly do the booking in my name.

- **Conciseness**
- The message only contains the information only relating to the topic and don't have irrelevant information While composing a conciseness in message we have to bear following points in mind.
 - Eliminate wordy expressions.
 - Include only relevant stuff.
 - Avoid unnecessary repetition.
- **Benefits of Conciseness**
- Conciseness saves time of both the sender and receiver.
- Concise communication provides short and essential message in limited words to the receiver/audience.
- Concise message is more appealing and comprehensible to the receiver/audience.
- Concise message is non-repetitive in nature

Examples

When will you come?

When will you come at home?

I will come 12 midnight / 12 Noon

12 midnight / 12 Noon

Midnight / Noon

What is your name?

What's your name?

My name is Revati/ Rishabh

- **Consideration**
- “Consideration implies ‘stepping into the shoes of others’” It refers to the use of “You Attitude”, emphasizes positive and pleasant facts, visualizing reader’s problems, desires, emotions and his/her response.
- Effective communication must take the receiver/audience into consideration

- **Benefits of Consideration**

- Pose the good and pleasant effect
- Length of the message is short which saves time of both sender and receiver.
- Ensures that the respect of the audience is maintained and their emotions are not harmed

- **Concreteness**
- “Being definite, vivid and specific rather than vague, obscure and general leads to concreteness of the message”. While composing Concreteness in message we have to bear following points in mind.
 - ✓ Use specific facts and figures.
 - ✓ Put actions in our verbs.
 - ✓ Choose vivid, image-building words
- **Benefits of Concreteness**
- Concreteness reinforces confidence.
- It is supported with specific facts and figures.
- It makes use of words that are clear and that build the reputation.
- It creates positive and pleasure affect on reader

EXAMPLE

Customer Asked:

Please send me your company address.

Reply: HT/3 Noida industrial area, Delhi NCR, India

Customer Asked:

Pls. send me your company specification

Reply:

Sir we are manufacturing of Yarn and dyed Fabric

Conclusion:

Always write on a very solid ground. It should definitely create good image as well.

- **Clarity**
- “Clarity demands the simple language and easy sentence structure in composing the messages”.
- Clarity implies emphasizing on a specific goal or objective at a time, rather than trying to move away from track
- Clarity comes with the use of exact, appropriate and concrete words.
- While Composing the Clarity in message we have to bear following points in our mind.
- Choose precise, concrete, and familiar words.
- Construct effective sentence and paragraphs.
- Use the simple words rather than jargon words.



- **Benefits of Clarity**

- Clarity makes comprehension easier
- Complete clarity of thoughts and ideas enhances the meaning of message
- Clear message makes use of exact, appropriate and concrete words.

Example

Customer asked:

Can you manufacture 300 bags in a day?

Answered should be cleared like:

Yes we can or No we can not

Conclusion:

Always make your answer clear with every one.

Courtesy

- Doing well with good intentions” called Courtesy
- Courtesy means being polite, kind, judicious, enthusiastic and convincing.
- Courtesy reflects the nature and character of the sender of the message.

Guideline for generating a courteous tone.

- I. Be sincerely tactful, thoughtful and appreciative.
- II. Use expressions that show respect.
- III. Choose non discriminatory expressions.
- IV. Omit questionable Humour

Benefits of Courtesy

- Courtesy creates goodwill.
- Courtesy strengthen relations.
- Courteous message is positive and focused at the receiver/audience.
- It makes use of terms showing respect for the receiver of message.
- It is not at all biased

- **Correctness**
- The core of Correctness means “sentence ought to be proper grammatical, punctuation, and well spell” or free from any sort of errors
- Correctness in the communication implies that the correct information is conveyed through message.
- The encoder should know the status, knowledge and educational background of the decoder

- **Benefits of Correctness**

- Correctness in message helps in building confidence
- The message is exact, correct and well-timed.
- If the communication is correct, it boosts up the confidence level
- It checks for the precision and accurateness of facts and figures used in the message.
- It makes use of appropriate and correct language in the message

Example

Customer asked:

Can you manufacture 300 bags in a day?

Answered should be cleared like:

Yes we can or No we can not

Conclusion:

Always make your answer clear with every one.

- **Clarity**
- Clear or plain language is characterized by explicitness, short sentences and concrete words. Fuzzy language is absolutely forbidden, as are formal language and cliché expressions.
- By avoiding parentheses and keeping to the point, the receiver will get a clear picture of the content of the message. Briefly-worded information emphasizes the essence of the message.

Reference

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- Roy W. Poe, Rosemary T. Fruehling Business Communication- Fifth edition, paradigm Publication Inc.
- Williams, Krizan, Logan, Merrier, Communication In Business; Cengage learning.