

F.Y B.B.A-SEM-2-UNIT-2-A-COMMUNICATION
COMMUNICATION SKILLS FOR MANAGEMENT-II

***Objectives of Communications**

The main purpose of all communication in an organization is the general welfare of the organizations. Effective communication is needed at all stages in order to ensure this welfare. At the planning stages, information is needed on the various aspects of the enterprise, the feasibility of a project being undertaken, finances involved, man-power required, marketing conditions, publicity campaigns, etc. At the executions stage, orders are issued to the employees to start work, the workers associated with the projects are constantly motivated and kept involved, a sense of discipline is cultivated among them and their morale is kept high. All the requires constant two-way communication between the managers and the employees. Then at the assessment stage, the manager is again required to communicate with various sources, both internal and external, to assess the outcomes of the project, and if needed, to envisage modifications in the future plan.

The objectives of communication may be represented diagrammatically as shown below:

- Information
- Raising Morale and Motivation
- Warning
- Advice
- Education
- Order
- Suggestions
- Persuasion

Modern forms of Communicating: (E-mail , Internet and Video Conferencing)

*Introduction

Communications has undergone a mind-boggling revolutions during the last few years . The days of inordinate delays and impatient waiting are virtually gone . Written communication is still there . But two important changes have taken place . Firstly , letters have taken the form of e-mail messages , faxes , telexes , etc and secondly the use of technology has greatly reduced the transmission time . In some cases , there is almost instantaneous transmission.

*Internet

The internet has penetrated virtually every corner of the workplace because it is easy to handle , easy to navigate . Students are encouraged to use the internet to get information for their project work and to augument their knowledge . They find the internet a quick and convinient source to download supplemetary study material and work sheet . Professionals use the internet to upgarde their knowledge. Since the use of a computer and the internet are introduced at an early age and now constitute a vital part of our curricula , by the time students enter their professional life , they are able to handle their morden technology—no less than a miracle---with the same ease with which our grandparents used the pen.

*E-mail

There has recently been a revolution in the field of communication engineered by the use of the e-mail . E-mail communication has serval obvious advantages over the other modes that account for its rapidly increasing popularity.

-It is cheaper and faster than a letter

-Its does not shout its arrival like a telephone call . Nor does it cammand immediate , exclusive attention

-It has less hassles than a fax message

- In e-mail communication , differences in locations and time zones do not prove to be an obstacle

Some other advantages are:

-It is a high speed communication and information transfer mode
-All that you need to work on to send and receive messages is your keyboard.

Your computer and internet equipment does the rest

-The Dispatch and retrieval of message is virtually instantaneous
-A single message can be sent simultaneously to several recipients
-Other files can be attached to e-mails
-E-mail is a highly effective , low –cost method

*Video conferencing

In video-conferencing technology , two or more people at different locations can see and hear each other at the same time , sometimes even sharing computer applications for collaboration. Video-conferencing offers possibilities for school , colleges and libraries to use these systems for a variety of purposes , including formal instructions (courses , lessons , and tutoring) interactions with guest speakers and experts , multi-school project collaboration , professional activities , and community events

Making a video call is a lot like making a telephone call. After you connect , you see the other person in colour video on a TV screen and may be able to transfer files or collaborate via options such as documents sharing or white boarding.