**SAINTGITS COLLEGE OF APPLIED SCIENCES**

**First Internal Assessment Examination September 2018**

**B. Com First Semester (Computer Applications &Taxation)**

**BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM**

**Answer Scheme**

Section A

1. Business Communication is the term used to encompass all messages that we send and receive for special purposes like running a business, managing an organization and conducting the formal affairs of a voluntary organization..Eg: Letters, reports, memos, notice, meetings etc.

2. Listening is the ability to understand and respond effectively to oral communication. It involves six steps: receiving, selecting, interpreting, remembering, evaluating and responding.

3.TA is a theory of personality and social action based on analysis of all possible transactions between two or more people on the basis of specifically defined ego- states.

4. Haptics refers to communication by ‘touch’.

5. Power of Attorney is a written instrument empowering a specified person or persons to act for and in the name of the persons executing it. Two types – Specific power of Attorney and General power of Attorney.

6.. Filtering is the process of reducing the details or aspects of a message as it is passed on from one person to another. Some information is either changed or lost in the way.

Section B

7. Difference between oral and written communication

|  |  |  |
| --- | --- | --- |
| Basis of comparison | Oral Communication | Written communication |
| Nature | Informal with personal touch | formal without personal touch |
| Speed | fast | slow |
| Flexibility | high | low |
| Record | No record | Permanent record |
| Cost | low | High |
| Gestures | Can be used | Cannot be used |
| Feedback | Immediate | Delayed |
| Suitability | For short and simple messages | For lengthy messages |

8. principles of effective communication includes the following

a. Clarity : message should be clear when it is communicated. it implies clarity in thoughts and expressions.

b. Completeness :The message should be planned and structured in advance. The speaker should provide answers to all possible questions which can be raised by a listener.

c. Concreteness: The communicator must be specific and definite in describing the message. Use of vague words should be avoided. Precise words should be spoken.

d. Conciseness : Message should be brief and expressed with minimum words.

e. Correctness : The message should be free from grammatical errors.

f. Courtesy : The speaker should maintain a proper etiquette of speaking. The message should be given with assertiveness and not with rudeness

g. Candidness : In all business transaction the persons involved should speak and listen without any prejudice or bias.

9. A written communication means sending of messages, orders , or instructions in writing through letters, circulars , manuals, reports, office memos etc.

Advantages of written communication are as follows

1. Accurate and precise
2. Permanent Record
3. Composed in advance
4. Wide access
5. Legal Document
6. No distortion
7. Suitable for lengthy messages

Disadvantages of written communication are as follows

1. Time Consuming
2. Lack of personal touch
3. Costly
4. One way channel
5. Possibility of litigation

10. Communication can be best summarized as the transmission of a message from a sender to a receiver in an understandable manner. Process of communication involves the following

a. Sender b. Receiver c. Message d. Transmission of message

e. Decoding of message by the receiver f. Receiver g. Feedback

11. Characteristics of Communication

a. Two way process b. On-going process c. Unintentional and intentional d. Dynamic process

e. Goal – oriented process f. Inter- disciplinary science g. Facts Ideas and Emotions h. Interaction and transaction

12. Grapevine is an informal , unofficial, and personal communication channel or system that take place within the organization as a result of rumor and gossip.

Significance of grapevine communication are as follows

1. Morale uniting force
2. Saves time
3. Speedy Transmission
4. Feedback Value
5. Avoid misunderstanding
6. Creation of ideas
7. Support to other channels

Section C

13. Channels of communication

a) External communication – Inward

- Outward

b) Internal Communication – Informal- Social Gathering

- Grape vine

- Formal – Vertical- Upwards

- Downwards

- Horizontal

- Diagonal

14. **Physical Barriers**

* Noise
* Improper time and distance
* Defects in the medium
* Information overload

Semantic Barriers

* Different languages
* Different meanings for same words
* Poor vocabulary
* Vague presumptions
* Inconsistent verbal and non-verbal communication.

**Organizational Barriers**

* Hierarchy in organization
* Organizational rules and regulations
* Wrong choice of channel
* Non-conduct of staff meeting
* Restrictive environment
* Insufficient period of time

**Socio-psychological barriers**

* Emotions
* Poor listening
* Poor retention
* Attitudes and opinions
* Premature evaluation
* Status-consciousness
* Goal-conflicts
* Filtering

**Cultural Barriers**

* Values
* Social relationship
* Thought processes

Overcoming barriers

* Proper training
* Medical aid and recreation to keep stress down
* Good working condition
* Correct language and words