

COMMUNICATION

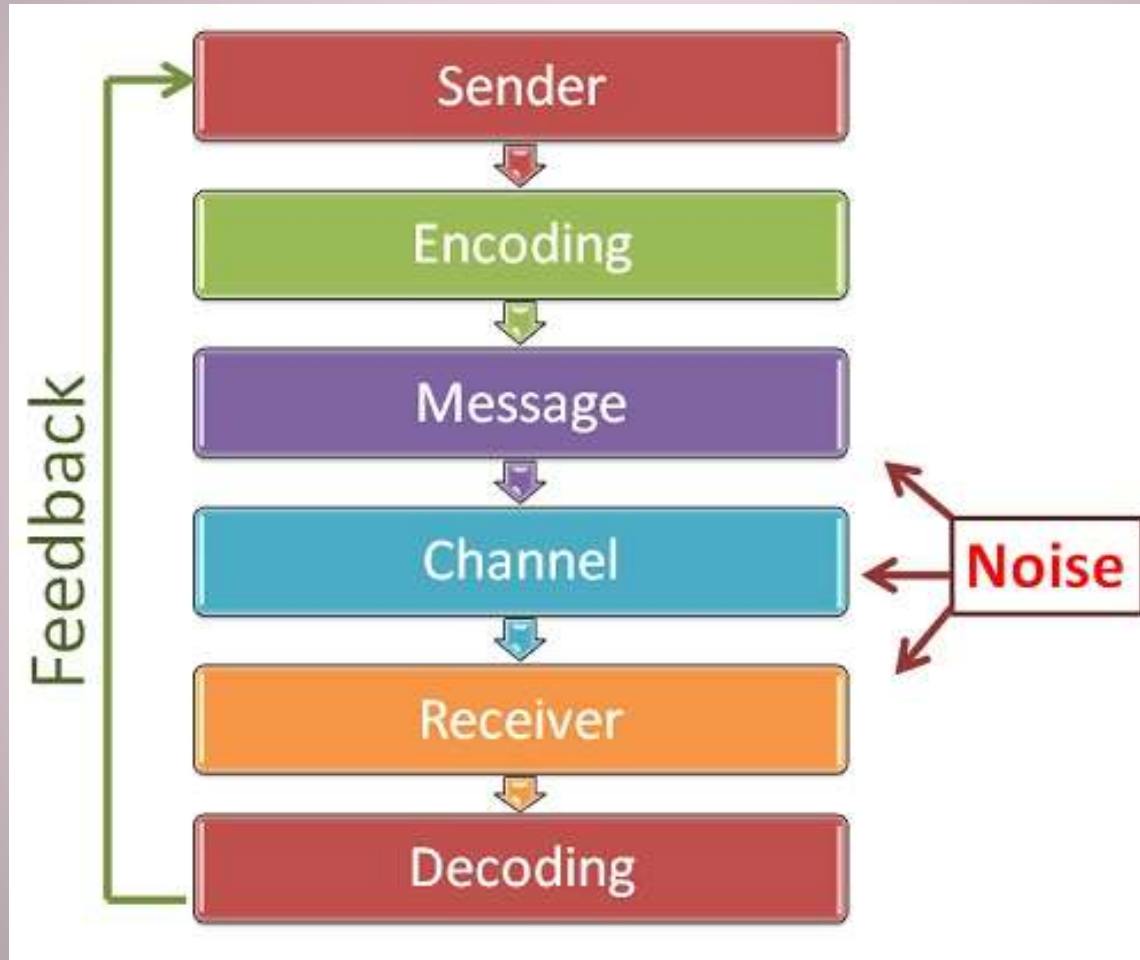


DEFINITION OF COMMUNICATION

Communication is transfer of information from sender to a receiver After the information has been understood by the receiver it can be define as a process of transmitting information from one person to another.



PROCESS OF COMMUNICATION



PROCESS OF COMMUNICATION

- ◉ Communications is a continuous process which mainly involves three elements viz. sender, message, and receiver. The elements involved in the communication process are explained below in detail:

Sender

- ◉ The sender or the communicator generates the message and conveys it to the receiver. He is the source and the one who starts the communication

Message

- ◉ It is the idea, information, view, fact, feeling, etc. that is generated by the sender and is then intended to be communicated further.

Encoding

- ◉ The message generated by the sender is encoded symbolically such as in the form of words, pictures, gestures, etc. before it is being conveyed.

Media

- ◉ It is the manner in which the encoded message is transmitted. The message may be transmitted orally or in writing. The medium of communication includes telephone, internet, post, fax, e-mail, etc. The choice of medium is decided by the sender.

Decoding

- ◉ It is the process of converting the symbols encoded by the sender. After decoding the message is received by the receiver.

Receiver

- ◉ He is the person who is last in the chain and for whom the message was sent by the sender. Once the receiver receives the message and understands it in proper perspective and acts according to the message, only then the purpose of communication is successful.

Feedback

- ◉ Once the receiver confirms to the sender that he has received the message and understood it, the process of communication is complete.

Noise

- ◉ It refers to any obstruction that is caused by the sender, message or receiver during the process of communication. For example, bad telephone connection, faulty encoding, faulty decoding, inattentive receiver, poor understanding of message due to prejudice or inappropriate gestures, etc.

IMPORTANCE OF COMMUNICATION

- ◉ Having strong communication skills aids in all aspects of life - from professional life to personal life and everything that falls in between. From a business standpoint, all transactions result from communication. Good communication skills are essential to allow others and yourself to understand information more accurately and quickly.

SEVEN C'S OF EFFECTIVE BUSINESS COMMUNICATION



Clear: The message should be clear and easily understandable to the recipient. The purpose of the communication should be clear to sender then only the receiver will be sure about it.

Correct: The message should be correct, i.e. a correct language should be used, and the sender must ensure that there is no grammatical and spelling mistakes. Also, the message should be exact and well-timed.

Complete: The message should be complete, i.e. it must include all the relevant information as required by the intended audience.

Concrete: The communication should be concrete, which means the message should be clear and particularly such that no room for misinterpretation is left.

Concise: The message should be precise and to the point. The sender should avoid the lengthy sentences and try to convey the subject matter in the least possible words.

Consideration: The sender must take into consideration the receiver's opinions, knowledge, mindset, background, etc. in order to have an effective communication.

Courteous: It implies that the sender must take into consideration both the feelings and viewpoints of the receiver such that the message is positive and focused at the audience.

IN PLANT COMMUNICATION SYSTEM

- In-plant two-way radio systems offer an excellent way to improve communications between key personnel within any organization. Portable radio units provide instant contact and allow work crews to immediately respond to critical situations, in addition to solving communications problems for day to day maintenance, shipping and supervision. UHF repeater base stations can be equipped to interface with the existing in-plant telephone system

COMMUNICATION OF INDIAN INDUSTRIES

The Communication Industry in India is one of the fastest developing sectors in the country and is estimated to become the second biggest international telecom market in the next few years. As per the report published by the Telecom Regulatory Authority of India (TRAI), the total number of telephone users in India crossed 806.13 million in January 2011 as compared to 787.28 million in the previous year during the same period.

KEY PLAYERS IN INDIAN COMMUNICATION INDUSTRY

With the coming in of several new players the level of competition has increased, tremendously in the telecom industry in India. Currently the industry is witnessing as many as 15 players.

REVENUE AND PROFIT OF TOP COMPANY FOR YEAR 2019

Company	Revenue	Profit
Bharti Airtel	\$9.290 billion	\$2.079 billion
Reliance	\$ 45.25 billion	\$ 99 million
BSNL	32,045 crore	78.06 crores
Tata Communications	11,025.56 crore	538.80 crore

LEADERSHIP

Leadership is a process by which an executive can direct, guide and influence the behavior and work of others towards accomplishment of specific goals in a given situation. Leadership is the ability of a manager to induce the subordinates to work with confidence and zeal.

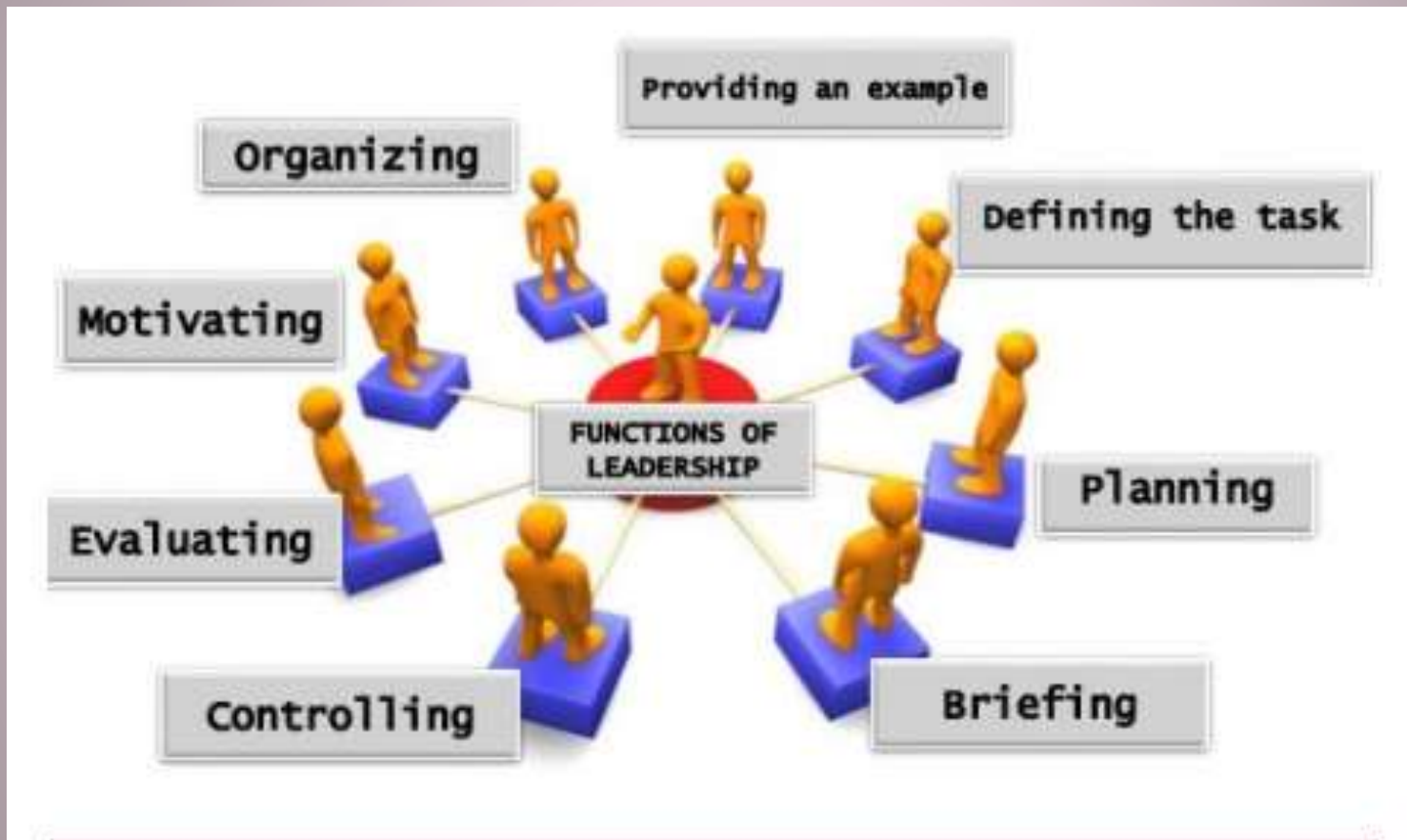
CHARACTERISTICS OF LEADERSHIP

- ◉ It is a inter-personal process in which a manager is into influencing and guiding workers towards attainment of goals.
- ◉ It denotes a few qualities to be present in a person which includes intelligence, maturity and personality.
- ◉ It is a group process. It involves two or more people interacting with each other.
- ◉ A leader is involved in shaping and moulding the behaviour of the group towards accomplishment of organizational goals.
- ◉ Leadership is situation bound. There is no best style of leadership. It all depends upon tackling with the situations.

QUALITIES OF LEADERSHIP

- ◉ Honesty and integrity
- ◉ Confidence
- ◉ Inspire Others
- ◉ Commitment and Passion
- ◉ Good Communicator
- ◉ Decision Making Capabilities
- ◉ Accountability
- ◉ Delegation and Empowerment
- ◉ Creativity and Innovation
- ◉ Empathy
- ◉ Resilience
- ◉ Emotional Intelligence
- ◉ Humility
- ◉ Transparency
- ◉ Vision and Purpose

FUNCTIONS OF LEADERSHIP



LEADERSHIP STYLE

A leadership style is a leader's method of providing direction, implementing plans, and motivating people. Various authors have proposed identifying many different leadership styles as exhibited by leaders in the political, business or other fields.

TYPES OF LEADERSHIP STYLE

- ◉ Democratic Leadership
- ◉ Autocratic Leadership
- ◉ Laissez-Faire Leadership
- ◉ Strategic Leadership
- ◉ Transformational Leadership
- ◉ Transactional Leadership
- ◉ Coach-Style Leadership
- ◉ Bureaucratic Leadership

CONTROLLING

Controlling is one of the important functions of a manager. In order to seek planned results from the subordinates, a manager needs to exercise effective control over the activities of the subordinates. In other words, the meaning of controlling function can be defined as ensuring that activities in an organization are performed as per the plans. Controlling also ensures that an organization's resources are being used effectively & efficiently for the achievement of predetermined goals.

CONTROLLING PROCESS



MAKING CONTROL EFFECTIVE

Accuracy:

Effective controls generate accurate data and information. Accurate information is essential for effective managerial decisions. Inaccurate controls would divert management efforts and energies on problems that do not exist or have a low priority and would fail to alert managers to serious problems that do require attention.

Timeliness:

There are many problems that require immediate attention. If information about such problems does not reach management in a timely manner, then such information may become useless and damage may occur. Accordingly controls must ensure that information reaches the decision makers when they need it so that a meaningful response can follow.

Flexibility:

The business and economic environment is highly dynamic in nature. Technological changes occur very fast. A rigid control system would not be suitable for a changing environment. These changes highlight the need for flexibility in planning as well as in control.

Acceptability:

Controls should be such that all people who are affected by it are able to understand them fully and accept them. A control system that is difficult to understand can cause unnecessary mistakes and frustration and may be resented by workers.

Integration:

When the controls are consistent with corporate values and culture, they work in harmony with organizational policies and hence are easier to enforce. These controls become an integrated part of the organizational environment and thus become effective.

Economic feasibility

The cost of a control system must be balanced against its benefits. The system must be economically feasible and reasonable to operate.

Strategic placement:

Effective controls should be placed and emphasized at such critical and strategic control points where failures cannot be tolerated and where time and money costs of failures are greatest.

Corrective action:

An effective control system not only checks for and identifies deviation but also is programmed to suggest solutions to correct such a deviation.

BUDGETING CONTROL

“According to Brown and Howard, “Budgetary control is a system of controlling costs which includes the preparation of budgets, coordinating the departments and establishing responsibilities, comparing actual performance with the budgeted and acting upon results to achieve maximum profitability.” Weldon characterizes budgetary control as planning in advance of the various functions of a business so that the business as a whole is controlled.

TYPES OF CONTROL :-

- ◉ FINANCIAL BUDGET
- ◉ OPERATING BUDGET
- ◉ NON MONETARY BUDGET

THANK YOU !