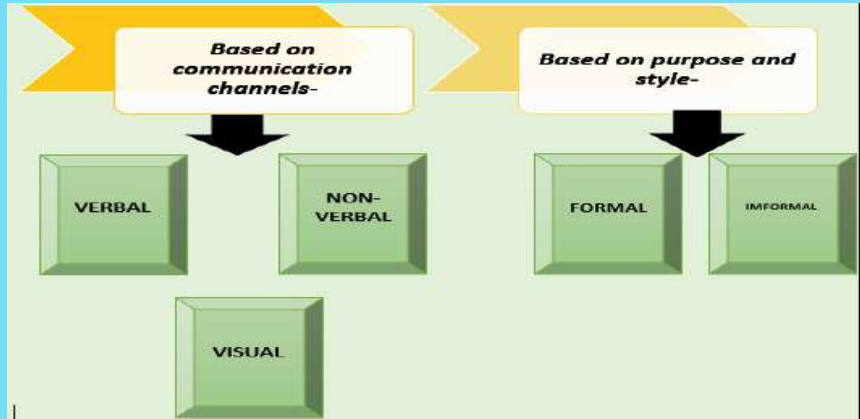


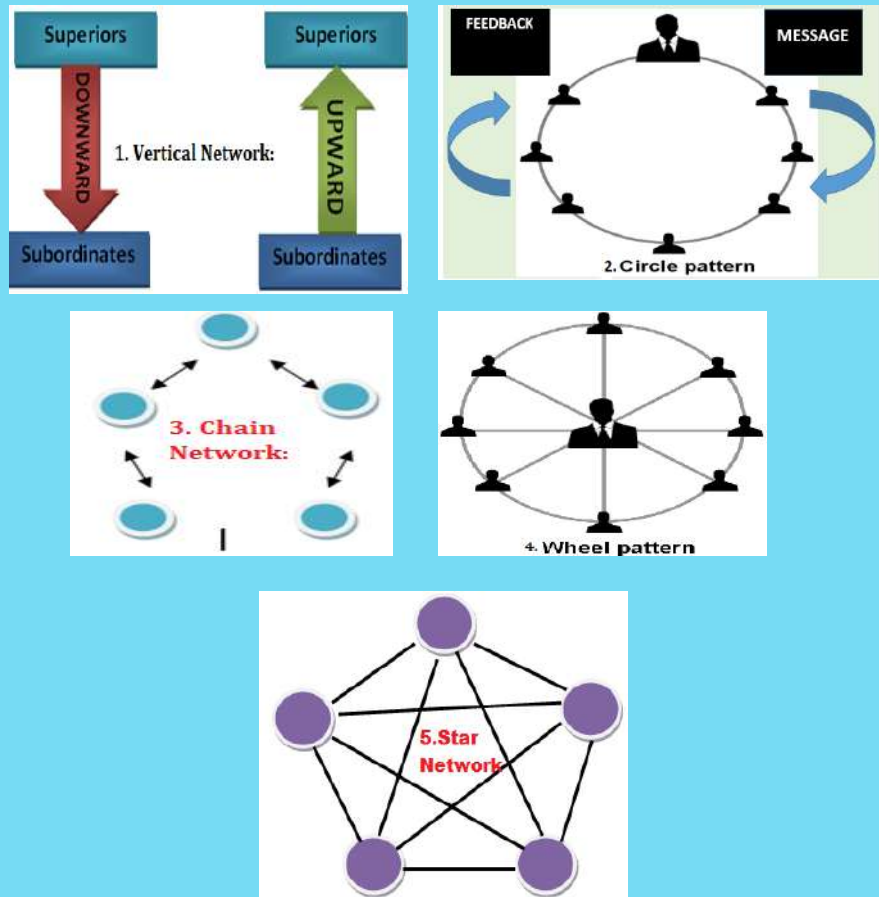
# 1. COMMUNICATION



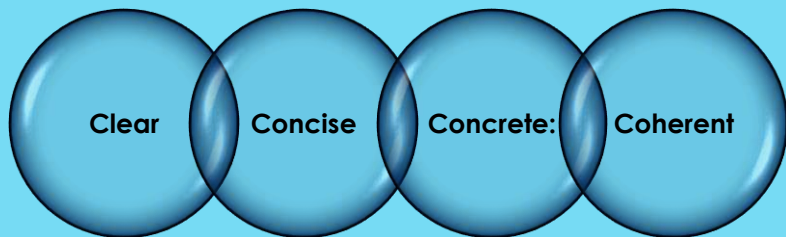
<b>Meaning</b>	<b>“Communication is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing, or behavior.</b>
<b>Process of communication</b>	<pre>graph TD; SENDER[SENDER] --&gt; ENCODING[ENCODING]; ENCODING --&gt; MESSAGE[MESSAGE]; MESSAGE --&gt; CHANNEL[CHANNEL]; CHANNEL --&gt; RECEIVER[RECEIVER]; RECEIVER --&gt; FEEDBACK[FEEDBACK]; FEEDBACK --&gt; SENDER;</pre> A circular diagram illustrating the process of communication. It consists of six colored boxes arranged in a circle, connected by a white circular arrow pointing clockwise. The boxes are: SENDER (green), ENCODING (light green), MESSAGE (yellow-green), CHANNEL (yellow), RECEIVER (orange), and FEEDBACK (dark orange).



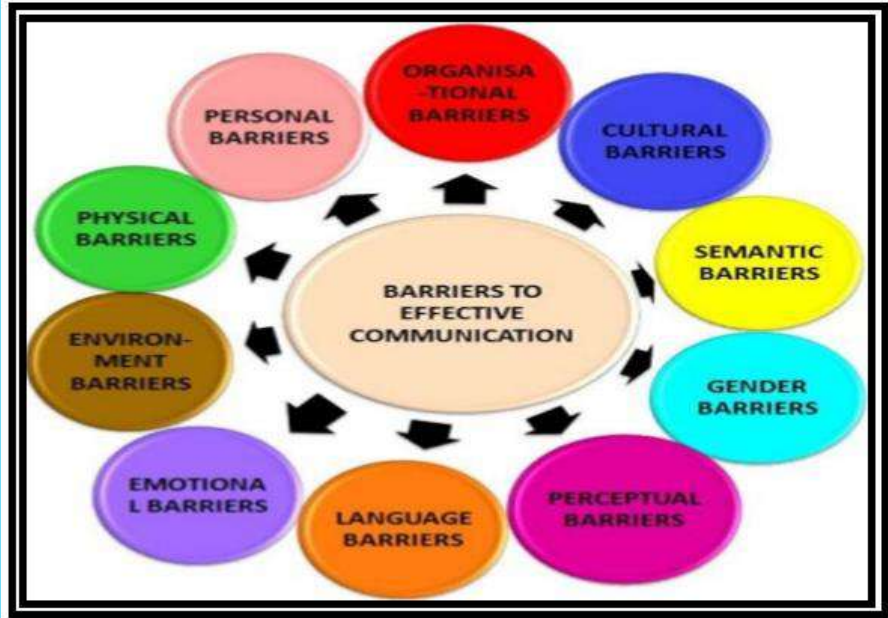
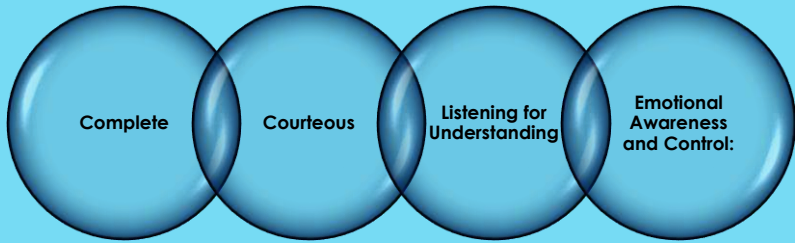
# Network in communication



# Characteristics of effective communication



**Barriers in communication**



**Questions**

**Question 1**

**Explain clearly the process of Communication.**

**Answer:**

Process of Communication: **Communication is a two-way process in which there is an exchange of ideas or thoughts linking the sender and receiver towards a mutually accepted direction or goal consisting of 7 elements which**

are as under:

1. **Sender:** The process of communication begins with a sender, the person who has an idea and desires to exchange it.
2. **Encoding:** The sender puts his/her ideas or facts into words, symbols, pictures or gestures that the receiver can understand.
3. **Message:** A message refers to what is being communicated. It may be verbal or non-verbal.
4. **Channel:** Channel is the medium through which message is transmitted to the sender. Channel may be in oral or written forms.
5. **Receiver:** It is any person who notices and attaches some meaning to a message.
6. **Decoding:** The receiver translates the words and symbols used in the message into ideas and interprets it to attain its meaning.
7. **Feedback:** Ultimately receiver reacts or responds to the communication sent by the sender. It could be based on clear interpretation of the symbols sent or misunderstanding or misinterpretation of the symbols sent.

### Question 2

**What is formal communication? Explain in brief its major advantages.**

**Or**

**Explain clearly the advantages of a formal communication.**

**Answer:**

**Formal Communication:** A formal communication flows along prescribed channels which all organizational members desirous of communicating with one another are obliged to follow. Every organisation has a built-in hierarchical system that can be compared to a pyramid. It can, therefore, be understood that communication normally flows from top-downwards. But it is not always so. Communication in an organisation is multidimensional or multidirectional.

#### **Advantages**

- The formal channels account for most of the effectiveness of communication. As has been said earlier, great care has to be taken in sending across any letter or report through the 'proper' formal channel.

- Formal channels cover an ever – widening distance as organizations grow. Through them, it is easier to reach out to the branches of an organisation spread far and wide.
- The formal channels, because of their tendency to filter information, keep the higher level managers from getting bogged down.
- Formal channels of communication consolidate the organisation and satisfy the people in managerial position.

### **Question 3**

**Comment on the following statement in about 30 words each:**

- 1. Communication does not simply involve sending of a message by a person.**
- 2. Encoding the matter is an important element of communication,**
- 3. Sign language cannot be complete substitute for a verbal, Communication in all cases.**
- 4. Body language always speaks the truth while speaker may play with words to hide the truth.**
- 5. No one can be responsible for informal communication.**
- 6. Horizontal communication facilitates co-ordination of interdependent activities.**

### **Answer:**

- 1. Communication does not simply involves sending of a message by a person:**  
The communicator (the sender) must find out the effect and influence of his communication on the receiver. He must communicate his message in such a manner which is understandable and acceptable by the receiver. This requires serious consideration of the sender, in selecting the best and appropriate language and also the proper time for the purpose of communication.
- 2. Encoding the matter is an important element of communication:**  
Yes. It is true that encoding is an important element of communication. Because under this step, sender organizes the ideas into a series of symbols, with the help of which they will be able to communicate the message to the intended receiver. It involves selection of the methods of communication as well as receiver. The wordings may be different

indifferent messages to be sent through different methods.

3. **Sign Language cannot be complete substitute for a verbal communication in all cases:** - Sign language cannot be a complete substitute for a verbal communication because it can communicate only elementary and simple ideas which again due to delayed feedback is likely to be misunderstood. They do not have any legal validity and is effective only when it is combined with verbal communication.
4. **Body language always speaks the truth while speaker may play with word to hide the truth:** - Yes. it is true that body language always speaks the truth because it conveys the feelings, emotions, attitudes, reactions and responses. On the other hand, there is every possibility that spoken words may be taken in some other sense.
5. **No one can be responsible for informal communication:** Half-truth, rumors, and distorted information's are mostly carried by informal communication. In the absence of a mechanism for authentication of the news and views, the members of the organisation cannot be held responsible. Moreover, there is no chain of command to fix responsibilities.
6. **Horizontal communication facilitates co-ordination of interdependent activities:** Horizontal communication helps in coordinating the efforts of different departments of equal level, under the same boss. The managers of each department such as sales, purchase, production, finance and personnel sit together, to develop a common formula for achieving the organizational goals.

#### Question 4

**Comment the following statement in about 30 words each: ·**

- **Decoding is necessary for interpretation and understanding of message.**
- **Grapevine encourages rumormongering.**
- **Verbal communication can be both oral and written.**
- **People communicate more through body language than words.**
- **Proxemics is the study of space language. .**
- **Feedback makes communication a two-way process.**
- **Using verbs in active voice makes communication more effective.**
- **Written communication can be preserved in sharp contrast to oral communication**



**Answer:**

- **Decoding is necessary for interpretation and understanding of message:-** Decoding means converting the symbols encoded by the sender into ideas for understanding. When the message reaches the receiver, it cannot be assured, that he understands it in the same sense as the sender expects him to understand. Therefore, he must decode it draw the interpretation although, decoding may not always be accurate, as every receiver will interpret the message according to his own perception.
- **Grapevine encourages rumor mongering:** In the grapevine chain, there is communication either from one to the and from another to the other or a person passes on the information to everyone. Since such a communication exchange many ears and mouths, this leads to rumor mongering.
- **Verbal communication can be both oral and written:** Verbal means relating to words and the use of the words. These words may be spoken or written. When words are communicated by means of speech, it is called oral communication and written the same is given a permanent effect by means of written down notes, it is called a written communication.
- **People communicate more through body language than words:** It is true that people communicate more through body language than words because the movement in our body express our inner feelings and thoughts. These movements knowingly or unknowingly conveys messages which can be easily understood by the keen observer. Experts have found the following breakup any communication. Verbal communication -7%, Body. Movement - 55%, Voice, tone, pitch-38%.
- **Proxemics is the study of space language:** The communication is done with the space around it is called 'space language.' This type of communication is related to the distance which is maintained between the two involved in communication and this distance is called proximity. Therefore, it becomes true that proxemics is the study of space language, where the effectiveness of communication depends upon the distance maintained, which also shows the degree of closeness between the person communicating and to whom communication is made.
- **Feedback makes communication a two-way process:** - The message conveyed by the communicator always gets a response from the receiver in return. This is called 'feedback' which may be verbal or non-verbal. As in this process, both the sender and the receiver are involved, it

can be said to be a two-way process.

- **Using verbs in active voice make communication more effective: -**  
Verbs in active voice are the strongest part of the speech as they emphasize on any situation much more than passive voice.
- Therefore, to make communication more effective verbs in active voice should be frequently used.
- **Written communication can be preserved in sharp contrast to oral communication:** Written communication is a permanent record, unless it is destroyed. Words spoken may be forgotten over a period of time but written communication can be preserved over years together being of permanent nature.

### **Question 5**

**Explain different type of barrier in Communication.**

**Answer:**

**Barriers in Communication:** There are multiple barriers in the communication process. These barriers result in distortion and misunderstanding of the intended communiqué. The barriers can be physical, psychological, emotional, cultural, linguistic etcetera.

1. **Physical barriers:** These are a result of our surroundings. Noise, technical disturbances, outdated equipment, distant locations, office doors, separate areas for people of different areas, large office spaces, old technology and lack of appropriate infrastructure can lead to problems in transmission of message.
2. **Organizational structure barriers:** Communication problems occur when the systems, structures and processes in the organization are not clear or have gaps in them. If the chain of command is unclear, a person may not know whom to contact for a particular issue. Inappropriate information transmission systems, lack of supervision, and unclear role and responsibility demarcations lead to confusion and inefficiency.
3. **Language barriers:** Language can create many obstacles in communication. Literally, people from different regions and countries may interpret the same words differently. Difficult words, subject-specific terminology, unfamiliar expressions and ambiguous words having multiple meanings, create hurdles in communicating. It is also a fact that the linguistic ability of various people in the work place is



different. Some may be proficient in the language while others may possess just basic skills. Therefore, it is important to use clear, simple and easily understood language in most of your official communications.

4. **Cultural barriers:** Understanding *cultural aspects of communication* refers to having knowledge of different cultures in order to communicate effectively with cross-culture people. Understanding various cultures in this era of globalization is an absolute necessity as the existence of cultural differences between people from various countries, regions, tribes and religions, where words and symbols may be interpreted differently can result in communication barriers and miscommunications. Multinational companies offer special courses and documents to familiarize their staff with the culture of the country where they are based for work.
5. **Emotional barriers:** One of the chief barriers to open and free communication is the emotional barrier. Anger, fear of criticism or ridicule, mistrust of person, suspicion of intentions, jealousy, anxiety and many more feelings and sentiments we carry within us, affect our communication ability and quality. A person who is upset and disturbed cannot pass on or receive information appropriately and objectively. His emotions will colour his perception and assessment of the communication.
6. **Attitude barriers-** Personal attitudes of employees can affect communication within the organization. A proactive, motivated worker will facilitate the communication process, whereas a dissatisfied, disgruntled, shy, introvert or lazy employee can delay, hesitate in taking the initiative, or refuse to communicate. Attitude problems can be addressed by good management and regular interaction with staff members.
7. **Perception Barriers-** Each one of us perceives the world differently and this causes problems in communicating. The same content is seen and interpreted differently by two people and therein lies the root cause of miscommunications and misunderstandings.
8. **Physiological barriers-** Ill health, poor eyesight, hearing difficulties or any other physiological problems can be hurdles in effective interaction with others.

9. **Technology barriers**– In today's world, communication modes are primarily technology driven... This communication technology is being constantly upgraded or new formats emerge ever so frequently. Anyone who is not tech friendly struggles to communicate effectively via the medium.
10. **Gender barriers**- Men and women communicate differently. The reason for this lies in the wiring of a man's and woman's brains. Men talk in a linear, logical and compartmentalized manner whereas the women use both logic and emotion, and are more verbose. This may be the cause of communication problems in an office where both men and women work side by side. Men can be held guilty of providing insufficient information, while women may be blamed for providing too much detail.

### Question 6

**Explain the following with reference to the essentials of an effective business letter:**

- I. **Conversational style**
- II. **'You' attitude**
- III. **Persuasion**
- IV. **Positive language**
- V. **Care for culture.**

### **Answer:**

- I. **Conversational Style:** An effective letter is one that gives the impression of face to face communication and is interactive in essence. Thus, a letter should be drafted on the basis of friendly and conversational style in place of the dull and stiff style.
- II. **You' attitude:** The most effective business letters are those that show the writer's interest in the receiver. It means, therefore, that one cultivates the habit of viewing things from the point of the reader/receiver of letters.
- III. **Persuasion:** Persuasion is the main function of business communication, and nothing persuades more effectively than a well written letter. Persuasive letters are written in a variety of circumstances and for a variety of reasons.
- V. **Positive Language:** As far as possible positive language should be used in business letters. Negative words like, damage, failure, refuse etc. should be avoided in any case.

- V. **Care for culture:** One has to be especially careful in choice of words so as not to offend the receiver whom may be having a different cultural background. The best way is to avoid use of cultural derived words, idioms and phrases.

### **Question 7**

**What are the barriers to communication? How do they hamper communication?**

**Answer:**

#### **Barriers to Communication**

There are certain impediments which hamper communication. They are called barriers to communication. The barriers act as walls and distract the sender and receiver of the message.

**Barriers can be physical, mental & emotional and linguistic.**

- **Physical barriers:** These barriers are practical barriers like excess heat or cold, distance between speaker and listener and lack of comfort in the communication arena.
- **Mental and emotional barriers:** The speaker or listener may face ambiguity, make false assumptions or distort the meaning. These are related to individuals in communication and affect their communication ability.
- **Linguistic barriers:** These barriers are related to the language used in communication. The level of competency, mastery over the language vocabulary and accent affect communication. Communication is excellent when the level of competency of both communicators is the same.
- The barriers hamper communication because the message is distorted and becomes faulty due to them. Thus, mis-understandings and wrong views are formed because of the barriers. The barriers also prolong communication.

### **Question 8**

**What principles you would keep in mind in oral communication?**

**Answer:**

**The communicator should follow the following –**

- a. Consider the objective.
- b. Think about the interest level of the receiver.

- c. Besincere.
- d. Use simple language, familiar words.
- e. Be brief and precise.
- f. Avoid vagueness and generalities.
- g. Give full facts.
- h. Assume nothing.
- i. Use polite words and tone.
- j. Cut out insulting message.
- k. Say something interesting and pleasing to the recipient.
- l. Allow time to respond.

### **Question 9**

**90% of the problems in any organization are caused by ineffective communication. How? (Give any five reasons)**

#### **Answer:**

It is very true that 90% of the problems in any organisation are caused by ineffective communication. It is evident from the following:-

1. **Unclear message:** - When the sender is not sure of what he wants to communicate, why he wants to do it, to whom he wants to Communicate, his message can never be clear. This is more because a clear message can never be sent from unclear mind. An unclear message is likely to be decoded in different ways giving different meanings.
2. **Incomplete message:** - Incomplete messages keep the receiver guessing. This creates misunderstanding and often delays action.
3. **Incorrect message:** - When incorrect message is communicated, wrong decisions are taken in light of incorrect message.
4. **Absence of attention:** - Both the receiver and sender have to pay their full attention. Lack of attention leads to distortion of message giving out a different meaning.
5. **Noise:** - Ineffective communication also results from noise. Noise acts as a major barrier to communication. Noise distracts the persons and incorrect

message is conveyed.

### **Question 10**

#### **Give characteristics of Effective Communication.**

#### **Answer:**

1. **Clear:** Any spoken or written communication should state the purpose of the message clearly. The language should be simple. Sentences ought to be short as the core message is lost in long, convoluted sentences. Each idea or point must be explained in a separate bulleted point or paragraphs. Make it easy for the reader to grasp the intent of the communiqué.
2. **Concise:** Brevity is the essence of business communication. No one has the time to read long drawn out essays. Besides, the core content is lost in elaborate details. Avoid using too many irrelevant words or adjectives, for example, 'you see', 'I mean to say', etc. Ensure that there are no repetitions.
3. **Concrete:** The content of your communiqué should be tangible. Base it on facts and figures. Abstract ideas and thoughts are liable to misinterpretation. Make sure that there is just sufficient detail to support your case/ argument and bring focus to the main message.
4. **Coherent:** Coherence in writing and speech refers to the logical bridge between words, sentences, and paragraphs. Main ideas and meaning can be difficult for the reader to follow if the writer jumps from one idea to another and uses contradictory words to express himself. The key to coherence is sequentially organized and logically presented information which is easily understood. All content under the topic should be relevant, interconnected and present information in a flow.
5. **Complete:** A complete communication conveys all facts and information required by the recipient. It keeps in mind the receiver's intellect and attitude and conveys the message accordingly. A complete communication helps in building the company's reputation, aids in better decision making as all relevant and required information is available with the receiver.
6. **Courteous:** Courtesy implies that the sender is polite, considerate, respectful, open and honest with the receiver. The sender of the message takes into consideration the viewpoints and feelings of the receiver of the message. Make sure nothing offensive or with hidden negative tone is included.

7. **Listening for Understanding:** We are bombarded by noise and sound in all our waking hours. We ‘hear’ conversations, news, gossip and many other forms of speech all the time. However, most of it is not listened to carefully and therefore, not understood, partially understood or misunderstood. A good listener does not only listen to the spoken words, but observes carefully the nonverbal cues to understand the complete message. He absorbs the given information, processes it, understands its context and meaning and to form an accurate, reasoned, intelligent response.

### Question 11

**Elaborate advantages and limitations of oral and written communication.**

**Answer:**

**Advantages and limitations of oral and written communication:**

Oral Communication	Written Communication
<b>Advantages</b>	<b>Advantages</b>
More personal and informal	Better for complex and difficult subjects, facts and opinions
Makes immediate impact	Better for keeping records of messages exchanged
Provides opportunity for interaction and feedback	Provides opportunity to refer back
Helps us to correct ourselves (our messages according to the feedback and non-verbal cues received from the listener)	Can be read at receiver’s convenience or pleasure
Better for conveying feelings and emotions	Can be revised before transmitting
Can’t be circulated	Can be circulated

Limitations	Limitations
Demands ability to think coherently as you speak	Never know if the message is ever read
A word once uttered cannot be taken back	Impersonal and remote



Hard to control voice pitch and tone ,especially under stress, excitement or anger	Immediate feedback is not available for correction on the spot
Very difficult to be conscious of our body language	Reader is not helped by non-verbal cues that contribute to the total message

### **Question 12**

**Write a short note on circular Network.**

**Answer:**

**Circuit Network:**

When two persons communicate with each other sending messages and feedback, they form a communication circuit. Therefore, it is known as circuit network. The two people interacting can be colleagues placed at the same hierarchical level in the organization.

### **Question 13**

**Briefly Explain Nonverbal Communication.**

**Answer:**

- 1. Nonverbal Communication:** Nonverbal communication is the process of communicating by sending and receiving wordless messages. These messages can aid verbal communication, convey thoughts and feelings contrary to the spoken words or express ideas and emotions on their own. Some of the functions of nonverbal communication in humans are to complement and illustrate, to reinforce and emphasize, to replace and substitute, to control and regulate, and to contradict the denoted message.
- 2. Physical nonverbal communication:** An individual's body language that is, facial expressions, stance, gestures, tone of voice, touch, and other physical signals constitute this type of communication. For example, leaning forward may mean friendliness, acceptance and interest, while crossing arms can be interpreted as antagonistic or defensive posture.
- 3.** Research estimates that physical, non-verbal communication accounts for 55 percent of all communication. Smiles, frowns, pursing of lips, clenching of hands etc. transmit emotions which are not expressed through verbal communication.
- 4. Paralanguage:** The way you say something, more than the actual words used,

reveal the intent of the message, The voice quality, intonation, pitch, stress, emotion, tone, and style of speaking, communicates approval, interest or the lack of it. Research estimates that one of the voice accounts for 38 percent of all communications.

5. **Aesthetic communication:** Art forms such as dancing, painting, sculptor, music are also means of communication. They distinctly convey the ideas and thoughts of the artist.
6. **Appearance:** Appearance is usually the first thing noticed about a person. A well dressed and groomed person is presumed to be organized and methodical, where as a sloppy or shabby person.

### **Question 14**

**Explain how the following contributes towards effective communication:**

1. **Politeness.**
2. **Clarity of purpose.**
3. **Feedback.**
4. **Attentive listening.**
5. **Control on emotions.**

#### **Answer:**

1. **Politeness:** Politeness begets politeness. Polite manners facilitate smooth communication. It encourages participative communication. Irritating expressions should be avoided. Favors should be thanked generously while omissions should be apologized profusely. Empathic communication will ensure politeness in communication.
2. **Clarity of Purpose:** Good communication never 'happens', but is a result of careful and systematic planning. All communication begins with a message. The message should be as clear as possible. The principle of clarity implies both clarity of thought and clarity of expression. Clarity of thought means that the sender must be clear about what, why, when, to whom and how he wants to communicate. Clarity of expression means that the sender must encode the message with appropriate words so that the message is understood by the receiver.
3. **Use of Feedback:** Communication is complete only when the receiver has understood the message. Whether he has understood the message or not is

evident from the feedback received from him. Feedback is thus an important element of communication. It should be used carefully in planning and executing communication. In face to face communication it is easy to get feedback. In all other cases the sender should ask questions, request reply and encourage the sender to send in feedback.

4. **Listening:** Communication is the joint responsibility of the sender and receiver. Active listening is essential for success in communication. Communication cannot be effective without proper listening. The receiver should be attentive and receptive because poor listening defeats the very purpose of communication. For complete success of communication participative listening is essential.
5. **Controlling of Emotions:** Self-control is essential in effective communication. The communicator should be impartial while encoding and sending the message. He should not allow his emotions, attitudes or bias to distort the message. Similarly the receiver should receive the message without allowing his emotion and prejudices to distort the message.

### Question 15

**Comment on the following statements in about 30 words each:**

1. **You glow when someone puts an arm around you, reaches across the table to hold your hand or envelops you in a hug. .**
2. **You're reaching office in time and completion of task within a specific time span does not communicate anything.**
3. **Proxemics explains kind of human relationships.**
4. **Listening is antonym of hearing.**
5. **Communication is culture-bound.**
6. **Diagonal communication, though practicable, has some limitations.**

**Comment: -**

### **Answer:**

1. Human beings communicate in many ways other than through words. Words, very often fail to convey the exact meaning. Thus non-verbal signals mutually understood by the sender and receiver are used. The space around the sender and receiver communicates too which is called Proxemics'. Thus one glows when

someone puts an arm around, reaches across the table to hold the 'h and or' envelops in a hug. Here a close contact is maintained and is the intimate space language.

2. Reaching office in time and completion of task within a specific time span does communicate. It communicates the importance of time. This non-verbal communication is called, Time Language. Time pervades our thinking and dominates our communication. Under time language, people communicate with each other in terms of time by showing them in a very sophisticated way, the worth of time.
3. Proxemics is the study of how we communicate within the space around us. For this the distance between the sender and receiver is the distance between the receiver and the sender while communicating speaks about the relationship between them. It is intimate if the distance between them is physical contact to 18 inches. It is personal if the distance between them is 18 inches to 4 feet. Thus proxemics do explain kind of human relationships.
4. Listening is a deliberate effort. It is not same as hearing. While hearing one has to make no effort. -But for listening one has to train one's ears and ask themselves as to why he wants to listen. Again, while listening one has to discriminate, evaluate, appreciate and react as well which is not required in hearing.
5. Communication is culture bound. One has to be very careful in choice of words so as to not to offend the receiver who may be having a very different cultural background. Cultural differences very often come up as communication barriers. The same words, phrases, symbols etc. may mean different things to different people of different cultural background.
6. Diagonal communication, though practicable has some limitations.

**They are: -**

- Anarchy - which takes place in the absence of well accepted procedures for diagonal communication.
- Resistance by managers when not consulted.
- It violates the principle of unity of command and thus causes conflicts and confusion.

**Question 16**

**Discuss how time affects communication - with an emphasis on clocking and orienting.**

**Answer:****Verbal communication is affected by clocking and orienting:**

**1. Focus-** when communication has no focal theme or topic the orientation (goal, purpose) is not defined. Therefore, the result is unnecessary "rambling" that could eventually lead to the complete loss of focus and purpose. Think about politicians. Their timing and orientation must lead directly to a specific cause for which they should come up with

- the identification of the issue at hand
- the identification of the causes that led to the issue
- the identification of the potential solutions
- the identification of the resources available to convert the potential solution into a viable one
- the disclosure of a timeframe that can be put into place to fix the issue

Notice how that type of essential communication could make or break a politician. But, how about regular people like you and me? It affects the same exact way. Effective communication (that which is done for a specific purpose and with a goal in mind) is not merely "casual speak". It is a vehicle through which links and correlations can be made, and through which problem solving is possible.

**2. Action, cognitive synchrony, and time-**The Oxford University article "Communication, Coordinated Action, and Focal Points in Groups: From Dating Couples to Emergency Responders" by Andrea Hollingshead names the following essential elements to assure good communication, IN TANDEM with clocking and orienting

- coordinated action
- cognitive synchrony

Coordinated action has everything to do with orienting: focusing on which way the conversation goes, what goal it is supposed to achieve, and in how many ways the issue at hand will be presented (and in how many ways) for it to make sense to the listener. However, over-saturating the listener will not work: this is why you need cognitive synchrony, which has a lot to do with timing.

**Question 17****What are different skills within communication?**

**Answer:**

Communication skills are abilities you use when giving and **receiving** different kinds of information. Some examples include communicating ideas, feelings or what's happening around you. Communication skills involve **listening, speaking, observing and empathizing.**

**Main Types of Communication:**

- **Verbal Communication:** Verbal communication seems like the most obvious of the different types of communication.
- **Nonverbal Cues Speak Volumes:** Nonverbal communication provides some insight into a speaker's word choice.
- **Visual Communication:** Visual communication is **the use of visual elements to convey ideas and information which** include but are not limited to, signs, typography, drawing, graphic design, illustration, industrial design, advertising, animation, and electronic resources. Humans have used visual communication since prehistoric times.

**Question 18**

**Discuss some barriers to effective communication. Explain, common barriers to effective communication.?**

**Answer:**

Lack of attention, interest, distractions, or irrelevance to the receiver. (See our page Barriers to Effective Listening for more information). Differences in perception and viewpoint. Physical disabilities such as hearing problems or speech difficulties. Physical barriers to non-verbal communication.

There are five key barriers that can occur within a company: language, **cultural** diversity, gender differences, status differences and **physical** separation. These barriers to communication are specific items that can distort or prevent communication within an organization.

Emotion can be a serious barrier to communication. This happens in two main ways. When people are very emotional, they can stop listening. They no longer listen rationally to what the other think.

**Question 19**

**Explain what "Noise" (physical, physiological and psychological) means in a communication context.**

**Answer:**



Sound is culturally/socially divided into harmony and noise, that is, pleasing or non-pleasing. In the communication model, noise is called static—an auditory or psychological interference in sending the message from sender through the code to the receiver. Aesthetically/psychologically, noise is the non-harmonious combination of two or more sounds; the hearer is pleased by sounds that augment each other's structures (harmony), and displeased by sounds that interrupt each other's structures.

### **Question 20**

**Effective communication understand that effective communication goes hand in hand with Language style matching.**

#### **Answer:**

Language style often reflects culture, family, socio-economic background, education, and geographic region. When there is a language style match, our communication with others is more comfortable, whether it be in personal life, school, business, or even politics, because we are "speaking the same language." We all have a tendency, for better or worse, to want to be with people who are like us, and language style is a good indicator of that likeness.

### **Question 21**

**What are the barriers to effective classroom communication?**

#### **Answer:**

Some common barriers to effective communication in the classroom are **listening** barriers, **perception barriers** and oral barriers. Learning to recognize and overcome these barriers is essential in effective classroom communication. Effective **listening** is one of the most important factors in classroom communication.

### **Question 22**

**How can communications help an organization to achieve its goal?**

**Answer:** Communication, both internal and external, is integral to organizational success. First, leaders need to set a goal or goals. Just to do this requires clear communication between everyone involved in the process. Then, once goals have

been set, they need to be communicated to all concerned parties (employees, shareholders, perhaps the media, etc.).

Effective organizations understand how to tailor their message for the audience they wish to reach, and which form of communication (personal meeting, phone call, email, social media, etc.) is most appropriate in each situation. In the age of social media, with so many different communication channels at hand, it's more crucial than ever to guard against misunderstandings, and to nimbly counter negative publicity.

### **Question 23**

**What are some of the functions of communication?**

**Answer:**

The **functions of communication** in an organization are to inform, persuade, and motivate. Informing provides data and information to employees so that they can make educated decisions. Upward, downward, and horizontal informing are three ways that workers can acquire information. Although many different species seem to communicate in different ways, human communication seems especially complex and rich in its ability to convey complex and abstract information.

### **Question 24**

**Explain the process of communication.**

**Answer:**

The communication process is the steps we take in order to successfully communicate. Components of the communication process include a sender, encoding of a message, selecting of a channel of communication, receipt of the message by the receiver and decoding of the message.

### **Question 25**

**Discuss how communication can bring about advancement in any society.**

**Answer:**

It is no doubt that **communication** plays a vital role in human life. It not only helps to facilitate the process of sharing information and knowledge, but also helps people to develop relationships with others. Therefore,

the **importance of communication** cannot be underestimated. We can deal with two kinds of communication here: communication between two different societies, and communication between various elements inside a society.

### **Question 26**

**What is body language?**

**Answer:**

Body language is a way of communicating through the use of body movements, gestures, and facial expression. **Body language** is a type of nonverbal **communication** in which physical behaviors, as opposed to words, are used to express or convey information. Such behavior includes facial expressions, **body posture**, gestures, eye movement, touch and the use of space.

### **Question 27**

**How might the differences in the communication behavior of males and females have?**

**Answer:**

It operates from the fundamental premise that there is a different mode of communication that exists between men and women in the workplace. Men and women are different in many ways. They see the world through completely different perspectives. The key to understanding their differences is in the way that men and women communicate.

Here are six important communication differences that you should be aware of, to help improve your communications with your partner and make them smoother and more effective.

### **Question 28**

**What are the differences in communication between an employer-employee relationship?**

**Answer:**

Essentially, employee relations is a two-person relationship between employee and employer. The focus is on how to effectively manage and strengthen this relationship. Industrial Relations on the other hand, is a three-person relationship between the organization, the union and the workforce that the union represents.

### **Question 29**

**Can someone communicate without knowing literacy skills?**

**Answer:**

One way to communicate would be through the use of gestures. A person could make gestures using his or her hands. Conversation. A child's ability to communicate is directly related to their literacy development. The better their conversational skills now, the easier it will be for them to understand what they read later on.

**Question 30****How can we classify communication?****Answer:**

Communication may be classified into several categories on the following basis:

**1. On the basis of Organizational structure or relationship:**

a) Formal communication.

**2. On the basis of How or direction:**

a) Downward communication.

b) Upward communication.

c) Horizontal or lateral or sideward communication.

**3. On the basis of methods or media used or expression:**

a) Written communication.

b) Oral communication.

c) Gestural or non-verbal communication.

**Question 31****how does effective communication incorporate the basic elements of communication?****Answer:**

**Effective communication takes into account all the basic elements of communication and uses them well.**

- **Speaker:** Aristotle considered the ethos of the speaker the most significant factor in making a speech persuasive. This includes both extrinsic ethos, in the sense of a speaker's reputation, and intrinsic ethos, or how the speaker portrays him or herself in a speech. For extrinsic ethos, having expertise reflected in advanced degrees or tangible achievements will make a speaker more credible. For intrinsic ethos, using language well (i.e. no grammatical errors, pronouncing words correctly) and being polite and respectful towards your audience contribute to persuasiveness.
- **Audience:** Communicating effectively requires adapting your message to the

nature of your audience. Just as you speak differently to your grandmother than you do to your friends, so the language you use at a frat party is probably not appropriate for a formal business environment.

- **Message:** Your message should be clearly presented and logically consistent. You should use multiple forms of evidence and argument to support your message and you should stay on topic.
- **Medium:** You should choose the most appropriate medium for your audience and message. A short pithy comment might suit Twitter, but a complex discussion of a sensitive topic might be best held in person.

### Question 32

**What is the difference between verbal and non-verbal communication?**

**Answer:**

**Verbal communication** is the use of auditory language to exchange information with other people. It includes sounds, words, or speaking. The tone, volume, and pitch of one's voice can all contribute to effective verbal communication.

**Non-verbal communication** is communication between people through non-verbal or visual cues. This includes gestures, facial expressions, body movement, timing, touch, and anything else that communicates without speaking.

## PAST EXAMINATION QUESTIONS:

MAY - 2018

### Question1

**Define visual communication.**

**Answer:**

**Visual Communication:** Visual communication through visual aids such as signs, typography, drawing; graphic designs, illustration, color and other electronic resources usually reinforces written communication. Visuals like graph, pie chart and other diagrammatic presentations convey clearly a great deal of information.

### Question2

**Write any four barriers to effective communication?****Answer:****Barriers to effective communication are:**

1. Physical Barriers
2. Language Barriers
3. Attitude Barriers
4. Technology Barriers.

**Question3****What are the characteristics of effective communication?****Answer:****The characteristics of effective communication:**

1. Clear
2. Concise
3. Complete
4. Coherent

**Question4****What is diagonal communication?****Answer:****Diagonal Communication:**

Crossfunctionalcommunicationbetweenemployeesatdifferentlevelsofthe organizational hierarchy is described as diagonal communication e.g. A junior engineer reports directly to the general manager regarding the process on the project.

**Question5****What are the main steps in the process of communication?****Answer:**

1. The purpose or reason for the communication.
2. The contents of the message.
3. The medium used for conveying the-message.
4. Transiting the message.
5. Message are often misinterpreted due to external disturbances such as noise created by humans. ·
6. Receiving the message.
7. Deciphering and making sense of the message.
8. Interpreting and figuring out what the receiver thinks is the real message.



## NOV - 2018

### Question1

**Describe the term "Paralanguage", a mode of communication.**

#### **Answer:**

**Paralanguage:** Paralanguage is a component of meta-communication that may modify meaning, give nuanced meaning, or convey emotion, such as prosody, pitch, volume, intonation, etc.

### Question2

**Discuss " Cultural barrier" in communication.**

**OR**

**(ii) What do you mean by (A) Vertical and (B) Horizontal formal communication?**

#### **Answer:**

**(i) Culture Barriers":**

The existence of cultural differences between people from various countries, regions tribes and religions, where words and symbols may be interpreted differently can result in miscommunications and culture barriers.

**Ex:** If a Chinese living in Canada, the most significant cultural barrier would be language, if he doesn't know how to speak English or French.

**OR**

**(ii) (a)Vertical Formal Communication:**

Vertical communication is the communication where information and message flows between the superiors and Subordinates' of the organisation.

**(b)Horizontal Formal Communication:**

Horizontal Communication is the transmission of information between people, divisions, departments or units with in the 'same level' of organizational hierarchy.

### Question3

**How do Technology barriers· effects communication? Explain.**

#### **Answer:**

**Technology Barriers:** Today there will hardly be anyone who does not use Technology for communication (i.e. emails, social media)

❖ Where technology promotes multitasking, on other hand the information overload

and trying to accomplish too many things together can result in gap in communication and lead to miscommunication.

- ❖ Although advancement in technology have increased the productivity but also waste time of people by making them busy.

#### **Question4**

**Non-verbal is also one of the Broad Categories of Communication? Explain.**

**Answer:**

**Non-Verbal Communication:** Non-Verbal communication between people is communication through sending and receiving word less indication or gesture. It includes the use of visual cues such as body language, distance and physical appearance etc. It may be divided into following types:

- **Physical NVC:** Facial expressions, gestures, tune of voice, touch, posture, eye gaze etc.
- **Aesthetic NVC:** Communication by means of a esthetic (i.e.cinema) to influence cultural and social development.
- **Paralanguage:** The way you say something, more than the actual words used, reveal the intent of message (i.e. hmm, nodge etc.)
- **Appearance:** A well dressed and groomed personality.

## **MAY - 2019**

#### **Question1**

**Discuss the "Gender Barrier" in communication.**

**Answer:**

When men and women in an organisation communicate, difference in communication is naturally wired plus biasness in gender results into barrier in communication. Men talk in a logical manner whereas the women use both logic and emotion. As a result men can be held guilty of providing insufficient information whereas women may be blamed for providing too much details.

#### **Question2**

**What do you mean by Informal Communication?**

**Answer:**

It is a spontaneous exchange of information between two or more persons without conforming to the prescribed official rules, processes, systems, chain of command. When employee in an

organization interact with each other without following the formal domain is known as grapevine.

### **Question 3**

**Define Vertical & Chain Network under network in communication.**

**Answer:**

- **Vertical Network:** Network between a higher-ranking employee and a subordinate is commonly known as vertical network. In this two-way communication and immediate feedback is possible.
- **Chain Network:** The communication pattern that follows the chain of command from the senior to junior is known as chain network. It starts at the top and follows its way down to the different levels of employees.

### **Question 4**

**“The listener has to be objective, practical and control his emotions”  
Explain with reference to importance of listening in communication?**

**Answer:**

**Listening in communication** deals with an individual and his agenda. A perceptive listener is able to satisfy a customer and suggest solutions as per the needs of the client. One should have proper control over emotions and should be practical enough to communicate effectively, moreover, by stating the purpose or objectives clear during the communiqué one can enhance communication.

### **Question 5**

**Define the importance of Para language in Nonverbal Communication.**

**Answer:**

**Nonverbal communication** is the process of communicating by sending and receiving wordless messages. Paralanguage deals with the way you say something, more than the actual words used, reveal the intent of the message. The voice quality, emotion, style of speaking, communicates approval, interest or the lack of it.

**NOV – 2019**

### **Question 1**

**Discuss the process of communication,**

**Answer:**

Communication is a process of exchanging information ideas, thoughts feelings and

emotions through speech, signals, writings or behaviour.

**The steps involved are:**

1. The purpose or reason for the communication.
2. The content of the message.
3. The medium used for conveying the message.
4. Transmitting the message.
5. Messages are after misinterpreted due to external disturbances such as noise created by humans, traffics and natural forces. These factors can result in miscommunication.
6. Receiving the message.
7. Deciphering and making sense of the message. Decode..
8. Interpreting and figuring out what the receiver thinks is the real message.

**Question2**

**Discuss the term “Visual Communication” in communication.**

**Answer:**

**Visual Communication:**

Visual Communication through visual aids such as signs, typography, drawing graphic design illustration, color and other electronic resources usually reinforces written communication. Visuals like, graphs pie charts and other diagrammatic presentation conveys and clearly and concisely a great deal of information.

They are an essential part of official presentations these day.

**Question3**

**What do you mean by an “Attitude Barrier”?**

**Answer:**

**Attitude Barrier:**

Personal attitudes of employees can affect communication within the organization. A proactive, motivated worker will facilitate the communication process, whereas a dissatisfied disgruntled, shy, introvert or lazy employee can delay, hesitate in taking the initiative or refuse to communicate.

**Question4**

**Explain how emotional awareness and control helps in.**

**Answer:**

**Emotional Awareness and Controls:**

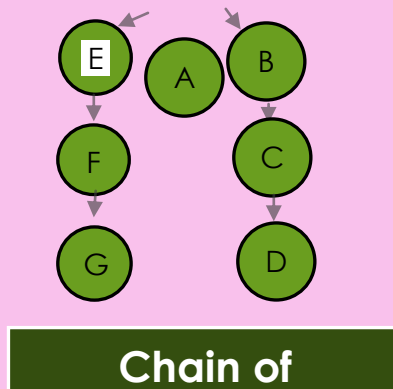
Human behavior is not under the sole control of emotion or deliberation but results from the interactions of these two processes,” Lowenstein said. However emotions play a major role in our interactions with other people. They are a powerful force that affect our perception of reality regardless of how hard we try to be unbiased. Inflect emotional awareness is a necessary element of good communication. While interacting with another people or a group, it is important to understand the emotions you and they are bringing to the discussion.

### **Question5**

**Define the areas where chain network of communication is found in an organization.**

**Answer:**

The communication pattern that follows the chain of command from the senior to the junior is called the chain network. Communication starts at the top, like from a CEO, and works its ways down to the different, level of employees. The supervisor/Manager/CEO gives commands or instructions to those working under him/her in the organization.



**NOV – 2020 (CYCLE 1)**

### **Question1**

**(a) Body language speaks the truth while speaker may play with words to hidethe truth comment?**

**Answer:**

Non-verbal communications such as body language and visual cues affect the quality of interaction among individuals or group. An individual's facial expressions, stances,

gestures, touches, and other physical signals constitute body language of communication. For example, leaning forward may mean friendliness, acceptance and interest, while crossing arms can be interpreted as antagonistic or defensive posture.

### **Question2**

**(a) What is formal communication, explain.**

**Answer:**

Formal communication: Formal Communication, both oral and written, follows certain rules, principles and conventions in conveying the message, The hierarchy in the organization has to be followed. Formal format, style and language have to be used. The communication pattern can be vertical, horizontal or diagonal.

**OR**

**Encoding the matter is an important element of communication, comments?**

**Answer:**

Encoding is the process of turning thoughts into communication. The encoder uses a 'medium' to send the message – a phone call, email, text message, face-to-face meeting, or other communication tool. The level of conscious thought that goes into encoding messages may vary.

### **Question3**

**(a) Explain how listening for Understanding helps in communication.**

**Answer:**

**Listening for Understanding:** We are bombarded by noise and sound in all our waking hours. We 'hear' conversations, news, gossips and many other forms of speech all the time. However, most of it is not listened to carefully and therefore, not understood, partially understood or misunderstood. A good listener does not only listen to the spoken words, but observes carefully the nonverbal cues to understand the complete message. He/she absorbs the given information, processes it, understands its context and meaning and to form an accurate, reasoned, intelligent response.

The listener has to be objective, practical and in control of his emotion. Often the understanding of a listener is collared by his own emotions, judgments, opinions, and reactions to what is being said. While listening for understanding, we focus on the individual and his agenda. A perceptive listener is able to satisfy a customer and suggest solutions as per the needs of the client.

### **Question4**

**(a) Explain Wheel & Spoke network in communication.**

**Answer:**



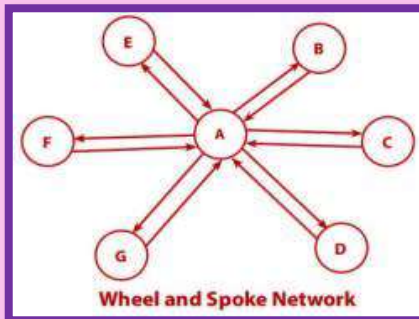
### Wheel and Spoke Network

This is like the vertical communication but with the difference that there are several people communicating with a central figure or person. Here a single controlling authority is involved in a vertical type communication and radiates instructions and orders to several of his employees who are working under him.

This is an improvement over the chain communication and provides a direct link between the top command and the employees. However, due to the nature of this communication, it constitutes a form of the micro-management and will thus be very taxing.

An advantage of the wheel and spoke network is that it relays instructions and orders directly from the highest level to any subordinate levels. There are no middle parties or disruptions to the communication channel.

Due to the micromanaging nature of this type of communication is only suitable for small organizations. Larger businesses will not have the resources to deploy this mechanism. It should also be kept in mind that this way of communication is very effective and the miscommunication is the least.



## JAN 2021 (CYCLE 2)

### Question 1

**(a) How do organizational structure barriers affect communication?**

**Answer:**

**Organizational Structure Barriers:** If the organization structure is complex. Involving layers of supervision, long communication lines, the distance between the worker and the top management increases communication therefore often breaks down.

### Question 2

**(a) What do you mean by diagonal communication?**

**Answer:**

**Diagonal:**

a) It is cross-function communication

- b) Communication takes place between the employee of an organization irrespective of the reporting chain and structure i.e. to say in simple words, any employee can communicate directly with anyone with the organization
- c) It is a direct communication and no misunderstanding happens in this type of communication
- d) For example: a junior engineer can directly report to the general meeting to discuss the progress of the object.

## JULY 2021

### Question 1

**Physical barriers are a result of our surrounding Discuss.**

**Answer:**

**Physical Barriers:** Physical barriers are environment factors that present of reduce the sending and receiving of communication. For example, noise, technical disturbances, outdated equipment, distant locations, offence doors and lack of appropriate infrastructure can lead to problems communication.

### Question 2

**Focus and attention is an important characteristic of effective communication explain.**

**Answer:**

**Focus & Attentions:**

- There are many distractions going on in our surroundings which can distract us like ringing of a phone an incoming email pending task and so on.
- Despite all these distractions we should be focused and attentive during the communication to make it effective.

### Question 3

**Write essential of oral communication.**

**Answer:**

The essential of oral communication are:

- a) Pronunciation
- b) Listening & conversation
- c) Spoken grammar
- d) Vocabulary
- e) Noticing language
- f) Presentations, face to face or video interview.

**Question 4**

**Define the term communication. When the communication is supposed to be effective?**

**Answer:**

- Communication is a process of exchange information, ideas, though, feelings and emotions through speech, signal, writing or behavior.
- In the process of communication, a sender (encoder) encodes a message and then using medium/ channel sends it to the receiver (decoder).
- Receiver decodes the message, processes the information and sends back appropriate feedback / reply using a medium / channel.
- A communication is supposed to be complete or effective only when the listener responds relevantly.

**DEC 2021****Question 1**

**Completeness is an important characteristic of effective communication. Comment.**

**Answer:**

A complete communication conveys all the facts and information necessary and sufficient about the subject required by the recipient. It keeps in mind the receiver's intellect and attitude and conveys the message accordingly. Lack of relevant information leads to ambiguity, leaving room for assumptions and defeating the principal objective of the intended communication. Hence, completeness is an important characteristic of effective communication.

**Question 2**

**(i) What is the informal communication? (2 Marks)**

**OR**

**(ii) State the common networks used in organisations. (2 Marks)**

**Answer:**

Informal Communication is casual, friendly and unofficial. It can be between family, friends, neighbours, members of the community and people working together in an organization. It is spontaneous conversation and exchange of information between two or more persons without conforming to the prescribed official rules, processes, systems, formalities and chain of command.

**OR**

The most common networks followed in organisations are the following:

- (i) **Vertical network:** The vertical network is a formal network. It is usually between a higher ranking employee and a subordinate. In this two-way communication,

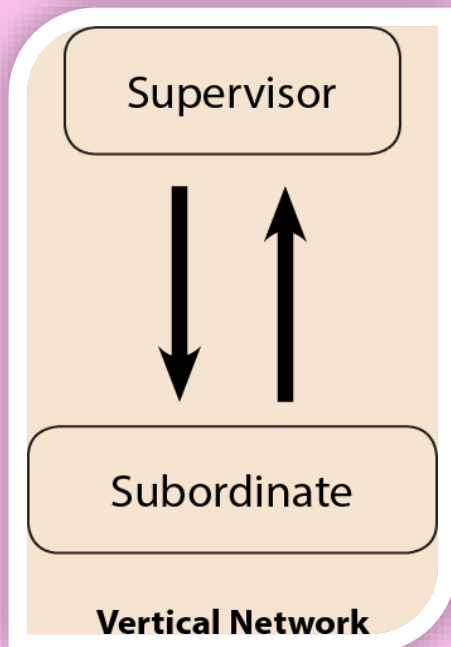
immediate feedback is possible.

- (ii) **Circuit network:** When two persons communicate with each other sending messages and feedback, they form a communication circuit. Therefore it is known as circuit network.
- (iii) **Chain network:** The communication pattern that follows the chain of command from the senior to the junior is called the chain network.
- (iv) **Wheel and spoke network:** This is an organization where there is a single controlling authority who gives instructions and orders to all employees working under him/her and getting back the report from them.
- (v) **Star network:** The star communication network has multiple channels of communication open between all members. This network propagates group communication and is essential where teamwork is involved.

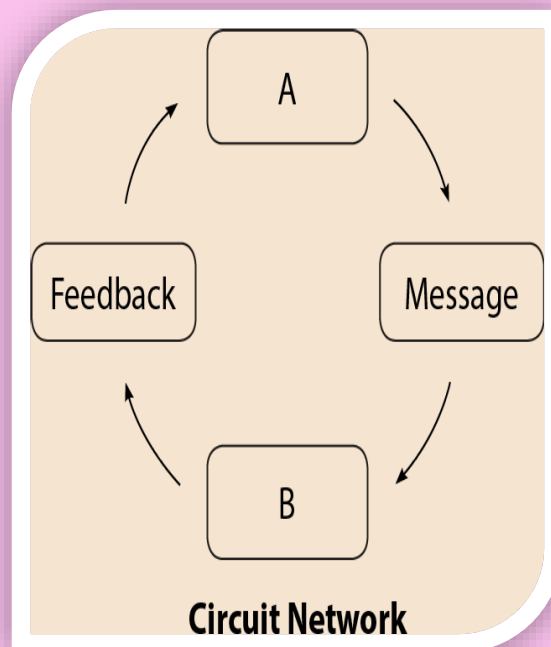
The usefulness of all networks depends on the structure and size of the company, and the manner of communication between the employees.

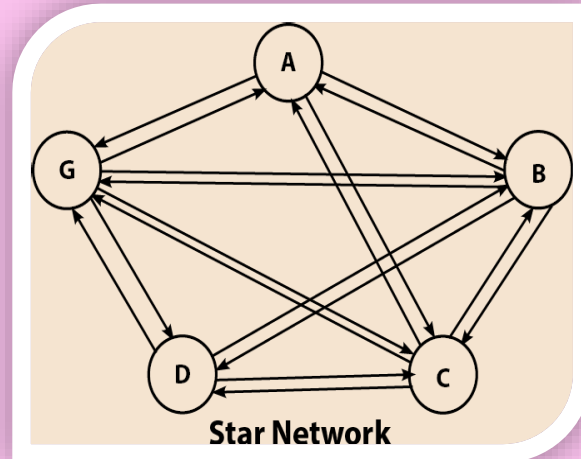
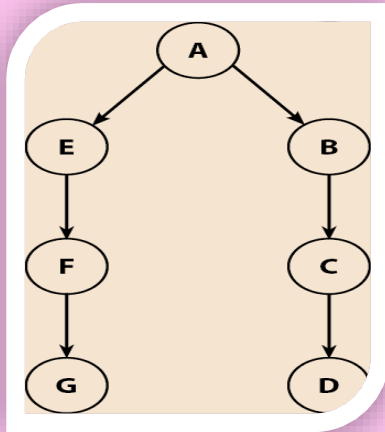
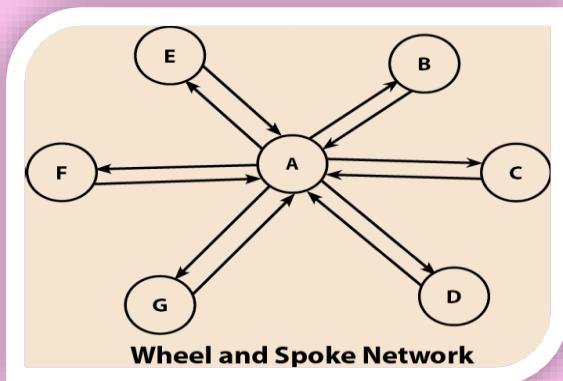
The above said network may be explained by diagram as below:

#### Vertical Network:



#### Circuit Network:



**Chain Network:Star Network****Chain of Command  
Wheel & Spoke Network:****Question 3****Explain horizontal communication. (2 Marks)****Answer:**

Horizontal communication involves communication between two entities of an organization at the same level. For example, the managers of a project in a company may hold a regular daily, weekly or monthly meeting to discuss the progress of the project.

**Question 4****Write about the cultural barriers in communication. (2 Marks)****Answer:**

Cultural barriers refer to having knowledge of different cultures in order to communicate effectively with cross culture people. Understanding various cultures in this era of globalization is an absolute necessity as the existence of cultural differences between people from various countries, regions tribes and religions, where words and symbols may be interpreted differently can result in communication barriers and miscommunications.

## **JUNE -2022**

### **Question 1**

**“A well dressed and groomed person is presumed to be organised and methodical, whereas a sloppy or shabby person fails to make a favourable impression”. Discuss.**

**2 Marks**

### **Answer:**

As we know, lacking language knowledge can create impediment in communication. Language varies individual to individual, place to place, region to region, and country, wise. Same words may have different meaning in other language. Even jargon, unfamiliar, expressions, and ambiguous words create hurdles in communication. This is fact that no, two people speak or write alike. Some people use well-formed words while some of them, is used ill-formed words. Non-verbal communication is more impact in communication. Meanwhile, the primary, function of language is communication, but we can communicate without language. Some, of the functions of nonverbal communication in humans are to complement and illustrate,, to reinforce and emphasize, to replace and substitute, to control and regulate, and to, contradict the denoted message. These are the following non-verbal cues; Physical: It includes facial expressions, stance, gestures, tone, distance in communication,, time dimension, haptics etc. For example, leaning forward may mean friendliness, acceptance, and interest, while crossing arms can be interpreted as antagonistic or defensive posture., Smiles, frowns, pursing of lips, clenching of hands etc. transmit emotions which are not, expressed through verbal communication., Paralanguage: It contains the how of the sender’s voice or the way he/she speaks. In other, words, The way we say something, more than the actual words use, reveal the intent of the, message, the voice quality, volume, intonation, pitch, stress (e.g., primary stress ' , secondary, stress ,, long stress :, half long ´ , extra short) tone (e.g., extra high §“ , high é, mid ē, low è,, extra low è, down step ↓, upstep↑) and way of speaking, communicates approval, interest or, lack of it. It changes the meaning of words., For example Stress on d- Production become Noun, Stress on p- 'Production become Verb, Aesthetic: Art forms such as dancing, paintings, sculptors, music are also means of, communication. It conveys the ideas and thoughts of the artist., Appearance: It is usually the first thing noticed about the person. **A well dressed and groomed, person is presumed to be organised and methodical, whereas a sloppy or shabby person**

fails, to make a favourable impression., Hence, through non-verbal communication, we send and responds to thousands of messages, daily in personal and work live

### **Question 2**

**(i) Define chain network in communication. 2 Marks**

#### **Answer:**

A chain network is common within a business where there are several levels of authority or management. Information is sent from management to employees in a downward flow. This occurs as a set sequence of communication and is a centralized structure. The message starts with a manager at the top and eventually makes its way down through other managers until it reaches all other employees, all the way to those at the lowest level within the hierarchy.

For example, a corporation with hundreds of employees will have many levels of management, from corporate managers to general managers to supervisors. To ensure a message is received by all employees a manager at the corporate level of authority sends out a message to lower-level managers who are then responsible for communicating the information to the workers that report to them. So, if a corporate manager sends an email to all lower-level managers within the company and the lower-level managers forward this information in a meeting, they are using the chain pattern to communicate.

**OR**

**(ii) How 'Technology barrier' affects communication? 2 Marks**

**Answer:** In business, organizations encounter several technological barriers in communication. Some are obvious like poor internet or obsolete hardware. But others like language barriers aren't as easy to identify but are equally potent.

For instance, remote workers now work from different cities or even countries. Employees may have to connect with a colleague who's from a different culture. Understanding their language over the phone or video call can be a challenge if they're not familiar with it. A technological barrier can be overcome if the right training is given. If your organization is moving its communication entirely online, it's possible your employees take time to get the hang of it. They need proper training and familiarity with the new software for overcoming technology barriers.

**Here are some common technology barriers in communication:**

1. Outdated technological systems
2. Limiting access across functions and levels
3. A packed inbox

### **Question 3**

**"Human behaviour is not under the sole control of emotion or deliberation but**



**results from the interaction of these two processes”. Explain. 2 Marks**

**Answer:**

**“Human behavior is not under the sole control of emotion or deliberation but results from the interaction of these two processes,” Loewenstein said.**

Emote control is fast, but can respond only to a limited amount of situations, while deliberation is far more flexible but relatively slow and laborious. Emote control is the default decision-making system. Deliberation kicks in when a person encounters a situation that is new or when the correct response is not evident. Emote control is highly attuned to vivid imagery, immediacy and novelty, meaning that the emotional system is more likely to respond to events that are associated with striking visual images, that occurred in the recent past, and that people are unfamiliar with and have not had time to adapt to. Emotion also is sensitive to the categories into which humans automatically place the people and things they encounter—from the perspective of law and social policy, the all-important distinction between “us” and “them.” And emote control can activate deliberation, according to Loewenstein and Lobel.

**Question 4**

**“Understanding cultural aspects of communication is absolutely necessary otherwise it will become a barrier to communication”.**

**Discuss. . 2 Marks**

**Answer:**

Culture is handed down from one generation to another. It gives people their way of seeing the world and interpreting life. A single culture has many sub-cultures. Cultural diversity makes communication difficult as the mindset of people of different cultures are different, the language, signs and symbols are also different.

Different cultures have different meaning of words, behaviors and gestures. Culture also gives rise to prejudices, ethnocentrism, manners and opinions. It forms the way people think and behave. When people belonging to different cultures communicate, these factors can become barriers.

The way you communicate is affected by the culture you were brought up in. The opposite is also true. Culture is, to a large extent, determined by the way we communicate.

**Causes of Cultural Barriers**

- + Language
- + Signs and Symbols (Semantics)
- + Stereotypes and Prejudices
- + Behavior and Beliefs
- + Ethnocentrism

 Religion

## DEC– 2022

### Question 1

**Courteousness is the important characteristics of effective communication comment.**

#### **Answer:**

Communication for humans is akin to breathing. From the first cry of the baby to the last breath of a person, communication is an essential part of life. However, good communication is an art that has to be developed and honed. Effective communicators practice every aspect of the skill frequently.

1. **Clarity:** Any spoken or written communication should state the purpose of message clearly. The language should be simple. Sentences ought to be short as the core message is lost in long, convoluted sentences. Each idea or point must be explained in a separate bulleted points or paragraphs. Make it easy for the reader to grasp the intent of the communiqué.
2. **Conciseness:** Brevity is the essence of business communication. No one has the time to read long drawn out essays. Besides, the core content is lost in elaborate details. Avoid using irrelevant words or adjectives, for example, 'you see', 'I mean to say', etc. Ensure that there are no repetitions.
3. **Concreteness:** The content of your communiqué should be tangible. Base it on data. Abstract ideas and thoughts are liable to misinterpretation. Make sure that there is just sufficient detail to support your case/ argument and bring focus to the main message.
4. **Coherence:** Coherence in writing and speech refers to the logical bridge between words, sentences, and paragraphs. Main ideas and meaning can be difficult for the reader to follow if the writer jumps from one idea to another and uses contradictory words to express himself/herself.
5. **Completeness:** A complete communication conveys all facts and information required by the recipient. It keeps in mind the receiver's intellect and attitude and conveys the message accordingly. A complete communication helps in building the company's reputation, aids in better decision-making as all relevant and required information is available with the receiver.
6. **Courteousness:** Courtesy implies that the sender is polite, considerate, respectful,

open and honest with the receiver. The sender of the message takes into consideration the viewpoints and feelings of the receiver of the message. Make sure nothing offensive or with hidden negative tone is included.

7. **Listening for Understanding:** We are bombarded by noise and sound in all our waking hours. We 'hear' conversations, news, gossips and many other forms of speech all the time.
8. **Focus and Attention:** Everyday work environment has multiple activities going on simultaneously. The ringing of a phone, an incoming email, or a number of tasks requiring your attention, anxiety related to work, emotional distress etc. can distract you. Such distractions are detrimental to the communication process with an individual or a group of people.
9. **Emotional Awareness and Control:** "Human behaviour is not under the sole control of emotion or deliberation but results from the interaction of these two processes," Lowenstein said.

## **Question 2**

**How attitude barriers affect communication in the organization?**

### **Answer:**

As the name suggests, attitude barriers in communication are mental interferences that are the product of one's assumption and attitude. Such barriers develop throughout one's life and get shaped by internal and external experiences. They are typically based on an individual's socio-economic as well as cultural background. As a result, attitude barriers often get reflected in everyday conversations. Some of the most common attitude barriers include:

- Perception
- Personal Beliefs
- Culture
- Status
- Emotionality

**OR**

**Explain the term Aesthetic communication.**

### **Answer:**

Communication by means of aesthetic forms of expression is used to influence cultural and social development. Knowledge of aesthetic communication enhances the ability to

understand and interpret messages conveyed in cultural life, the media and between people. The subject of aesthetic communication covers communication processes and exploration of how to interact with other people using aesthetic forms of expression.

### **Question 3**

**What do you mean by grapevine communication?**

**Answer:**

Grapevine communication is a type of communication that forms mostly from unintentional social interactions. This means that the information being conveyed may not necessarily be the primary intention of the initial conversation or message. Grapevine communication is an informal method of communicating, so businesses and management professionals often try to use formal communication channels for important news instead. Because this type of communication originates from casual social interaction, it's often inevitable for workplaces.

**Types of grapevine communication**

1. Single strand chain
2. Gossip chain
3. Probability chain
4. Cluster chain