



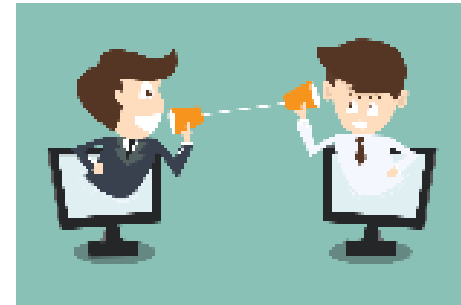
COMMUNICATION

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What is communication ?

- ❑ The word communication describes the process of conveying message from one person to another.
- ❑ It is a process of exchanging :
 - Information
 - instruction
 - Ideas
 - Thoughts
 - Feelings
 - Emotions by two or more persons.

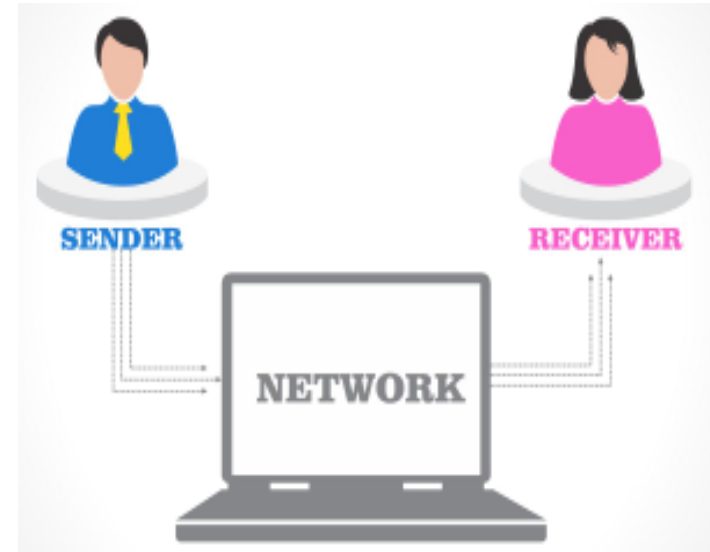


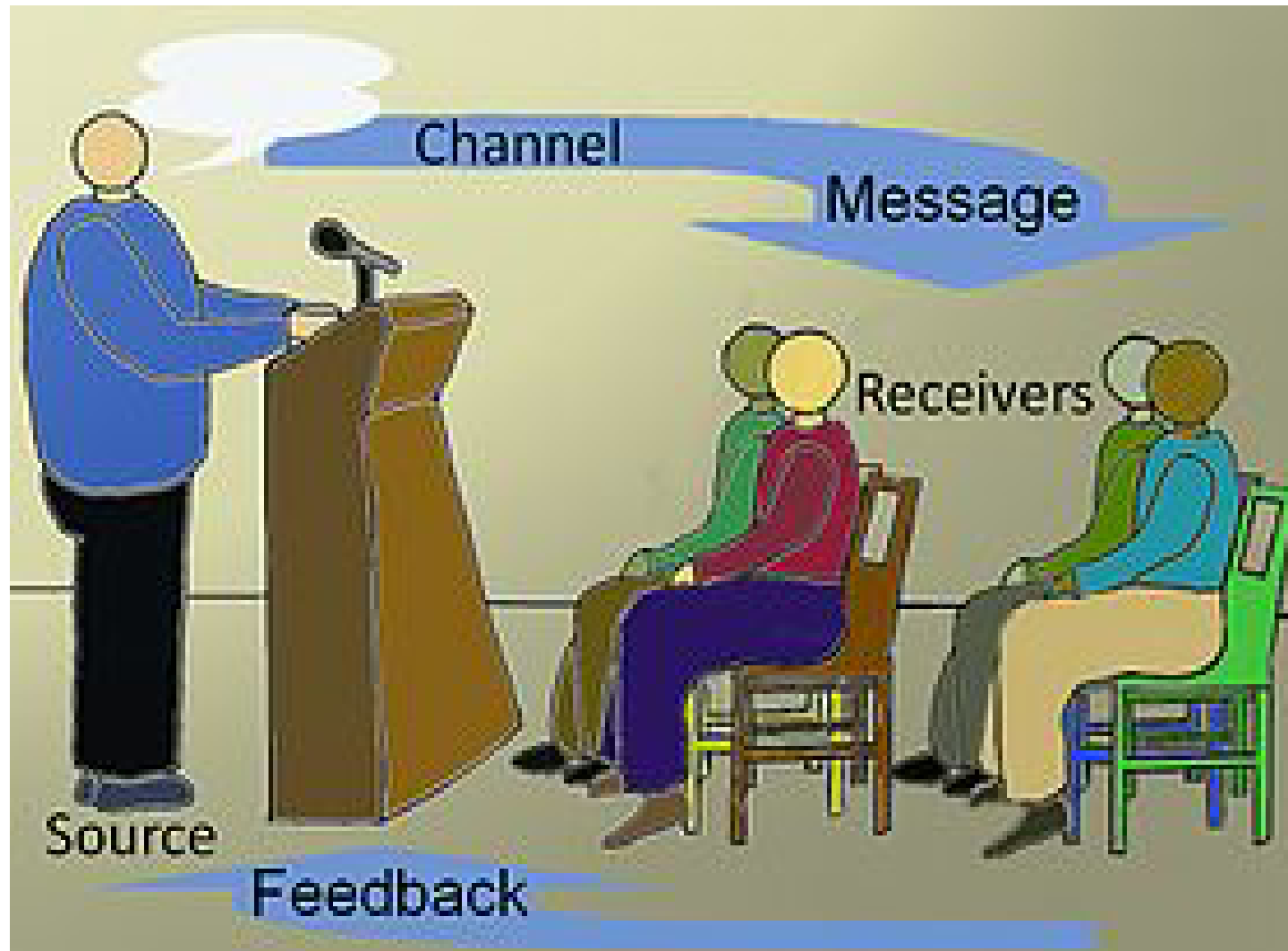
Where is the communication ?

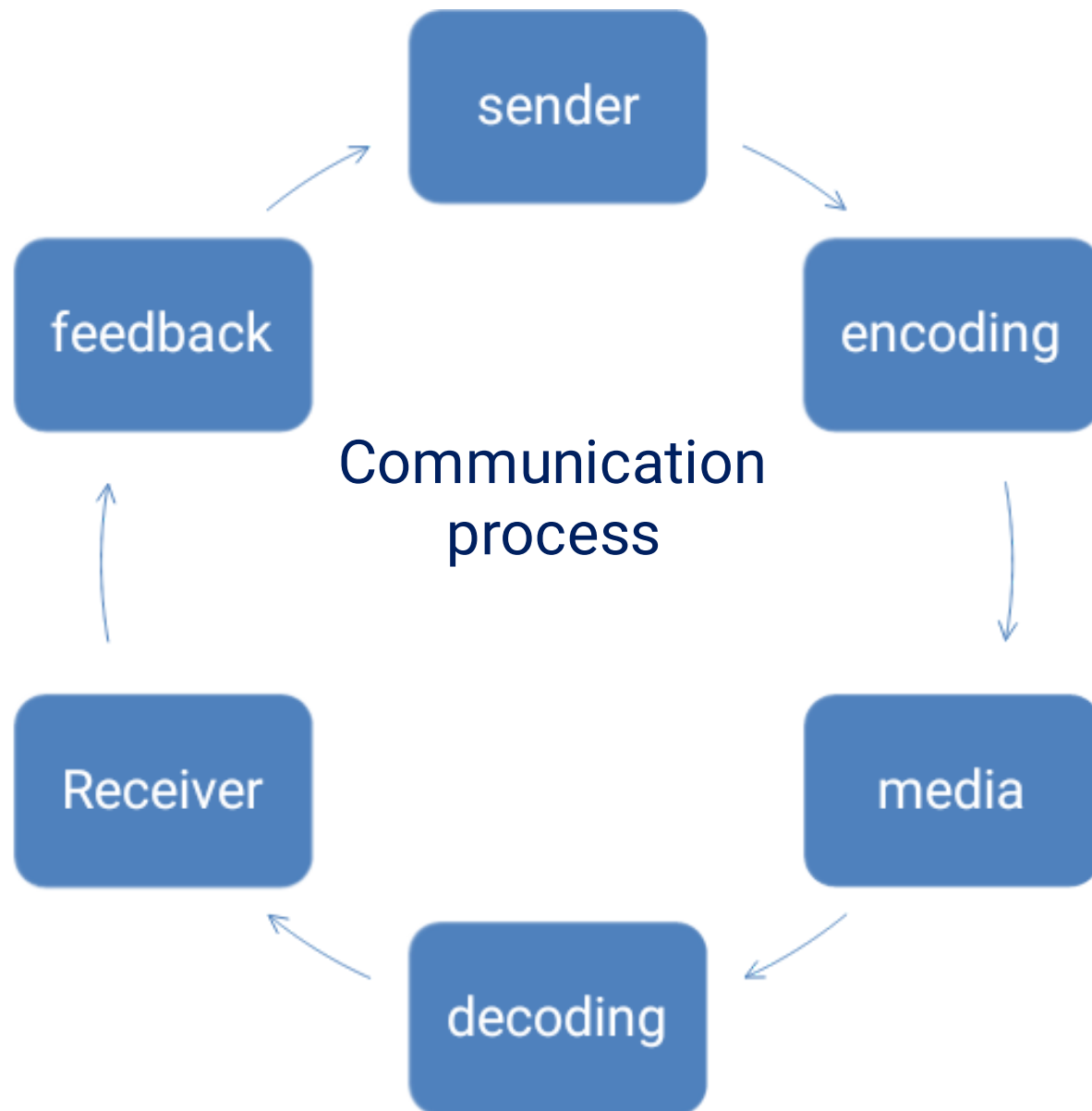


PROCESS OF COMMUNICATION

- It is two way process
- Two parties are involved i.e. sender and receiver.
- Begins with sender and end when the feedback comes from receiver.



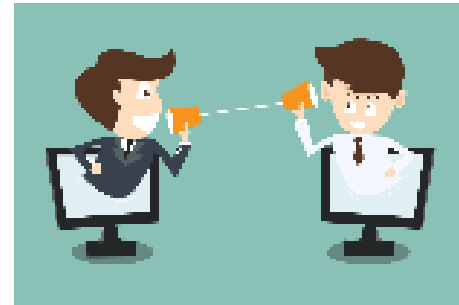




❖ IMPORTANCE OF COMMUNICATION

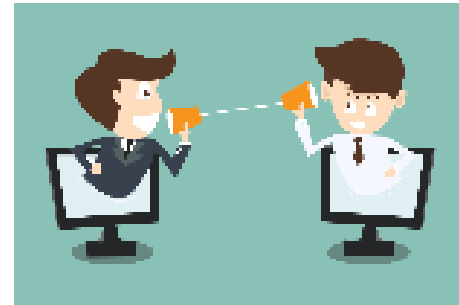
1. Smooth running of enterprise:

communication make possible the smooth and efficient working of an enterprise. It is possible only when there is no gap of communication. Through communication managers give directions to employees functioning of organisation.



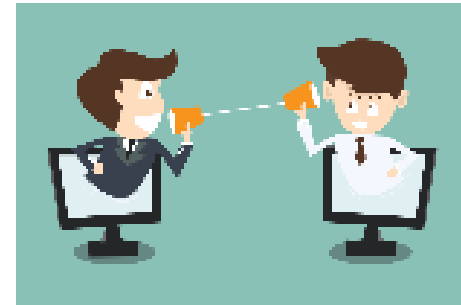
2. Basis of decision-making and planning

- For taking any major decision or solving any problems in the organisation there is a need to get the most accurate information and information move in the organisation through communication only. When we take any decision communication helps in its implementation.



3. Basis of co-operation

- Through communication employee clear about organisation goals and objectives.
- While setting up goals and objectives of employees the manager get information, through communication top level management are able to interact with lower level management
- This interaction helps in the getting the co-operation and coordination of people.



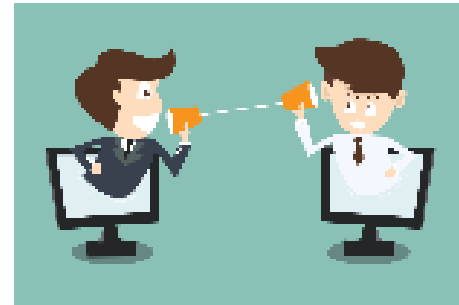
4. Job satisfaction

- Good communication promotes mutual understanding, this leads to job satisfaction.
- Their complaints are notice by the management and increased mutual trust and confidence between management and employees.



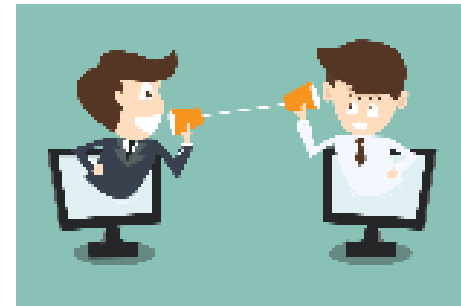
5. Increase managerial efficiency

- Every individual in the organisation is assigned a job or task, he is made responsible for some activities, some authority to carry on those responsibility.
- This classification of task, responsibility, authority is possible only when the get information correctly to the employee and it is possible through communication.



6.Public relation

- In present business world, every business enterprise maintain and create good corporate image in the society.
- Through communication help management maintain good relation with workers, customers, suppliers, shareholders , government.



Thank you

