

B.A.(Prog) II sem

AECC-English

Business Communication

Communication is neither the transmission of a message nor the message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business. Communication is the essence of management. The basic functions of management (Planning, Organizing, Staffing, Directing and Controlling) cannot be performed well without effective communication.

Business communication involves constant flow of information. Feedback is integral part of business communication. Organizations these days are very large and involve large number of people. There are various levels of hierarchy in an organization. Greater the number of levels, the more difficult is the job of managing the organization. Communication here plays a very important role in process of directing and controlling the people in the organization. Immediate feedback can be obtained and misunderstandings if any can be avoided. There should be effective communication between superiors and subordinated in an organization, between organization and society at large (for example between management and trade unions). It is essential for success and growth of an organization. Communication gaps should not occur in any organization.

Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business Communication is regulated by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls etc. But now with advent of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication. Effective business communication helps in building goodwill of an organization.

Business Communication can be of two types:

Oral Communication - An oral communication can be formal or informal. Generally business communication is a formal means of communication, like : meetings, interviews, group discussion, speeches etc. An example of Informal business communication would be - Grapevine.

Written Communication - Written means of business communication includes - agenda, reports, manuals etc.

Oral Communication - Meaning, Advantages and Limitations

Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation. Speeches, presentations, discussions are all forms of oral communication. Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required. Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport and trust.

Advantages of Oral Communication

There is high level of understanding and transparency in oral communication as it is interpersonal.

There is no element of rigidity in oral communication. There is flexibility for allowing changes in the decisions previously taken.

The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay.

Oral communication is not only time saving, but it also saves upon money and efforts.

Oral communication is best in case of problem resolution. The conflicts, disputes and many issues/differences can be put to an end by talking them over.

Oral communication is an essential for teamwork and group energy.

Oral communication promotes a receptive and encouraging morale among organizational employees.

Oral communication can be best used to transfer private and confidential information/matter.

Disadvantages/Limitations of Oral Communication

Relying only on oral communication may not be sufficient as business communication is formal and very organized.

Oral communication is less authentic than written communication as they are informal and not as organized as written communication.

Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.

Oral communications are not easy to maintain and thus they are unsteady.

There may be misunderstandings as the information is not complete and may lack essentials.

It requires attentiveness and great receptivity on part of the receivers/audience.

Oral communication (such as speeches) is not frequently used as legal records except in investigation work.

Written Communication - Meaning, Advantages and Disadvantages

Written communication has great significance in today's business world. It is an innovative activity of the mind. Effective written communication is essential for preparing worthy promotional materials for business development. Speech came before writing. But writing is more unique and formal than speech. Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences. Also, writing is more valid and reliable than speech. But while speech is spontaneous, writing causes delay and takes time as feedback is not immediate.

Advantages of Written Communication

Written communication helps in laying down apparent principles, policies and rules for running of an organization.

It is a permanent means of communication. Thus, it is useful where record maintenance is required.

It assists in proper delegation of responsibilities. While in case of oral communication, it is impossible to fix and delegate responsibilities on the grounds of speech as it can be taken back by the speaker or he may refuse to acknowledge.

Written communication is more precise and explicit.

Effective written communication develops and enhances an organization's image.

It provides ready records and references.

Legal defenses can depend upon written communication as it provides valid records.

Disadvantages of Written Communication

Written communication does not save upon the costs. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters.

Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the response is not spontaneous.

Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message takes time.

Effective written communication requires great skills and competencies in language and vocabulary use. Poor writing skills and quality have a negative impact on organization's reputation.

Too much paper work and e-mails burden is involved.

The 5 most common types of business correspondence

There are different kinds of business correspondence that are typically used in organizations. The 5 most common types of business correspondence include internal correspondence, external correspondence, sales correspondence, personalized correspondence, and circulars.

1. Internal Correspondence

Internal correspondence is a written communication between the employees, units, departments, and branches of the same organization. Internal correspondence can either be formal or less formal. Routine internal correspondence is usually less formal, such as quick instructions between a supervisor and a staff, and these are normally in the form of email.

There are other more formal types of internal correspondence which include promotion letter, written reprimand, notice to explain, memorandum, formal requests for approval, and letter of approval or dismissal. These types of communication are ideally printed on paper, signed by the sender, and physically received by the recipient.

2. External Correspondence

External correspondence takes place between different organizations, or between an organization and their individual clients. This is a form of written communication made by a company to those who do not belong to their organization.

External correspondence is commonly made to vendors, creditors, suppliers, existing customers, prospective clients, financial institutions, government offices, law and accounting firms, business affiliates, sponsors or donors, and other offices that have either direct or indirect business relationship with the company.

3. Sales Correspondence

Sales correspondence refers to sales-related communications. It is not limited to just selling a product or service, but it also includes other activities relating to sales. Sales correspondence include marketing letters, offer and discount letters, sales proposals, invoices, statement of accounts, sales reports, order confirmation, purchase orders, letters of authorization, collection letters, and such.

For the purpose of selling, it is important to know how to write quality sales letters to be able to communicate effectively. Also, marketing and offer letters should reflect truthful and non-misleading information. Other kinds of sales correspondence — such as invoice, purchase orders, and collection letters — must contain accurate information.

4. Personalized Correspondence

Personalized correspondence involved personal and emotional factors. Despite being labelled as “personalized”, this type of correspondence can also be used for business purposes. Examples of personalized correspondence include letters of gratitude, letters of favours or requests, appreciation notes, letters of congratulations of commendation, and such.

This particular type of correspondence doesn't need to have a very formal tone. Though this can be done via email, writing an actual, physical letter is more preferable because it has a sense of personal touch. You may use a regular office paper for this, or perhaps a personalized yet cheap note pads, or a greeting card for a certain purpose (e.g. Thank You card, Congratulations card, etc).

5. Circulars

Circulars are notices that are communicated to a large number of people within the organization. It is also referred to as office instructions or announcements. Often, general announcements (such as changes in contact information, details about meetings with shareholders, instructions about certain protocols, etc) are being communicated via circulars.

The Significance of Written Communication

Business correspondence is an essential tool for the day-to-day operations of a company. It helps people within an organization communicate with each other efficiently. It also helps an organization transact and maintain a good professional relationship with their business partners, customers, and other organizations.

It is important that we know how to communicate in writing effectively, both in actual and via email. Maintaining professionalism, choosing the right words, and staying courteous and sincere when communicating will make a big impact on your business image.

Draft a circular letter format announcing change in premises of business centre.

Standard Chartered Bank
15, Dhanmondi Complex, Haryana
India

Phone:5678534; Email:wethe@rtyh

Circular No.mbe/567/2020

2 April, 2019

Change in Premises of Business Centre

Dear Valued customers,

We have moved from our old address at 35/1, Dhanmondi Complex to shopping Corner ,Corporation Road, Dhanmondi.

In the last twenty five (25) years we have grown with your patronage and cooperation-So much that our old premises became too small for us. Many a time it was so crowded in the bank that customers feel out of sorts.

Now you can feel it pleasant to bank on our new premises with more facilities made for you. Now we have ATM (Automated Teller Machine) services, credit card, services, call center facilities and other new products for your satisfaction.

Our interior and exterior display is attractive and you will find comfort when you will be available to pass your valuable time for banking. A visit to standard chartered Bank is a total experience with all sorts of modern Banking.

Remember, our Telephone number for Dhanmondi Branch remains the same i.e. 8612345-9. Call us for any type of query regarding your banking.

Make standard Chartered Bank a trusted banking Partners of Yours.

Cordially Yours,

R.K. Singh

Branch Manager, Dhanmondi

Standard Chartered Bank.

AGENDA

We've all been in meetings where participants are unprepared, people veer off-track, and the topics discussed are a waste of the team's time. These problems — and others like it — stem from poor agenda design. An effective agenda sets clear expectations for what needs to occur before and during a meeting. It helps team members prepare, allocates time wisely, quickly gets everyone on the same topic, and identifies when the discussion is complete. If problems still occur during the meeting, a well-designed agenda increases the team's ability to effectively and quickly address them.

Meetings

How to make them more productive.

Here are some tips for designing an effective agenda for your next meeting, with a sample agenda and template below. You can use these tips whether a meeting lasts an hour or three days and whether you're meeting with a group of five or forty:

Seek input from team members. If you want your team to be engaged in meetings, make sure the agenda includes items that reflect their needs. Ask team members to suggest agenda items along with a reason why each item needs to be addressed in a team setting. If you ultimately decide not to include an item, be accountable — explain your reasoning to the team member who suggested it.

Select topics that affect the entire team. Team meeting time is expensive and difficult to schedule. It should mainly be used to discuss and make decisions on issues that affect the whole team — and need the whole team to solve them. These are often ones in which individuals must coordinate their actions because their parts of the organization are interdependent. They are also likely to be issues for which people have different information and needs. Examples might include: How do we best allocate shared resources? How do we reduce response time? If the team isn't spending most of the meeting talking about interdependent issues, members will disengage and ultimately not attend.

List agenda topics as questions the team needs to answer. Most agenda topics are simply several words strung together to form a phrase, for example: “office space reallocation.” This leaves meeting participants wondering, “What about office space reallocation?” When you list a topic as a question (or questions) to be answered, it instead reads like this: “Under what conditions, if any, should we reallocate office space?”

A question enables team members to better prepare for the discussion and to monitor whether their own and others’ comments are on track. During the meeting, anyone who thinks a comment is off-track can say something like, “I’m not seeing how your comment relates to the question we’re trying to answer. Can you help me understand the connection?” Finally, the team knows that when the question has been answered, the discussion is complete.

Note whether the purpose of the topic is to share information, seek input for a decision, or make a decision. It’s difficult for team members to participate effectively if they don’t know whether to simply listen, give their input, or be part of the decision making process. If people think they are involved in making a decision, but you simply want their input, everyone is likely to feel frustrated by the end of the conversation. Updates are better distributed — and read — prior to the meeting, using a brief part of the meeting to answer participants’ questions. If the purpose is to make a decision, state the decision-making rule. If you are the formal leader, at the beginning of the agenda item you might say, “If possible, I want us to make this decision by consensus. That means that everyone can support and implement the decision given their roles on the team. If we’re not able to reach consensus after an hour of discussion, I’ll reserve the right to make the decision based on the conversation we’ve had. I’ll tell you my decision and my reasoning for making it.”

Estimate a realistic amount of time for each topic. This serves two purposes. First, it requires you to do the math — to calculate how much time the team will need for introducing the topic, answering questions, resolving different points of view, generating potential solutions, and agreeing on the action items that follow from discussion and decisions. Leaders typically underestimate the amount of time needed. If there are ten people in your meeting and you have allocated ten minutes to decide under what conditions, if any, you will reallocate office space, you have probably underestimated the time. By doing some simple math, you would realize that the team would have to reach a decision immediately after each of the ten members has spoken for a minute.

Second, the estimated time enables team members to either adapt their comments to fit within the allotted timeframe or to suggest that more time may be needed. The purpose of listing the time is not to stop discussion when the time has elapsed; that simply contributes to poor decision making and frustration. The purpose is to get better at allocating enough time for the team to effectively and efficiently answer the questions before it.

Propose a process for addressing each agenda item. The process identifies the steps through which the team will move together to complete the discussion or make a decision. Agreeing on a process significantly increases meeting effectiveness, yet leaders rarely do it. Unless the team has agreed on

a process, members will, in good faith, participate based on their own process. You've probably seen this in action: some team members are trying to define the problem, other team members are wondering why the topic is on the agenda, and still other members are already identifying and evaluating solutions.

The process for addressing an item should appear on the written agenda. When you reach that item during the meeting, explain the process and seek agreement: "I suggest we use the following process. First, let's take about 10 minutes to get all the relevant information on the table. Second, let's take another 10 minutes to identify and agree on any assumptions we need to make. Third, we'll take another 10 minutes to identify and agree on the interests that should be met for any solution. Finally, we'll use about 15 minutes to craft a solution that ideally takes into account all the interests, and is consistent with our relevant information and assumptions. Any suggestions for improving this process?"

Specify how members should prepare for the meeting. Distribute the agenda with sufficient time before the meeting, so the team can read background materials and prepare their initial thoughts for each agenda item ahead of time.

Identify who is responsible for leading each topic. Someone other than the formal meeting leader is often responsible for leading the discussion of a particular agenda item. This person may be providing context for the topic, explaining data, or may have organizational responsibility for that area. Identifying this person next to the agenda item ensures that anyone who is responsible for leading part of the agenda knows it — and prepares for it — before the meeting.

Make the first topic "review and modify agenda as needed." Even if you and your team have jointly developed the agenda before the meeting, take a minute to see if anything needs to be changed due to late breaking events. I once had a meeting scheduled with a senior leadership team. As we reviewed the agenda, I asked if we needed to modify anything. The CEO stated that he had just told the board of directors that he planned to resign and that we probably needed to significantly change the agenda. Not all agenda modifications are this dramatic, but by checking at the beginning of the meeting, you increase the chance that the team will use its meeting time most effectively.

End the meeting with a plus/delta. If your team meets regularly, two questions form a simple continuous improvement process: What did we do well? What do we want to do differently for the next meeting? Investing five or ten minutes will enable the team to improve performance, working relationships, and team member satisfaction. Here are some questions to consider when identifying what the team has done well and what it wants to do differently:

Was the agenda distributed in time for everyone to prepare?

How well did team members prepare for the meeting?

How well did we estimate the time needed for each agenda item?

How well did we allocate our time for decision making and discussion?

How well did everyone stay on-topic? How well did team members speak up when they thought someone was off-topic?

How effective was the process for each agenda item?

To ensure that your team follows through, review the results of the plus/delta at the beginning of the next meeting.