

Module: 2 SEMIV(HONS) , SEC2 : Creative Writing and Business Communication BUSINESS COMMUNICATION

The role of effective Business Communication within and outside the organization

A business Organization is a group of people associated to earn profit. Various kinds of activities have to be performed by the people of an organization so as to earn profit. These activities need an effective and systematic communication. Without efficient communication, one can not even imagine to do work and hence will be unable to earn profit. Since the aim of business organization is to earn profit, the organization will die without profit and this death is a result of the absence of communication. This is why communication is called life blood of a business organization. We can prove this statement in the following manner.

COMMUNICATION INSIDE AN ORGANIZATION: Different employees and officials in an organization need to communicate to each other. This internal communication with its importance is shown in the following way:

1. **Setting goals and Objectives:** Mostly, the organizations have a variety of formal and informal objectives to accomplish. These objectives may be financial results, product quality, market dominance, employees satisfaction, or service to customers. So the communication enables all the persons in an organization to work towards a common purpose.
2. **Making and Implementing decision:** In order to achieve the objective, people in a business organization collect facts and evaluate alternatives, and they do so by reading, asking questions, talking or by plain thinking. These thoughts are put into a written form. Once a decision has been made, it has to be implemented which requires communication.
3. **Appraisal:** Having implemented the decision, management needs to determine whether the desired outcome is being achieved. Statistics on such factors as cost, sales, market share, productivity and inventory levels are compiled. This is done through computers, manual papers, memos or reports.
4. **Manufacturing the products:** Getting an idea for a new product out of someone's head, pushing it through the production process and finally getting the product also require communication. Designing the plan regarding product, introducing the workers, purchasing raw material, marketing and distributing the product all require effective communication.
5. **Interaction between employer & employee:** Employees are informed about policies and decisions of employers through circulars, reports, notices etc. Employers also get in touch with employees through application, complaint etc. So, communication plays a vital role in the interaction of employer and employee.

EXTERNAL COMMUNICATION:

1. **Hiring the employees:** If a company wants to hire some one, it advertises the vacancy, receives applications, calls the candidates, takes the interview and then offers job to the successful candidates. The whole process requires communication.
2. **Dealing with customers:** Sales letters and brochures, advertisements, personal sales calls, and formal proposals are all used to stimulate the customer's interest. Communication also

plays a part in such customer related functions as credit checking, billing, and handling complaints and questions.

3. Negotiating with suppliers and financiers: To obtain necessary supplies and services, companies develop written specification that outlines their requirement. Similarly, to arrange finance, they negotiate with lenders and fill out loan applications.

4. Informing the investors: Balance sheet, income statement, and ratio analysis are used to inform the investors regarding performance of business.

5. Interacting with Govt.: Government agencies make certain rules to regulate the economy. These rules are communicated to organizations through various papers. These organizations try to fulfil, these requirement like filling taxation form and other documents.

Two most important position in any business message is the opening and closing paragraph elaborate.

Opening and closing in business letters play an important role in making the message effective. They are discussed as under.

Opening:

“First impressions are lasting”. This quotation revealed the importance of opening. It has following feature.

1. It Catches Attention: A good opening catches the attention of readers. The main purpose of senders in persuading request is to convince the reader to read the message. A good opening fulfils this requirement efficiently.
2. It Motivates the Reader: If the opening of letter is impressive it leaves good impression on the mind and attitude of sender. Ultimately it motivates or induces the reader to do the desired activity.
3. It Helps Reader Understand the Main Idea: Message is starting with the main idea, the reader realizes that it is a good news or direct request message, on the other hand if it is starting with a buffer or neutral statement it appears to be a bad news or indirect request. In this way the reader treats the message according to its requirement.

Closing:

Closing means the last paragraph of the letter. We remember best what we read last. A good closing has following advantages.

1. Emphasis Upon Action: A business letter is written with a specific objective. In the last paragraph usually the emphasis is upon the action. This action is essential to fulfil your the purpose of letter. For example in sales letter the objective is to sell by mail. In closing paragraph the reader is motivated to visits the shop or purchase the good or services. Because if the reader acquires a lot of information from the letter but does not purchase the good, the main purpose of the letter remains unfulfilled.

2. To Motivate the Reader: It also motivates the reader to purchase the product as soon as possible. For this purpose, a deadline is fixed or any other incentive with a specific period of time is given.

Write a checklist for opening and closing.

Ans: Checklist for Opening Paragraph:

1. Chose an opening appropriate for the message, purpose and for the reader.
 - (a) Main idea or good news first for direct request, neutral and good news message.
 - (b) Buffer first for the bad new message.
 - (c) Attention getting statement first for persuasive requests.
2. Make the opening considerate, courteous, concise and clear.
 - (a) Get reader into opening.
 - (b) Keep first paragraph relatively short.
 - (c) Focus on the positive.
 - (d) Use courteous conversational language.
 - (e) Avoid unnecessary reputation.
3. Check for completeness regarding.
 - (a) Sentence structure.
 - (b) Date of letter you are answering.

Checklist for Closing Paragraph:

1. Make your action request clear and complete with the fine list and H (how) if you want your reader to do something.
 - (a) What and who: Clearly state what action you desire and who should do it.
 - (b) How and where: Make action easy.
 - (c) When: Date the action if desirable.
 - (d) Why: Show reader benefit if possible.
2. End on a positive courteous thought.
 - (a) Include any positives and negatives before the last paragraph.
 - (b) Be friendly.
 - (c) Show appreciation.
 - (d) Occasionally add a person note.
3. Keep the last paragraph concise and correct.

- (a) Avoid trite expressions.
- (b) Omit discussions of trivial detail.
- (c) Use relatively short and complete sentences.