

Business Correspondence and Report Writing

UNIT-I

Q. 1. What is Communication? Explain the basic elements of communication process?

Communication is the process of passing information (sending) and understanding (receiving) the same from one person to another through verbal and non-verbal means. Thus, communication means to understand information, facts or opinions of someone.

Communication is the **giving** and **receiving** of feedback between individuals and/or groups for the **purpose** of exchanging information.

Communication Meaning

The word communication originates from the Latin word “**communis**” which means “**Common**”. This means that we try to establish “commonness” with someone in communication.

Literally, communication means to inform, to tell, to show, or to spread information. Thus, it may be interpreted as an interchange of thought or information to bring about understanding and confidence for good industrial relations.

Communication Definition

Communication is the process by which information is passed between, individuals and/or organisations by means of previously agreed symbols

- Peter Dittle

Communication is an interchange of thoughts, opinions, or information through speech, writing or signs.

- Robert Anderson

Process of Communication

Communication is a process, generally a two-way process. The process is a concept that is dynamic and ever-changing.

The process, in fact, is both times dimensional as well as space dimensional in which action unfolds in a continual manner towards some goal.

Elements of Communication Process are:

1. Message
2. Sender
3. Encoding
4. Medium and Channel

5. Receiver
6. Decoding
7. Feedback

1. **Message:** It is information, written or spoken, which is to be sent from one person to another. Here, the word person stands for the two ends of a system and may represent an individual, or a group of individuals, or even electronic machines.

The most important characteristic of a message as an element of communication is that it is organized, structured, shaped and selective. It exists in the mind of the sender (**communicator**).

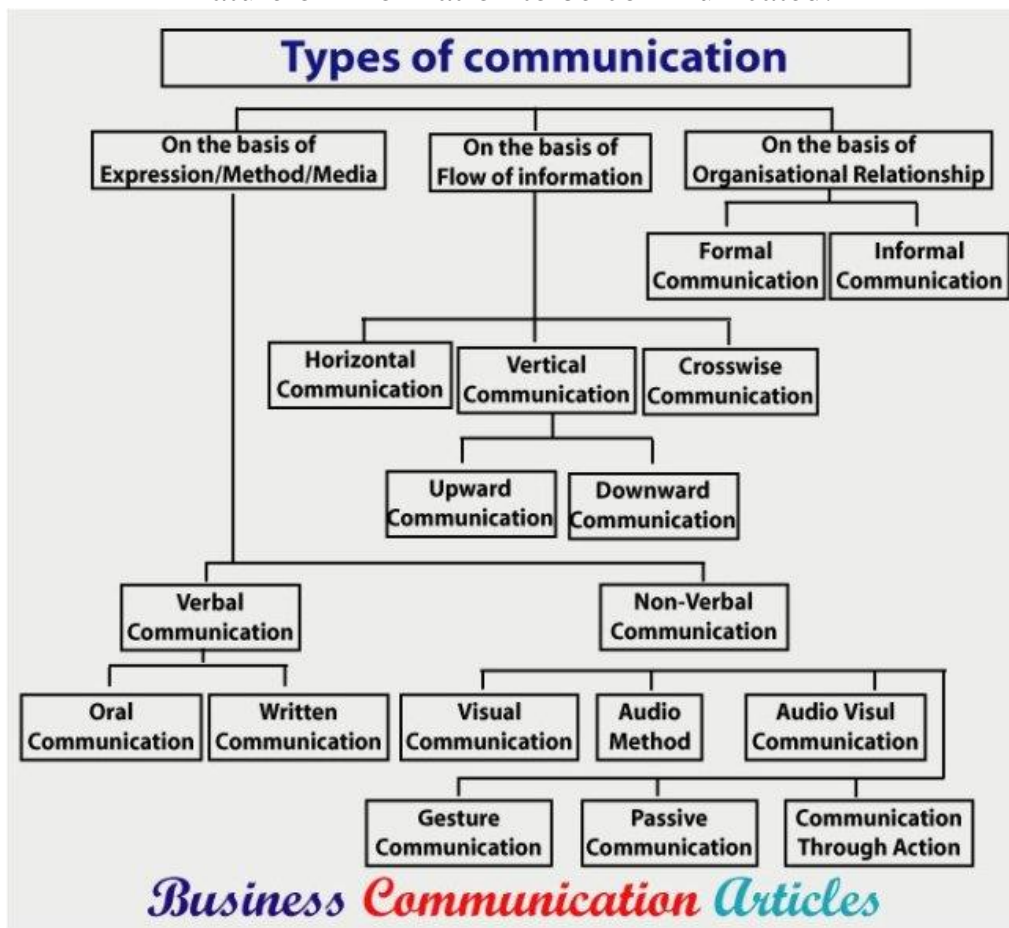
2. **Sender:** The person who transmits, spreads, or communicates a message or operates an electronic device is the sender i.e., one who conceives and initiates the message.
3. **Encoding:** The method by which a message is expressed is called encoding. Message arises in the mind in the form of Idea. That idea is transmitted by the sender to receiver in the form of words, symbols, pictures, day-to-day language, etc. Otherwise, it may not be possible for the receiver to understand it.
4. **Medium and Channel:** The method or channel means by which a message is transmitted by a sender to a receiver called medium or channel. For instance, a letter is a medium and postal or couriers service a channel. If a message is communicated by telephone, then an oral message is a medium and the telephone a channel.
5. **Receiver:** The receiver of communication is a person or a group or an organization that receives the message. He is the destination of the message. In its absence, the process of communication is incomplete. He not only receives the messages but also understands what is implied in it. He is a decoder of the message responds to it or gives necessary feedback.
6. **Decoding:** Decoding is a mental process by which the receiver draws meanings, from the words, symbols or pictures of the message. The receiver does decoding or understands it. That is the reason he is also called a decoder. If the receiver understands the meanings of the words or the symbols correctly, then his decoding is perfect.
7. **Feedback:** Feedback is the receiver's response to the message. Feedback is the final link in the communication process. On its receipt, the receiver expresses his response by way of acknowledgement to the sender.

2. Explain the different types of communication.

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TYPES OF COMMUNICATION

Different types of communication system are found in different kinds of the types of communication differ from Organization to Organization depending upon the nature of information to be communicated.



Communication may be in various forms, it may be classified on the following basis:

1. **On the basis of Organisational Structure**
2. **On the basis of Direction**
3. **On the basis of Mode of Expression**

Types of Communication

1. Organisational Structure

1. Formal Communication

Formal communication is a flow of information through formally established channels in an organization. This type of communication may be oral or written.

- Mostly controlled by managers
- It is hierarchical in nature and associated with the superior and subordinate relationship
- Generally linked with formal status and positions of a person
- It may be upward, downward and horizontal.

2. Informal Communication

Informal Communication refers to communication on the basis of personal relations. It is a type of communication which is unstructured, unofficial and unplanned.

- It does not follow the formal channels established by the management
- It often flows between friends and intimates and related to personal rather than 'positional' matters.
- It cannot be demonstrated on the chart and not regulated by formal rules and procedure.

On the basis of Direction

On the basis of directions communication may be of four types of communication:

1. Downward Communication

Communication that takes place from superiors to subordinates in a chain of command is known as downward communication.

Such type of communication may be in the form of orders, instructions, policies, programmes etc. It may be written or verbal.

2. Upward Communication

When message are transmitted from bottom to top of the organisational hierarchy, it is known as upward communication.

The main function of upward communication is to supply information to top management. It is essentially participative in nature and can flourish only in a democratic organisational environment. It may be in the form of progress report, suggestions, grievances, complaints etc.

3. Horizontal Communication

When communication takes place between two or more persons who are working at same levels it is known as horizontal communication.

This type of communication takes place mostly during a committee meeting or conferences. The main object of such communication is to establish inter-departmental co-ordination.

4. Diagonal Communication

Diagonal communication is an exchange of information between the persons at a different level across departmental lines.

This type of communication is used to spread information at different levels of an organization to improve understanding and co-ordination so as to achieve organisational objectives.

On the basis of Mode of Expression

1.Non Verbal Communication

Communication through expressions, gestures or posture is nonverbal communication. It refers to the flow of information, through facial expressions, tone of voice and other body movements. In other words, it is a type of communication other than words. It conveys the feeling, emotions, attitude of a person to another.

Some important of nonverbal communication are:

- **Body Language:** Posture, Gesture, Eye Contact, Silence etc.
- **Proximity:** Space (intimate space, public space), Time, Surroundings etc.
- **Para Language:** Voice, Volume, Pause, Pitch, Proper stress etc

2.Verbal Communication

Verbal Communication is an exchange of information by words either written or oral. Verbal communication consists of speaking, listening, writing, reading etc. It is the most preferred mode of communication.

It may be of two types of Verbal Communication:

1. Oral Communication

When a message is expressed through spoken words, it may be either through face to face conversations or with the help of electronic mode such as telephone, cellular phone, etc.

2. Written Communication

When opinions are exchanged in written form, rather than by spoken words, it is known as written communication. It may be expressed through charts, pictures and diagrams. It includes newspapers, reports, letters, circulars magazines etc.

3. Explain the importance of communication.

Communication is the process of passing information (sending) and understanding (receiving) the same from one person to another through verbal and non-verbal means. Thus, communication means to understand information, facts or opinions of someone.

Importance of Communication

1. The Basis of Co-ordination

The manager explains to the employees the organizational goals, modes of their achievement and also the interpersonal relationships amongst them. This provides coordination between various employees and also departments. Thus, communications act as a basis for coordination in the organization.

2. Fluent Working

A manager coordinates the human and physical elements of an organization to run it smoothly and efficiently. This coordination is not possible without proper communication.

3. The Basis of Decision Making

Proper communication provides information to the manager that is useful for decision making. No decisions could be taken in the absence of information. Thus, communication is the basis for taking the right decisions.

4. Increases Managerial Efficiency

The manager conveys the targets and issues instructions and allocates jobs to the subordinates. All of these aspects involve communication. Thus, communication is essential for the quick and effective performance of the managers and the entire organization.

5. Increases Cooperation and Organizational Peace

The two-way communication process promotes co-operation and mutual understanding amongst the workers and also between them and the management. This leads to less friction and thus leads to industrial peace in the factory and efficient operations.

6. Boosts Morale of the Employees

Good communication helps the workers to adjust to the physical and social aspect of work. It also improves good human relations in the industry. An efficient system of communication enables the management to motivate, influence and satisfy the subordinates which in turn boosts their morale and keeps them motivated.

4. Discuss about models of communication.

Communication is the process of passing information (sending) and understanding (receiving) the same from one person to another through verbal and non-verbal means. Thus, communication means to understand information, facts or opinions of someone.

Models of communication

The following are the models of communication

Shannon's Model of Communication

In the year 1948, Claude Shannon presented one of the earliest models of communication which elaborates on how the dissemination of information takes place and also determines what all can go wrong while communicating. In this model, the source is an individual who sends a message to another person with the use of a transmitter.

Aristotle's Model

According to Aristotle's model of communication, the speaker plays an important role in transmitting information. Here, the speaker is given the entire charge of communication. He is solely put as the in-charge of communication. He/she has to prepare clear and meaningful content from the message which can reach the listener easily and the listener will respond according to the influence of the message.

Berlo's Model of Communication

In the famous model of communication by Berlo's, the importance of thorough communication is laid on the *person* sending the message and the receiver. As per the model, to properly decode and encode the message, the communication skills of both, sender and receiver, must be fluent. If both are skilled, the communication will be at its best! Let us have a look at the diagram mentioned below to understand the model.

Schramm's Model

Out of all the models of communication, Schramm's model elaborates on the importance of both sender and receiver, turn by turn, in the message. Through the diagram mentioned below, you can understand the circle of communication and how each person is important at their respective places.

Lasswell's Model

The Lasswell Model has a basic framework for communication. It seeks to ask 5 important questions and they are as follows:

- Who said?
- What did they say?
- What was the channel? (TV, radio, blog, etc.)
- Whom did they say it to?
- What were the effects?

The model provides a simplistic and practical method of critiquing a message and exploring five important elements that would be helpful in explaining it further.

Barnlund's Transactional Model

The Transactional Model put forward by Barnlund explores a kind of communication that is interpersonal and receives immediate feedback. The

approach is that the feedback for the sender is the reply for the receiver. The role of 'cues' is also highlighted as impacting the messages.

Dance's Helical Model

This model builds on the circular models and explains how messages are improved with time by using feedback. When we are communicating with someone, their feedback influences our next statement.

Westley and Maclean Model

The model highlights how our communication is affected by environmental, cultural and personal factors. The importance of feedback is emphasized. Who we are, what is our background, our perspectives, etc influence what we say. The 'object of orientation' is taken into account at all points in time.

5. What are the different levels of communication?

Basically human communication takes place at five levels:

1. Extra personal communication
2. Interpersonal communication
3. Intrapersonal communication
4. Organizational communication
5. Mass communication

1. Extra personal Communication: Communication is a process that takes place with human. Entities and non-human entities as well. When communication is done with non-human entities it is called to be extra personal communication. In this communication one participant of the communication process uses sign language and the other is verbal.

For example, the bark of a pet dog when something happens to the master, wagging of the tail when master shows bone to the pet dog, licking of cheek at the returning of master from the work field, chirping of birds when a stranger is at the door, Parrot calling the name of the master in the morning, etc.

2. Interpersonal Communication: It involves two parties-a sender and a receiver who use common language to transit message either through oral communication or written communication.

3. Intrapersonal Communication: Intrapersonal communication is all about talking to ourselves. We use phrase like, 'telling ourselves the truth' or 'admitting the truth to ourselves' reflects human self-awareness.

Prefix 'intra' means 'within' hence intrapersonal communication is 'self talk'.

It is the active internal involvement of the individual in symbolic progressing of messages. The internal thought process keeps on working even at the sleeping hour. There are various example in our day-to-day life related to intrapersonal communication.

4. Organizational Communication: In a team-based business organization, communication becomes its lifeblood where people communicate with one another. The flow of communication inside an organization may filter in up, down and horizontal directions. Besides internal communication. Companies depend on external communication also. Companies exchange messages with people outside the organization through external communication.

5. Mass Communication: Newspapers, magazines and periodicals, the means of mass communication are frequently used for oral or written communication. Besides, technologies such as the internet e-mail. Voicemail, faxes, audiotape, teleconferencing, videoconferencing and closed circuit televisions have increased options for internal and external communication. These fast mean help people from all parts of the world to work together.

6. What are the functions of communication?

Communication is really a different field that has some various objectives. To gain individual objectives, communication performs quite a few functions. Some of its major functions are as follows:

Functions of communication

1. **Informing:** The principal function of communication is informing messages to others. It really is done verbally or non-verbally. Verbal messages might be either oral or written. On the other hand, non-verbal messages can be sent via human body language, gestures, posture etc.
2. **Persuading:** One more essential **functionality of communication** is persuading a single party by another. In business, management persuades the employees to make certain that employees persuade management so that management accepts their ideas, opinions, and suggestions. The business also communicates with external stakeholders to persuade them.
3. **Integrating various divisions and departments:** Attainment of organizational goals requires integration and coordination of activities performed by various individuals, groups and departments. Management can

put together and coordinate those people divisions and departments by building a communication network for the whole organization.

4. **Creating relationships through external parties:** Communication creates relationships not just with internal parties but also with the external parties like customers, suppliers, investors, general community, and government. Communication through these external parties could be the for the survival of an organization.
5. **Improving labor-management association:** There's no option to excellent labor-management relationship for achieving organizational goals. Therefore, a significant purpose of communication is to increase labor-management relationship. Communication helps each party to express themselves and produce an atmosphere of cooperation.
6. **Helping in choice making:** Management is absolutely nothing but producing decisions for creating decision, management requirements information. The function of communication is to supply relevant info on the management in time so that they are able to make appropriate decisions.
7. **Reducing misunderstanding:** In the absence of communication, misunderstanding, distance, conflict, controversies etc. May perhaps a rise inside the organization. Communication helps to overcome and avoid these misunderstanding, disagreement and controversies.
8. **Solving troubles:** Difficulties are favorite to every business. A **business** faces good deal of difficulties in its day-to-day operations. Achievement of business depends on timely items of individual problems. Item of these problems is impossible without the need of appropriate communication with the concerned parties.

SHORTS

1. Explain the features of verbal communication.

Verbal communication

Verbal communication is a type of oral communication wherein the message is transmitted through spoken words. Here the sender gives words to his feelings, thoughts, ideas, and opinions and expresses them in the form of speeches, discussions, presentations, and conversations.

Features of verbal communication

- **Specialization and productivity:** For every type of situation, a specialized form of communication is used. It facilitates the birth of creative responses. Generally,

new words or sentences are introduced in every communication therefore, it productive in nature.

- **Displacement:** It includes communicating about remote concepts and situations, speaking about the future or past as simply as the present. Language has the capability of dislocating the various statement and concepts which are stated in the present context at a certain location and it can affect any other place the next day.
- **Quickly Diminishing:** Vocal sounds have a very limited life span, they diminish very fast. As soon as they are transmitted, they should be received otherwise they will be lost. Among all the communication media, speech signals are characterized by the least lifespan.
- **Arbitrariness:** Verbal signals are unpredictable in nature; any physical properties or traits of concerned things are not possessed by them.
- **Cultural Transmission:** Cultures and traditions are the prime determinants that can spread any kind of human language. As any human language can be learned by any normal individual, this fact reflects the result of the cultural spread of language. With some practice, all the languages can be inherited by humans.

2. What are the types of verbal communication?

Verbal communication

Verbal communication includes sounds, words, language, and speech. Speaking is an effective way of communicating and helps in expressing our emotions in words. This form of communication is further classified into four types, which are:

1. Intrapersonal Communication

This form of communication is extremely private and restricted to ourselves. It includes the silent conversations we have with ourselves, wherein we juggle roles between the sender and receiver who are processing our thoughts and actions. This process of communication when analyzed can either be conveyed verbally to someone or stay confined as thoughts.

2. Interpersonal Communication

This form of communication takes place between two individuals and is thus a one-on-one conversation. Here, the two individuals involved will swap their roles of sender and receiver in order to communicate in a clearer manner.

3. Small Group Communication

This type of communication can take place only when there are more than two people involved. Here the number of people will be small enough to allow each participant to interact and converse with the rest. Press conferences, board

meetings, and team meetings are examples of group communication. Unless a specific issue is being discussed, small group discussions can become chaotic and difficult to interpret by everybody. This lag in understanding information completely can result in miscommunication.

4. Public Communication

This type of communication takes place when one individual addresses a large gathering of people. Election campaigns and public speeches are example of this type of communication. In such cases, there is usually a single sender of information and several receivers who are being addressed.

3. Write about written communication.

Written communication is communication by means of written symbols or sign that is communicated by or to or between people or groups.

In written communication, a message can be transmitted via email, letter, report, memo, etc. The message, in written communication, is influenced by the vocabulary and grammar used, writing style, precision and clarity of the language used.

Characteristics of Written Communication

Written communication is a creative activity. It needs creative facts. The creative facts are produced by a human mind. The main characteristics of a written communication are as follows:

Written or Recorded

Written communication is an effective process of transferring a message. The sender writes the message in the form of a letter, report, chart, diagram, questionnaire and passes to the receiver.

Creative Activity

Written communication is a creative activity. All the creative activities are produced by the human mind.

Human Activity

Human-being can write or explain an idea, opinion and information in written form. Therefore, written communication is a human activity.

Language

Written communication can be expressed in a language. It may be Hindi, English, any code language, chart, figure etc. The selection of the language depends on the convenience of the sender and the receiver.

Permanent Record

Written communication has proof of evidence. It provides a permanent record for a future reference.

Legal Evidence

When the message is transferred through written communication, these are also used as legal evidence.

Lengthy Process

The process of written communication is very lengthy. The message is transferred in this process through several channels. Therefore, it takes more time.

Accuracy

Written messages are generally prepared in a peaceful environment. It is more effective for achieving future goals of an organization. Therefore, it is prepared by the sender with and accuracy.

4. What are the features of communication?**Features of Communication**

Following are the essential features of communication:

1. It Involves Atleast Two Persons:

Communication involves at least two persons, a sender and a receiver. The sender is called communicator and the receiver of the message is known as communicate. A person who speaks, writes or issues some instructions is the sender and the person for whom the communication is meant or who receives the message is the receiver or communicate.

2. Message is a Must:

A message is the subject matter of communication, e.g., the contents of the letter or speech, order, instructions or the suggestions. A communication must convey some message. If there is no message there is no communication.

3. Communication may be Written, Oral or Gestural:

Communication is generally understood as spoken or written words. But in reality, it is more than that. It includes everything that may be used to convey meanings from one person to another, e.g., movement of lips, or the wink of an eye or the wave of hands may convey more meaning than even written or spoken word.

4. Communication is a Two Way Process:

It involves both information and understanding. Communication is not complete unless the receiver has understood the message properly and his reaction or response is known to the sender. Understanding is the end result of communication but it does not imply agreement.

5. Its Primary Purpose is to Motivate a Response:

The primary purpose of communication is to motivate response or influence human behaviour. There is no doubt that motivation comes from within but communicator can also motivate people by good drafting of message, proper timing of communication etc.

6. Communication may be Formal or Informal:

Formal communication follows the formal channels provided in the organization structure. Informal communication flows from informal channels of communication which are not provided in the organization structure.

5. State the various forms of oral communication.

Forms of Oral Communication

1. Face-to-face conversation: Oral communication is best when it is face-to-face. A face-to-face setting is possible between two individuals or among a small group of people in an interview or in a small meeting; communication can flow both ways in these situations. There is always an immediate feedback, which makes clarification possible.

2. Telephone: Telephone talk depends entirely on the voice. It does not have the advantage of physical presence. Clarity of speech and skilful use of voice are important. There can be confusion between similar sounding words like pale and bale or between light and like.

3. Presentation: A presentation has a face-to-face setting. It is a formal and well prepared talk on a specific topic, delivered to a knowledgeable and interested audience. Visual aids are used to enhance a presentation. The person who makes the presentation is expected to answer questions at the end.

4. Public speech: A public speech or lecture, with or without microphones, has a face to face setting, but the distance between the speaker and audience is great; this distance increases as the audience gets larger, as in an open air public meeting. The purpose of a public speech may be to entertain, to encourage and to inspire. Much depends on the speaker's skill in using gestures and using the microphone.

5. Interview: An interview is a meeting in which a person or a panel of persons, who are the interviewers, ask questions from the interviewee. The purpose is, usually, to assess and to judge whether it would be worthwhile to enter into a business relationship with the other.

6. Meeting: Usually, a meeting involves many persons; there is a chairman or a leader who leads and guides the communication and maintains proper order. There is a fixed agenda, i.e., a list of issues to be discussed at the meeting. Meetings are of many types, from the small committee meeting consisting of three or four persons to the large conference or the shareholders' meeting. This type of oral communication is backed up by note-taking and writing up of minutes.

6. What are the principles of good communication?

There are some basic principles of communication that enhance the quality of the process.

1. PRINCIPLE OF CLARITY

It's easy to misinterpret information when there's no clarity. You should be clear about your idea or message by wording it in such a way that your audience understands what you want to convey. Understand your audience's expectations and add or remove irrelevant details accordingly.

2. PRINCIPLE OF ATTENTION

One of the most important principles of communication, the principle of attention is about drawing your receiver's attention to your message. In addition to helping them understand the meaning of your message, it helps your audience engage with the information better.

3. PRINCIPLE OF CONSISTENCY

In the workplace, you develop healthy habits through repetition and consistency. Similarly, one of the principles of business communication consistency states that communication should be consistent with an organization's plans, programs and policies.

4. PRINCIPLE OF TIMELINESS

Good communication is time-bound. To show your message is meaningful, you need to deliver it on time. For example, follow-up emails in a job application process help your candidacy. It shows the recruiter you're interested in the role and the organization.

5. PRINCIPLE OF ADEQUACY

The information you share with your receiver should be complete and adequate in every respect. There shouldn't be any room for confusion. Too little or too much information can affect the communication process. Make sure that your receiver can process and understand the information.

6. PRINCIPLE OF FEEDBACK

One of the top principles of communication, feedback helps understand if your receiver has understood the meaning of the message you were trying to convey. For example, during in-person conversations, you can observe the facial expression of your listener.

7. PRINCIPLE OF INFORMALITY

People often think that formal communication is the only way to exchange information in the workplace. However, informal communication is equally important. There are several challenges that formal communication can't solve alone.

7. What is the verbal and nonverbal communication?

Communication may be in various forms, it may be classified on the following basis:

1. On the basis of Organizational Structure
2. On the basis of Direction
3. On the basis of Mode of Expression

On the basis of Mode of Expression

1. Non Verbal Communication

Communication through expressions, gestures or posture is nonverbal communication. It refers to the flow of information, through facial expressions, tone of voice and other body movements. In other words, it is a type of communication other than words. It conveys the feeling, emotions, attitude of a person to another.

Some important of nonverbal communication are:

- **Body Language:** Posture, Gesture, Eye Contact, Silence etc.
- **Proximity:** Space (intimate space, public space), Time, Surroundings etc.
- **Para Language:** Voice, Volume, Pause, Pitch, Proper stress etc

2. Verbal Communication

Verbal Communication is an exchange of information by words either written or oral. Verbal communication consists of speaking, listening, writing, reading etc. It is the most preferred mode of communication.

It may be of two types of Verbal Communication:

1. Oral Communication

When a message is expressed through spoken words, it may be either through face to face conversations or with the help of electronic mode such as telephone, cellular phone, etc.

2. Written Communication

When opinions are exchanged in written form, rather than by spoken words, it is known as written communication. It may be expressed through charts, pictures and diagrams. It includes newspapers, reports, letters, circulars, magazines etc.

8. Write the advantages of oral communication.

When a message is expressed through spoken words, it may be either through face to face conversations or with the help of electronic mode such as telephone, cellular phone, etc.

Advantages of oral communication.

Immediate Feedback

The biggest advantage of oral communication is that it provides immediate feedback to both the sender and the receiver. Each can therefore ask for clarification and elaboration on the spot.

Time Saving

Oral communication is very fast. It saves the time involved in writing the message and delivering it through a channel like the postal or courier services.

Economical

Oral communication saves the money spent on stationery and the channel of communication.

Personal Touch

Oral communication builds up a healthy climate in the organization by bringing superiors and subordinates closer. It is also an effective tool for persuasion.

Flexibility

Oral communication provides an opportunity to the speaker to correct himself and make himself clear by changing his voice, pitch, tone, etc. A number of other factors like context, body language, etc. can be used to reinforce and modify what is spoken through the words.

Secrecy

Oral messages can be more easily kept confidential than written messages. All one has to do is to ensure that there is no one within the hearing or recording distance.

Group Communication

Oral communication is extremely useful for communicating with groups in meetings, conferences, etc. No classroom teaching would be possible without oral communication.

Effectiveness

Because oral communication involves the real or virtual presence of both the parties, therefore, the message transfer is more effective and that helps in achieving the goal of the communication more efficiently.

Persuasive power

Persuasion is the process of guiding people toward the adoption of an idea, attitude or action by rational means. It relies on “appeals” and convincing arguments. We live in a world where persuasive oral messages are around us.

9. Discuss about media of communication**Communication Media**

Definition: Communication media is defined as means of delivering or receiving a message, information, or data. The means through which the information is passed can be in verbal or non-verbal type. There has to be a common language known by both the sender or receiver to transfer information successfully.

1. Verbal Media

When the information is transmitted through words, it is known as verbal communication. Verbal communication is further divided into two types that are oral and written communication.

1. Oral Communication

Oral communication is communication through the means of speaking. It happens when one is engaged in a conversation, talking to someone on the telephone or through video calls, interviews, presentations, meetings, debates, etc.

1 Telephone

2 Presentation

3 Public speech

4 Interview

5 Meeting

2. Written Communication

Written communication is a type of verbal communication that involves written words. It involves the passing of messages, information, or data in a written form.

Generally, if used along with oral communication, it improves the credibility of the matter discussed. It is easier when people have material to read at their own expense of time. Given below are some of the forms of written communication.

1. E-mails
2. Proposals
3. Reports
4. Brochures
2. Non-verbal media

Non-verbal communication takes place without any exchange of words. The message is transmitted through a non-verbal platform. Given below are the types of non-verbal communication.

- Facial expression
- Gestures
- Body Language
- Proximity
- Touch
- Personal appearance
- Silence

Examples of Popular Communication Media

1. Television

Television is a communication medium where the information is passed on the audio and video form.

2. Radio

Radio is a communication medium where the information is passed on the audio form. The radio receives signals by modulation of electromagnetic waves. Its [frequencies](#) are said to be below those of visible light.

3. Print

A print is a hard copy of a picture used in a magazine, books, newspaper, etc. With the help of print, an audience can connect better with the content matter.

4. Internet

The Internet is the largest and the most popular type of communication media. Almost everything can be searched on the internet. The internet has access to all the relevant information sought by the audience.

5. Outdoor Media

Such forms of mass media revolve around signs, placards, billboards, etc that are used inside or outside of vehicles, shops, commercial buildings, stadiums, etc.

Unit 2

1. Explain the communication dimensions in organisation.

It is a general knowledge that communication occurs between two people, among a group of people, or between a Speaker and a group of Listeners. Yet, we see situations such as someone crying, quarreling, or feeling hurt because of a misunderstanding with a friend, a parent, or a stranger (e.g., a salesperson or a co-passenger in a bus). So what do you think the quarrel was about? How did it end (if it did)?

Verbal/Nonverbal Dimensions

This encompasses the use of language, the words chosen (Verbal Dimension) and the facial expressions, and the gestures and bodily movement used (Nonverbal Dimension). Verbal and nonverbal dimensions must be used together to clearly impart the message. A misunderstanding may happen when words contradict actions. He/she may say “yes” but the facial expression says “no”: To illustrate further, a politician may say that he is a man of the people, but then refuses to shake hands with them. In this dimension, it is important that what is shown or done agrees with what is said. Otherwise, the Listener will be confused and miscommunication will occur.

Oral/Written Dimensions

These two mean spoken communication (Oral Dimension) and the transcription of thoughts and ideas (Written Dimension). While the Verbal Dimension talks of the use of language and the choice of words to convey a written Message, the Oral Dimension imparts the Message following the Principles of Delivery. The Written Dimension takes care of putting down the words while the Oral Dimension takes care of delivering those words (although that may not necessarily happen).

Formal/Informal Dimensions

These speak of the factors that may or may not highlight traditional and conventional communication. The Formal Dimension usually means the meticulous observation of appropriateness in dress, language, and setting, while the Informal Dimension is the opposite. That is, it uses a more casual approach with no regard for the formalities.

Intentional/Unintentional Dimensions

These **rely on the fact that Messages always have a Purpose**. There is an **intention** when people communicate with others. In fact, this intention is why we want to communicate in the first place. One wants to say something, but

what one may intend may not be the actual result. Sometimes people laugh at something that was said, even if the Speaker meant it to be taken seriously. It must be remembered that every Message has an **unintended** meaning. In fact, the Speaker may not even be aware of it. The Speaker only finds out after, when the Listener reacts by saying that the Speaker has been discourteous, dishonest, or has hurt the Listener's feelings; or when the Listener claps or laughs, when the Speaker did not expect that reaction.

2. What are the types of organisational communication?

Organizational culture can be split up into the following four categories:

- **Formal and informal communication**
- **Directional communication**
- **Internal and external communication**
- **Oral and written communication**

Formal and informal communication

This category is quite simple. It's all about the language and tone an organization uses when communicating. Corporate communication calls for the ability to assess what level of formality is required in a particular situation.

Formal communication

Formal communication is often used when communicating with customers and clients, especially during an official press release. Formal communication tends to follow a specific organizational structure, such as mass communication in a carefully crafted email campaign or at a meeting. It may be used in the following circumstances:

- Press releases
- Job offers
- Company-wide emails

Informal communication

Informal communication, also known as “grapevine” communication, is equally important, as it is the most common way internal organizational communication occurs. Employees use informal communication to connect with each other to:

- Meet face-to-face in team meetings
- Ask questions over messaging apps

- Share work via email

Directional communication

Organizational communication is directional. This means that the way we communicate changes depending on the position of the person we're talking to. There are three types of directional communication: downward, upward, and horizontal/lateral.

Directional communication—downward

Downward communication refers to an employee communicating with another employee in a lower-ranking position. Downward communication is most commonly used in an instructional sense, such as:

- A supervisor discussing work performance with a frontline employee
- The CEO sending a mass email about upcoming changes
- A manager delegating tasks in a team meeting

Directional communication—upward

Upward communication is the reversal of downward communication. It's most commonly used in the following workplace situations:

- A frontline employee asking a manager for advice or guidance on a task
- An employee giving feedback to a supervisor or manager
- A frontline employee sharing information with a supervisor

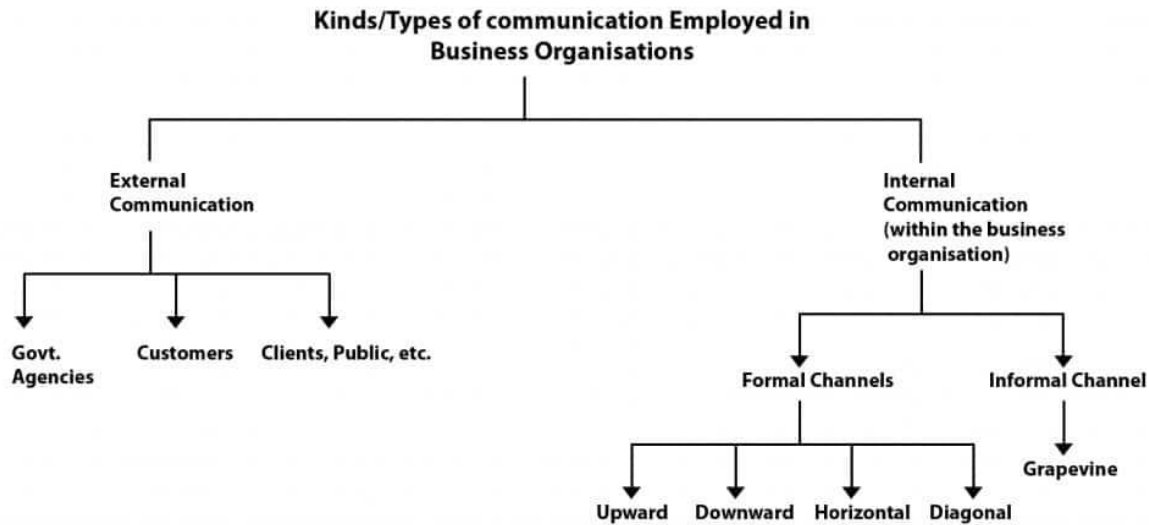
Directional communication—horizontal

Horizontal communication refers to the communication of employees on the same hierarchical level. It might occur in the following situations:

- A team meeting to share ideas
- An employee asking a colleague for advice or support
- Managers reporting to other managers on the results of their teams' tasks

Internal and external communication

Communication in organizations can also be split into internal and external communication. This refers to the types of people employees communicate with.



Internal communication

Internal communications focus on the way employees interact with one another. This workplace communication may involve the following:

- Professional collaboration via numerous communication channels such as video, email or live chat
- Employee training modules such as decision-making courses or two-way reviews
- Messaging around an organization's mission
- Interpersonal communications between management and employees
- Workplace social activities

External communication

External communication applies to the way an organization communicates with the outside world. This includes:

- Public relations announcements, for example by social media, TV, or radio
- Marketing materials
- Branding of products or services
- Job posts and hiring, including LinkedIn adverts or recruitment drives
- Communication with stakeholders
- Customer support

Oral and written communication

The final category when analyzing organizational communication is oral and written communication. Both types are used regularly and play a big role in organizational success.

Oral communication

Oral (spoken) communication is important. It's the way a person communicates face-to-face to their colleagues, employees, or customers. Interpersonal

communication relies on body language, eye contact, and gestures, as well as the words being said.

Written communication

Written communication is also important when running a business. It occurs via email, instant messages, and social media, and can be both formal and informal. There are a number of benefits to written communication over oral communication. For example, an employee has more time to think of their response and ensure it adheres to the company guidelines.

3. What is formal communication? Explain its merits.

Formal communication

Formal communication is often used when communicating with customers and clients, especially during an official press release. Formal communication tends to follow a specific organizational structure, such as mass communication in a carefully crafted email campaign or at a meeting. It may be used in the following circumstances:

- Press releases
- Job offers
- Company-wide emails

The main advantages of formal communication are given below

- **Increase overall efficiency:** This type of communication is used by following the predetermined rules so it increases the overall efficiency of the organization.
- **Easy communication system:** The top level management communicates with their employees by using formal downward communication system. Again the employees communicate with their higher authority to use this system. It is very much easy to communicate with each other.
- **Permanent record:** The copy of formal communication is always preserved in the file and it is used as reference. As a result, it is easy to seek the copy of it if necessary.
- **Quick accomplishment of work:** Sometimes the rapid communication is to be needed with the employees. To use the formal downward communication system it is possible to communicate with the employees quickly. So the work may be done timely.

- **Maintenance of discipline:** Under the formal communication system the workers are bound to be careful to their own duty. So ultimately it makes discipline in the organization.
- **Ease of cooperation and coordination:** Cooperation and coordination is very much essential to carry out the business activity smoothly. Formal communication is a part of coordination. So, coordinated activities can be done properly and easily through formal communication.
- **Use as reference:** Documents of formal communication is recorded by the organization. So, these recorded documents are used as a source of the employees.
- **Ease of delegation of authority:** Authority is delegated by the superiors to the subordinates through the help of this communication.
- **Free from mistakes:** Since formal communication has well-defined rules and regulations. So, there is a little chance of mistakes in exchanging information within the employees.

SHORTS

1. What are the Factors Affecting Organizational Structure

An organizational structure is a system that outlines how certain activities are directed in order to achieve the goals of an organization. These activities can include rules, roles, and responsibilities.

The organizational structure also determines how information flows between levels within the company.

Factors Affecting Organizational Structure

1. Size

Size is one of the important factors which affect an organizational structure of the company. Smaller or home-based businesses normally do not require a large structure, and the business owner is usually responsible for all the tasks.

2. Life Cycle

The life cycle of the company plays an essential role in the development of its organizational structure. Companies generally develop an organizational structure to define their vision, mission and goals in the growth phase.

3. Strategy

Strategy considerably affects the development of an organizational structure of the company. High-growth companies typically have smaller organizational structures

so that they can react to changes in the business environment faster than other companies.

4. Business Environment

The external business environment is an essential aspect to be taken into account during the development of an organizational structure of the company. Dynamic environments with constantly changing consumer behavior are generally more turbulent than stable environments.

2. What is downward communication? Explain.

Downward Communication

Downward communication occurs when information and messages flow down through an organization's formal chain of command or hierarchical structure. In other words, messages and orders start at the upper levels of the organizational hierarchy and move down toward the bottom levels. Responses to downward communications move up along the same path.

Advantages

Downward communication provides certain advantages to an organization:

Organizational discipline

Downward communication follows the organization's hierarchy, meaning that organizational discipline and member compliance is much easier to maintain.

Efficiency

Downward communication offers efficiencies because instructions and information come from the sources in power that are able to coordinate activities from the top of the organization. Employees receive feedback from the supervisors who manage them.

Effective communication of goals

Upper management can easily communicate goals and assign responsibilities regarding achieving those goals.

Ease of delegation

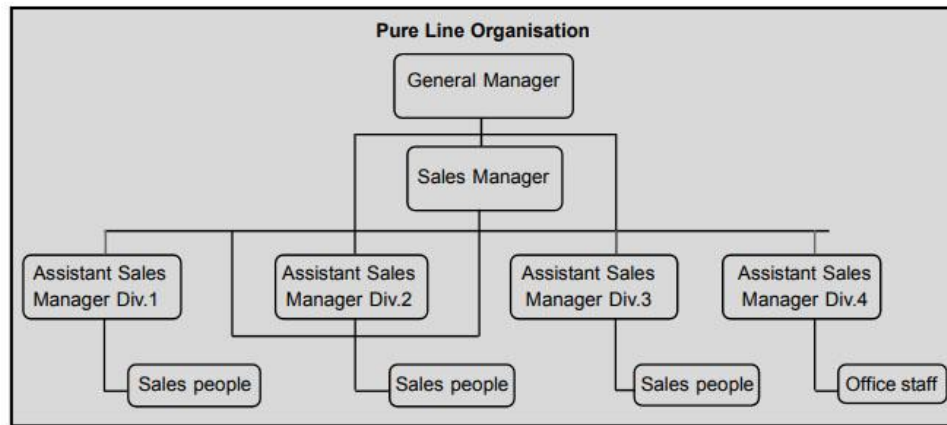
Delegation is much easier if the delegation comes directly from the vertical communication structure representing the chain of command.

3. Explain about line organisation

Line organization is the simplest framework for the whole administrative organization. Line organization approaches the vertical flow of the relationship. In line organization, authority flows from the top to the bottom. It is also known as the chain of command or scalar principle.

Line Organization

Line organization structure is the oldest and simplest form of organization. In these organizations, a supervisor exercises direct supervision over a subordinate. Also, authority flows from the top-most person in the organization to the person in the lowest rung. This type of an organization is also called a military organization or a scalar-type organization.



Merits of Line Organization

1. Simplest

It is the most simple and oldest method of administration.

2. Unity of Command

In these organizations, superior-subordinate relationship is maintained and scalar chain of command flows from top to bottom.

3. Better discipline

The control is unified and concentrates on one person and therefore, he can independently make decisions of his own. Unified control ensures better discipline.

4. Fixed responsibility

In this type of organization, every line executive has got fixed authority, power and fixed responsibility attached to every authority.

5. Flexibility

There is a co-ordination between the top most authority and bottom line authority. Since the authority relationships are clear, line officials are independent and can flexibly take the decision. This flexibility gives satisfaction of line executives.

6. Prompt decision

Due to the factors of fixed responsibility and unity of command, the officials can take prompt decision.

4. State the differences between Line and Staff organisation.

Line organization

Line organization is the simplest framework for the whole administrative organization. Line organization approaches the vertical flow of the relationship. In line organization, authority flows from the top to the bottom. It is also known as the chain of command or scalar principle.

Staff groups are engaged in tasks that provide support for line groups. They consist of advisory (legal), service (human resources), or control (accounting) groups. Staff groups support those engaged in the central productive activity of the enterprise. Thus, staff groups create the infrastructure of the organization.

Difference between Line and Staff Organization

The difference between the line and staff is better than we draft in points.

1. Purpose

Line Organization's purpose is to work directly toward the organisational goals, while staff advises, assists, and back to the line group to work towards the set goals. This is the main difference.

2. Authority

Yet another important difference is authority. Line authority is considered or visualized as the formal authority which is created by the organisational hierarchy. Staff groups do not get any such recognition.

3. Personality of Individuals

The final point of difference between the line and staff in some organisations arises from the personality possessed by such individuals who are involved in these groups. Line managers are usually the senior people, and tend to be partially educated, and have risen through the hierarchy of the organisational staff, while specialists are the younger ones, to be much educated, and to have been hired directly into the upper-level staff positions because of their expertise in their field. This difference might be a major source of line-staff conflict.

5. What are the categories of business communication

The four basic types of business communication are internal (upward), internal (downward), internal (lateral) and external.

Internal, Upward Communication

This type of business communication is **anything that comes from a subordinate to a manager** or an individual up the organizational hierarchy. Leaders need information to flow upwards to have a true pulse on the operations of the company. Most communication that flows upward is based on systematic forms, reports, surveys, templates and other resources to help employees provide necessary and complete information.

Internal, Downward Communication

This is any type of communication that comes **from a superior to one or more subordinates**. Communication might be in the form of a letter, a memo or a verbal directive. Leaders should keep communication professional and clear with subordinates.

Internal, Lateral Communication

Lateral communication is the **talking, messaging and emailing among co-workers in the office**. This might be cross-department communication or just internal department dealings. An example of a scenario involving cross-department communication is where the fulfillment manager has a question about a special order, and is requesting clarification from the sales representative via an email or office messaging system.

External Communication

External communication is any **communication that leaves the office** and deals with customers, prospects, vendors or partners. It could also involve regulatory agencies or city offices. Sales presentations or marketing letters need to be exciting to generate interest from the customer but they also need to be factually based. When corresponding to outside entities for partnerships or other business administration needs, state the purpose and be concise in communication, whether oral or written.

6. What are the forms of business communication?

Organizational communication indicates communication not only in business but also in hospitals, churches, government agencies, military organization, and academic institutions.

Every organization whether business or non-business has some specific goals and stakeholders.

Forms of Organizational Communication

From a broader perspective, organizational communication takes three different forms such as:

1. Internal operational communication,
2. External operational communication, and
3. Personal communication.

These three forms of organizational communication are highlighted below:

Internal Operational Communication

Communication that occurs for carrying out operations of the organization is known as internal operational communication.

Internal members of the organization such as workers, managers, the board of directors, members of trade unions etc. are the participants of internal communication. This type of organizational communication takes the form of oral and written.

External Operational Communication

Communication with the external parties or groups is known as external operational communication.

External parties include customers, suppliers, government agencies, regulatory authority, local community, special interest group and the general public.

Without communicating with these external parties, it is not possible to achieve organizational goals.

Personal Communication

Communication that occurs for exchanging personal information, ideas and feelings rather than business related information are termed as personal communication. Not all communication that occurs in business is personal. Whenever people come in contact with each other, they engage in personal communication.

7. Explain the demerits of grapevine communication.

Grapevine communication

The meaning of grapevine communication is communication held without following a recommended structure in an organization is informal

communication. So, grapevine communication can be described as a casual and unofficial communication system within the organization.

Advantages of grapevine communication

GRIEVANCE REDRESSAL

Often, during informal meetings, employees are able to talk about their requirements and express their opinions and feelings to others without any hesitation. In a more restricted environment, they may not have raised any issues. This also helps reduce the turnaround time for conflict to be resolved.

IMPROVED RELATIONSHIPS

An informal communication system effectively solves most of the problems or clashes between employees and the organization's management. This, in turn, creates positive relations among the teams and the management.

INCREASED EFFICIENCY

Employees share their concerns and issues openly under the informal system. This helps the management and the organization get precise feedback and solve the problems. Consequently, it develops and improves the efficiency of the employee.

Disadvantages of grapevine communication

RISK OF MISUNDERSTANDINGS

When it comes to informal meetings, employees sometimes don't follow the formal authorization process. This may create misunderstanding among the team members and the management. If someone doesn't understand the brief or misunderstands information that has been shared, it can lead to wasted time and effort. This can be problematic for the leadership if it hampers your work.

DIFFICULT TO CONTROL

As informal conversations have no set rules or policies to be followed, controlling the spread of information can become difficult. This usually means important and sensitive information gets out. It's difficult to contain information that has gotten out of control. Important client information or financials can cause a problem in the professional environment.

8. What are the modern methods of communication that are followed in an Organisation?

Communication is key to building relationships, and modern forms of

communication allows us to stay in touch with friends and family from anywhere in the world.

Today, modern technology dominates our communication. We have a massive range of ways in which we can stay connected, but each channel of communication can influence our relationships in a different way.

Fax:

Just as the conventional telephone carries voice, a fax or facsimile machine carries printed messages (words and pictures in photocopy form) from the sender instrument to the receiver instrument.

The sender of a fax message prepares the copy on a sheet (generally no larger than A4 size) which can be fed into the fax machine. He dials the destination number, gets the fax tone and feeds the message into the machine.

Internet and e-mail:

Internet is an international computer network that links computers from sectors such as government agencies, business houses, educational institutions and individuals. It receives information, stores it and allows it to be read on satisfying certain conditions.

Videoconferencing and Teleconferencing:

This mode of communication begins in teleconferencing. A number of telephones are simultaneously connected to one another. Teleconferencing is a facility enabling people in different parts of the world to have an audio meeting (as opposed to dialogue), saving on transit time and hotel stay. It helps in thrashing out a variety of opinions on a subject to reach a faster conclusion.

Instant Message (IM)

While some forms on Instant Message falls under social media like Facebook Messenger, there are a wide range of Instant Messaging platforms that aren't connected to social networks such as Google Hangouts and WhatsApp.

IM is a great tool for quick informal chats or group chats.

Blogging

A blog is a conversational styled website that enables you to publish messages, news, knowledge or any other kind of information on the world wide web for everyone to see.

Most blogs include a comments section in which you can engage with those likeminded people that are interested in your blog post. This is why it is a great platform for communication.

Voice Calling

Voice calling is even more personalised than the channels previously mentioned. The telephone or mobile phone instantly allows both parties to hear the tones and emotions of the other caller and is one of the most commonly used communication tools.

9. What is E-mail? Explain the advantages of e-mail.

E-mail, in full **electronic mail**, messages transmitted and received by digital computers through a network. An e-mail system allows computer users on a network to send text, graphics, sounds, and animated images to other users.

Advantages of Email

1. **Email is a free tool.** Once you are online, there is no further expense that you need to spend on in order to send and receive messages.
2. **Email is quick.** Once you have finished composing a message, sending it is as simple as clicking a button. Email, especially if an email system is integrated into the network, is sent, delivered and read almost immediately.
3. **Email is simple.** It is easy to use. Once your account is set up, composing, sending and receiving messages is simple. Also, email allows for the easy and quick access of information and contacts.
4. **Email allows for easy referencing.** Messages that have been sent and received can stored, and searched through safely and easily. It is a lot easier to go through old email messages rather than old notes written on paper.
5. **Email is accessible from anywhere** – as long as you have an internet connection. Whether or not you are in the office or on the field, or even overseas, you can access your inbox and go through your messages.
6. **Email allows for mass sending of messages.** An effective medium to utilize to get your message out there, you can send one particular message to several recipients all at once.
7. **Email allows for instant access of information and files.** You can opt to send yourself files and keep messages so that you have a paper trail of conversations and interactions you have online just in case you may need them in the future.

UNIT-III

1. What are the features of a good report?

Business reports are actual documents that inform by summarizing and analyzing a particular situation, issue, or facts and then make recommendations to the group or person asking for the report.

1. Simplicity:

The language shall be as simple as possible so that a report is easily understandable. Jargons and technical words should be avoided. Even in a technical report there shall be restricted use of technical terms if it has to be presented to laymen.

2. Clarity:

The language shall be lucid and straight, clearly expressing what is intended to be expressed. For that the report has to be written in correct form and following correct steps.

3. Brevity:

A report shall not be unnecessarily long so that the patience of the reader is not lost and there is no confusion of ideas. But, at the same time, a report must be complete. A report is not an essay.

4. Positivity:

As far as possible positive statements should be made instead of negative ones. For example, it is better to say what should be done and not what should not be done.

5. Punctuation:

Punctuations have to be carefully and correctly used otherwise the meaning of sentences may be misunderstood or misrepresented.

6. Approach:

There are two types of approaches: (a) Personal—When a report is written based on personal enquiry or observations, the approach shall be personal and the sentences shall be in the first person and in direct speech, (b) Impersonal—When a report is prepared as a source of information and when it is merely factual (e.g. a report on a meeting), the approach shall be impersonal and the sentences shall be in the third person and in indirect speech.

7. Readability:

The keynote of a report is readability. The style of presentation and the diction (use of words) shall be such that the readers find it attractive and he is compelled to read the report from the beginning to the end.' Then only a report serves its purpose. A report on the same subject matter can be written differently for different classes of readers.

8. Accuracy:

A report shall be accurate when facts are stated in it. It shall not be biased with personal feelings of the writer.

2. What are the essentials for preparation of a report?

Report writing is a formal style of writing elaborately on a topic. The tone of a report is always formal. The audience it is meant for is always thought out section. For example – report writing about a school event, report writing about a business case, etc. Today we shall learn about the essential elements of Report Writing.

Essentials of a Good Report

1. The report should have a proper title to describe the subject matter reported therein. The report should be in a good form and should have subheadings and paragraph divisions. The name of recipient of the report should be written on the top of the report.
2. The report-should be factual. The whims and ideas of the person preparing the report should not be allowed to influence the report.
3. The report should relate to a certain period and the period of time should be indicated on the top of the report.
4. The report should be clear, brief and concise. Clarity should not be sacrificed at the cost of brevity.
5. The reporting must be prompt because information delayed is information denied. If a considerable time elapses between happening of events and reporting, opportunity for taking appropriate action may be lost or some wrong decisions may be taken by management in the absence of information.

The periodicity of a report should be kept in mind and reports should be submitted in time. The report should be in a good form and should have sub-headings and paragraph divisions.

6. A report should distinguish between controllable and non-controllable factors and should report them separately. It is because management can take suitable action regarding controllable factors.

7. Appropriate remarks should be given in the report. It saves valuable time of the management and ensures prompt attention. Adequate data should be given to suggest possible course of action.

3. Explain the main elements of report writing.

1. Executive Summary

An executive summary is one of the most important elements of the report writing.

- It is written to give a brief overview of the report and should communicate independently.
- It highlights the key points of the report and evidence for them and emphasizes the conclusions or recommendations.

Our online report writers suggest writing the executive summary after completing the report.

2. Introduction

Introduction undoubtedly holds great importance to any document. When writing the introduction for the report, you should:

- Define the purpose and objectives.
- Briefly describe the background and context of the research.
- Describe the problem/issues or any change.
- Present the answer to the problem.
- Highlight the report's scope

The introduction of your report should also indicate the limitations and assumptions that are made.

3. Discussion

The discussion is the main body of the report, which is written with two purposes:

i. To describe the conclusion

ii. To justify the recommendation.

When working on the discussion part, you should keep the following points in mind:

- Present the analysis logically and systematically.
- Explain the findings and back the claims with proper evidence.
- Link theories to practical usage.

You can also draw upon data and supporting graphics to convince readers of the validity of your stand.

4. Conclusion

After discussing the problem in detail and presenting the finding in the main body, it's time to wrap up everything in conclusion. Here, you should:

- Identify the major problems and provide your interpretation of them.
- Relate to the objectives, as highlighted in the introduction.
- Restate the main points and bring together all the elements clearly and concisely.

Your conclusion should also highlight the next steps and actions that the readers need to take.

5. Recommendations

Last but not least, your report should provide recommendations that point to the future. It should be:

- Related to the discussion and conclusion.
- Brief, feasible, and action-oriented.
- Numbered and arranged in order of importance

The recommendation section of your report should reflect on how you think the issue can be resolved or the situation can be improved.

4. Discuss about various types of reports.

Business reports are actual documents that inform by summarizing and analyzing a particular situation, issue, or facts and then make recommendations to the group or person asking for the report.

Definition of business report

Murphy and Hildebrandt defined business reports as a planned, impartial, and objective-based presentation of a fact to one person or more people and that too is for significant and specific business purposes.

Types of business report

1. Importance-based or frequency-based reports:

These reports are based upon a specific purpose. These are of two types, i.e. ordinary or daily reports and special-purpose reports.

a) Ordinary or daily routine reports: These types of reports are general reports that are prepared and forwarded to management or higher authority as a routine activity or at specific intervals. These may be submitted either daily or weekly, quarterly, monthly or annually, etc.

For example, a daily or weekly or monthly report by the sales team can be submitted to the sales head or management regarding routine sales activities and average sales done. Similarly, a production report that includes daily production information and HR hiring report to know the status of hiring activities are part of ordinary reports.

b) Special purpose report: This business report is written and forwarded to the senior officials or management for a special purpose or on their special request. Generally, these types of reports include the views or recommendations of the report writer based on facts.

For example, management may ask HR Head to submit a special report on a high attrition rate along with his/her opinion for the reason of such a high attrition rate with facts, figures and also recommendations to reduce it. Similarly, different other special reports such as launching new products or services, changes in quality of the product or its features are considered as special purpose reports.

2. Law-based or legal reports:

Reports that are based on legal formalities can be categorized as a formal and informal business report.

a) Formal business report: The report that is prepared in a specific or pre-determined format and as per well-established process is known as a formal report in business.

For example, different types of reports prepared and submitted by different officials, cooperative societies, legal identities, organizations, etc. come under such types of reports. Similarly, if an accident happens with any employee at the workplace then an organization is required to submit an accident report in a prescribed format of 'Employee State Insurance Act' to claim the medical insurance allowance or for the treatment under the act for medical bill rebates for the employee. This type of report is a type of formal report.

b) Informal business report: This type of report includes a user-specific format or structure that is according to the convenience of the writer and submitted directly to the desired authority as and when required.

The detailed facts related to a given task are presented in these reports without any recommendations or suggestions or keynotes.

For example, management of an organization may ask for the report of new joining in the organization in different departments or locations every month from the HR department without any suggestions or comments. Most of the time, these reports are prepared on a routine basis. These can also be statutory reports like a daily wage register is prepared in factories for workers as per the law or statutory and is a routine report as well.

3. Function-based reports:

There are two main types of reports that are based on how these functions.

a) Informative business report: This one is based on the maximum available information related to any matter or situation.

For example, the attendance and the leave report of an employee are based on maximum information available with the HR department regarding his/her attendance in the biometric system and leaves taken during the period as per the policy, etc.

b) Interpretation-based report: It includes different related facts like the cause of any issue occurred, opinions, required actions, and recommendations of the reporter.

For example, in case of an industrial or union dispute, a detailed report is presented by the HR department or legal officer to management along with their recommendations and opinion to resolve the issue or concern in a well-defined manner.

4. Business meetings based reports:

It is a report that includes the summary or minutes of the meeting. These reports are further categorized as:

a) Discussion-based Reports: This type of report is a complete record of concerns or matters discussed in the meeting.

For example, the appointment of the CEO or Directors of an organization can be done in these meetings by passing a resolution and their remuneration as well.

b) Summary reports: As the name indicates, this type of report is the summary of details discussed during any meeting to send information for the press release or to share with shareholders of the organizations.

5. Explain the importance of reports in business communication

Business reports are valuable and essential tools for any enterprise regardless of size or industry. They provide a means to track and analyse the performance and overall health of the business while identifying areas for improvement and opportunities for growth.

Importance of reports in business communication

1. Decision Making Tool: Today's complex business organizations require thousands of information. Reports provide the required information. A large number of important decisions in business or any other areas are taken on the basis of information presented in the report.

2. Investigation: Whenever there is any problem, a committee or commission or study group investigate the problem to find out the reason behind the problem and present the found output with or without the recommendation in the form of a report.

3. Evaluation: Large scale organization are engaged in multidimensional activities. It is not possible for a single top executive to keep personal watch on what others are doing.

So, the executive depends on reports to evaluate the performance of various departments or units.

4. Quick Location: There is no denying the fact that business executives need information for quick decision making. As top executive are found to be busy for various purposes, they need vital sources of information. Such sources can be business report.

5. Development of Skill: Report writing skill develops the power of designing, Organization co-ordination, judgment and communication. Therefore such skill acts as a catalyst.

6. Neutral Presentation of Facts: Facts are required to be presented in a neutral way. Such presentation is ensured through a report as it investigates, explains and evaluates and much more about any fact independently.

7. Professional Advancement: Report also plays a major role in professional progress and advancement.

For promotion to the rank and file position, satisfactory job performance is enough to help a person. But for promotion to high level position, intellectual ability is highly required. Such ability can be expressed through the report submitted to

higher authority.

8. Proper Control: Whether activities are happening according to plan or not is expressed through a report. So, controlling such activities are implemented based on the information of a report.

9. A Managerial Tool: Various reports make activities easy for the managers. For planning, organizing, coordinating, motivating and controlling, A manager may find help from a report which acts as a source of information.

10. Encountering Advance and Complex Situation: In a large business organization, there is always some sort of labor problems which may bring complex situations. To tackle that situation, managers take the help of a report.

6. Explain the characteristics of a Business Report.

The main characteristics of any business report are as mentioned below:

1. Easily understandable: To hold the audience's attention, a business report should be easy to understand. The audience should be considered before making a report. Complex terminology and detailed information can be included in business reports in case of a vast industry experienced audience.

For example, a business report which is written specifically for accounting purposes needs to be focused on financial things rather than technical things to cater to the specific audience.

2. Correct and unbiased facts: The business report must contain facts or information that is accurate and impartial. If the information is incorrect or incomplete then desired results can't be achieved. This will ultimately create a hindrance in achieving organizational goals.

3. Clear and brief information: Too much lengthy or unnecessary information or content may lose the audience's interest and result in their time wastage. So, the business report should be written in a clear way and a concise form. A good business report is clear as it properly arranges facts with its clear purpose, findings, and required recommendations.

4. Precise report: A good report is the one in which a report writer has a clear understanding of the exact purpose of report writing. This purpose directs the analysis and further recommendations of the report writer. The definite or precise report acts as a base for a valuable document for future usage.

5. Relevant facts: A business report should contain both accurate and relevant facts. Confusion may arise in case of irrelevant facts and can mislead further appropriate decision-making.

6. Focus on the audience: The orientation of the business report towards the audience or readers who is about to read is also an important characteristic. So, a good report is always audience-oriented. Audience knowledge and their understanding level need to be considered while writing a report.

7. Use of easy or simple language: Another feature of a good business report is the use of simple language while writing the report. Here simple language means to avoid unclear and vague words. The emotions or aim of a writer should not affect the language of the business report and the report's message should be self-explained.

8. Grammatically correct: The error-free report is considered as a good business report. If any sentence is grammatically not correct then the reader may understand it in a different way and its meaning may change. Also, confusion or ambiguity may arise.

SHORTS

1. What are the principles of writing a report?

The basic principles of report writing are mentioned in the points below.

The Report Should Be Relevant–

Since reports are generally based on facts it has to be relevant. The report should be able to define a problem in clear terms. The introduction of the report should mention the importance and relevance of the problem addressed and should also highlight the approach taken to solve the problem. Students can take help from online essay writers to write a strong introduction to the report.

The Report Should Be Organized In A Logical Order– The report should be written in a logical order. First, the Introduction should contain the problem being addressed in the report to hold the attention of the reader. Second, the methods used in the report should clearly define the steps taken to reach the results. It should be written in a way that can easily be followed by readers. Third, Reports should be formulated using in-depth research and the result section should highlight the numerical findings of the research using graphs, and tables for interpretation by the readers. And lastly, the section that carries discussion should clearly define how they justify addressing the problem.

There should be Accuracy in the Report– A report should be written after doing extensive research and should contain factual information. In case the findings do not match and answer the questions presented in the report than the differences must be discussed clearly in the report. The data should not be manipulated to match the solution to the problem.

Summarize The Report– The conclusion of the report should be the summary of the introduction, the problem addressed and the results derived from the research and discussions. The introductory part of the conclusion should be able to explain the topic and define the importance of the report with a brief description of the facts found during the research.

2. What are the objectives of reports in business correspondence?

Reports are the primary means of communication in organization. In large-scale organizations, there is no alternative to use reports. Reports also play an important role in small-scale organizations. Some points highlighting the purposes or objectives or important of business report are presented below-

Transmitting Information:

Business reports are very important for transmitting information from one person to another or from one level to another. Although a manager can personally collect required information in a small scale enterprise, it is not possible in the context of a large scale organization. In the latter case, the managers rely on reports for obtaining necessary information.

Interpretation and Explanation of event:

Report provides interpretation and explanation of information. As a result, readers can easily understand it.

Making decisions:

A report is the basic management tool for making decisions. The job of a manager is nothing but making decisions. Reports supply necessary information to managers to solve problems.

Communication with external stakeholders:

In addition to internal use, reports also communicate information to the external stakeholders like shareholders, creditors, customers, suppliers, government officials and various regulatory agencies. In the absence of formal business report, such stakeholders would remain at dark about the organizations.

Development of information base:

Reports also contribute to the development of information based in organization. It develops an information base in two ways. Firstly, day to day

information is recorded permanently for writing reports. Secondly, the written reports are preserved for future reference.

3. What is the structure of a report?

The structure of a report depends on the type of report and the requirements of the assignment. While reports can use their own unique structure, most follow this basic template:

Executive summary: Just like an abstract in an academic paper, an executive summary is a standalone section that summarizes the findings in your report so readers know what to expect. These are mostly for official reports and less so for school reports.

Introduction: Setting up the body of the report, your introduction explains the overall topic that you're about to discuss, with your thesis statement and any need-to-know background information before you get into your own findings.

Body: The body of the report explains all your major discoveries, broken up into headings and subheadings. The body makes up the majority of the entire report; whereas the introduction and conclusion are just a few paragraphs each, the body can go on for pages.

Conclusion: The conclusion is where you bring together all the information in your report and come to a definitive interpretation or judgment. This is usually where the author inputs their own personal opinions or inferences.

4. What are the basic requirements of a good report?

A report is vehicle carrying information to different levels of administration. Quality of decision-making depends to a large extent on the quality of information supplied and on the promptness and consistency of reporting. Good reporting is necessary for effective communication. hence a good report should possess the following basic requisites.

Promptness: It means that report must be prepared and presented on time.

Form and content: A good report should have a suggestive title, headings, sub-headings, paragraph divisions, statistical figures, facts, dated etc.

Comparability: Reports are also meant for comparison.

Consistency: consistency envisages the presentation of the same type of information as between different reporting periods. Uniform procedure should be followed over period of time.

Simplicity: The report should be in a simple unambiguous and concise form

Controllability: It is necessary that every report should be addressed to a responsibility centre and present controllable and uncontrollable factors separately.

Appropriateness: Reports are sent to different levels of management and the form should be designed to suit the respective levels.

Cost considerations: The cost of maintaining the reporting system should commensurate with the benefits derived there from.

Accuracy: The report should be reasonably accurate.

5. How to write a good report?

Choose a topic based on the assignment

Before you start writing, you need to pick the topic of your report. Often, the topic is assigned for you, as with most business reports, or predetermined by the nature of your work, as with scientific reports. If that's the case, you can ignore this step and move on.

Conduct research

With business and scientific reports, the research is usually your own or provided by the company although there's still plenty of digging for external sources in both.

Write a thesis statement

Before you go any further, write a thesis statement to help you conceptualize the main theme of your report. Just like the topic sentence of a paragraph, the thesis statement summarizes the main point of your writing, in this case, the report.

Prepare an outline

Writing an outline is recommended for all kinds of writing, but it's especially useful for reports given their emphasis on organization. Because reports are often separated by headings and subheadings, a solid outline makes sure you stay on track while writing without missing anything.

Write a rough draft

Actually writing the rough draft, or first draft, is usually the most time-consuming step. Here's where you take all the information from your research and

put it into words. To avoid getting overwhelmed, simply follow your outline step by step to make sure you don't accidentally leave out anything.

Revise and edit your report

Once your rough draft is finished, it's time to go back and start fixing the mistakes you ignored the first time around. (Before you dive right back in, though, it helps to sleep on it to start editing fresh, or at least take a small break to unwind from writing the rough draft.)

Proofread and check for mistakes

Last, it pays to go over your report one final time, just to optimize your wording and check for grammatical or spelling mistakes. In the previous step you checked for "big picture" mistakes, but here you're looking for specific, even nitpicky problems.

6. Explain the format of Report Writing?

Report Writing Format

Following are the parts of a report format that is most common.

Executive Summary

You summarize the main points of the report, such as the report topic, the data obtained, the data analysis methods, and recommendations based on the data. The summary could be as short as a paragraph or as long as five pages, depending on the length of the full report.

Most importantly, the summary should contain:

- the purpose of the report
- what you did (analysis) and what you found (results)
- your recommendations; these recommendations should be short and not go beyond a page

Table of Contents

The report should begin with a table of contents. This explains the audience, author, and basic purpose of the attached report. It should be short and to the point.

Introduction

This section is the beginning of your report. It highlights the major topics that are covered and provides background information on why the data in the report was collected. It also contains a top view of what's covered in the report.

Body

The body of the report describes the problem, the data that was collected, sometimes in the form of table or charts, and discusses with reasons. The body is usually broken into subsections, with subheadings that highlight the further

breakdown of a point. Report writing format is very specific that way about clear and crisp headings and subheadings.

Conclusion

At the end of our main body lies the tying of ends together in the much-awaited conclusion. The conclusion explains how the data described in the body of the document may be interpreted or what conclusions may be drawn.

Reference

If you used other sources of information to help write your report, such as a government database, you would include that in the **references**. The references section lists the resources used to research or collect the data for the report. References provide proof for your points.

Appendix

Lastly, comes the appendix. Although this one is not necessary, more like an optional element. This may include additional technical information that is not necessary to the explanation provided in the body and conclusion but further supports the findings, such as tables or charts or pictures, or additional research not cited in the body but relevant to the discussion.