

COMMUNICATION

Two Marks Questions :

Q. 1. Define communication.

Ans. Communication refers to such a process through which two or more than two persons exchange ideas, facts, information, feelings, view-points etc. so that a common understanding may be created about a specific subject.

Q. 2. What is downward communication ?

Ans. Communication from higher authorities towards the subordinates is known as downward communication. Such a communication takes place from the upper levels towards the lower levels in the organisation. Downward communication takes place from board of directors to general manager, from general manager to manager, from manager to supervisors and from supervisors to foremen.

Q. 3. What is upward communication ?

Ans. Communication from subordinates towards higher authorities is known as upward communication. Such a communication takes place from lower levels towards upper levels in the organisation. Upward communication takes place from foremen to supervisors, from supervisors to manager, from manager to general manager and from general manager to board of directors.

Q. 4. What is formal communication ?

Ans. Such communication which takes place through communication channels specified in the organisational structure, is known as formal communication. It is the responsibility of all the employees and authorities that they should use these officially determined channels for the purpose of communication. Formal communication takes place from higher authorities towards subordinates, from subordinates towards higher authorities or among the subordinates working at the same level.

Q. 5. What are rumours ?

Ans. Under informal communication, there is very high possibility of the information being incorrect and incomplete. Consequently, several rumours spread under informal communication. A rumour is such information which is incorrect and incomplete and there is no proof of it being true. Rumours spread very quickly in the organisation and hence these have highly adverse effects on the organisation. That is why it is essential that the management must check the spread of rumours.

Four Marks Questions :

Q. 1. Write any four features of communication.

Ans.

1. The process of communication is universal. Wherever there are people, there is communication. The process of communication is present in every organisation also.
2. Communication is either formal or informal. In any organisation, formal communication takes place through specially determined communication channels. On the other hand, informal communication takes place through social relations among employees and informal communication channels.
3. The primary objective of communication is to create a common thinking or common understanding about any specific issue among people. In order to achieve this objective, people can be influenced and motivated through the process of communication.
4. Communication may be vertical or horizontal. Vertical communication is from top (i.e. Higher Authorities) to bottom (i.e. Subordinates) or from bottom to top. Horizontal communication is between the employees or authorities of the same level.

Q. 2. Discuss any four objectives of communication.

Ans.

1. To provide knowledge about the policies and programmes of the organisation to the employees.
2. To give orders and instructions to the employees of the organisation about their routine functioning.
3. To motivate the employees through effective leadership.
4. To get information from the employees about their performance so that effective supervision and efficient control may be ensured in the organisation.

Q. 3. Write any four advantages of written communication.

Ans. Permanent Record : The record of written communication is available for ever.

- (i) **Uniformity in Messages :** Under written communication ; all the receivers get same and uniform message.
- (ii) **Useful for Lengthy Messages :** Written communication is highly useful for transmitting lengthy messages.
- (iii) **Clarity and Accuracy :** Another advantage of messages transmitted in written form is that there is clarity and accuracy in such messages.

Q. 4. Write any four difference between formal communication and informal communication.

Ans.

Formal Communication	Informal Communication
Formal communication is transmitted through official communication channels.	Informal communication is transmitted through unofficial communication channels.
Speed of formal communication is slow.	Speed of informal communication is fast.
Formal communication comes into existence on the basis of functional relations determined in the organisation through organisational chart.	Informal communication comes into existence due to human and social relations.
Formal communication is generally written.	Informal communication is generally oral or unwritten.

Q. 5. Write any four disadvantages of Oral Communication

Ans:

- (i) **No Record :** There is no written record of oral communication. Hence, it is difficult to use it as a source of reference in future.
- (ii) **Lack of Reliability :** There is lack of reliability in oral communication. The sender of the message can adopt denial mode any time.
- (iii) **Personal Bias :** Oral communication is too much affected by the personal view point and interests of the people.
- (iv) **Possibility of Distortion :** In case of oral communication, there is possibility of misinterpretation of message. As a result, there is always fear of distortion of message.

Q. 6. Discuss any four barriers to effective communication.

Ans.

- (i) **Defective Expression of Messages :** The serious most barrier in the way of effective communication is to express the message in an incorrect manner. This barrier arises when incorrect words, incorrect symbols or incorrect language etc. are used for transmitting the messages.
- (ii) **Use of Words and Symbols with Multiple Meanings :** If the words and symbols with multiple meanings are used to transmit messages, even then many barriers are created in the way of effective communication.
- (iii) **Faulty Translation :** Many a time, messages have to be translated from one language to another language

so that the receiver may understand the message in his own language. If the translation of the message is not correct, even then many barriers are created in the way of effective communication.

- (iv) **Vague Assumptions :** Some messages are based upon some assumptions. In such a situation, if the receiver of the message makes incorrect or improper interpretation of the assumptions, even then many barriers are created in the process of communication.