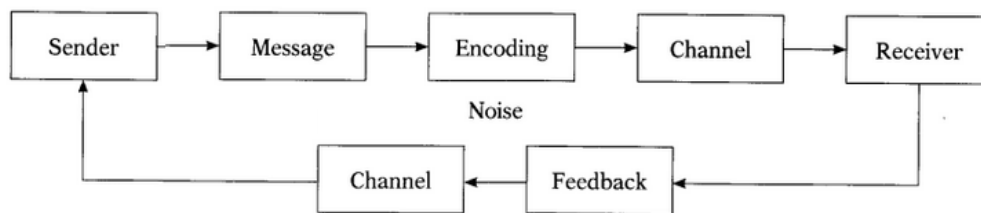


Q 1 -Process of Communication:

The communication process consists of the following elements:



Q2 – Who is a sender?

Sender is the person who initiates the process of communication. The sender may be a speaker, a writer, an actor, a painter, etc.

Q3 – what is encoding?

The process of converting the message into words, symbols, pictures, etc. is called encoding

Q4 – What do you mean by message?

Message means whatever is to be communicated. It is the heart of communication process

Q5 - What is a channel?

The medium through which the message is sent is called channel. It may be a speech, a letter, an e-mail, SMS, gesture, sound, etc.

Q6 – Who is a receiver?

The person to whom the message is sent is the receiver. The receiver may be a listener, a reader or a viewer.

Q7 – Define feedback and noise?

Feedback - The reaction or response to the message is called feedback

Noise -Any disturbance, hurdle or barrier to communication is the notice

Q8 - Types of Communication:

Communication is of several types and may be classified as follows:



Q9 – What is Verbal Communication?

Or

Name the types of verbal communication?

Or

Define Oral communication and written communication

In verbal communication words and language are used to convey the message.

Verbal communication is of two types:

(a) Oral communication:

It means communication through spoken words. It may be face- to-face (lecture, seminar, conference, meeting, informal conversation, chit-chat, gossip, or telephone). Clear voice and tone are necessary for effective oral communication.

Speaking at too fast/slow speed or too high/low volume impairs oral communication:

(b) Written communication:

Communication via SMS, e-mail, letter, brochure, hand book, report is written communication. Such communication is essential in case of formal business interactions (memo, proposal, press release, contract, etc.) and legal documentation. Grammar, vocabulary, writing style, etc. determine the effectiveness of written communication.

Q10- What is the easiest form of communication?

Verbal communication is the easiest and fastest form of communication. Even then it constitutes a very small part (about 7 per cent) of all human interactions.

Q11 – What is non verbal communication?

Communication without using words is called non-verbal communication.

Q12 – Describe the forms of verbal communication?

1) Body Language 2) Paralanguage 3) Aesthetics 4) Appearance 5) Symbols

Q13 – Define body language?

(a) Body Language:

Communication through **facial expressions, gestures, stance, touch . and other physical signs** is called body language.

For example, leaning forward may indicate interest and acceptance whereas leaning backward may mean rejection and lack of interest. Body language (Example – smile, frown, clenching of hands etc. can transmit emotions which cannot be expressed through words. Body language constitutes a major part (**about 55 per cent**) of all communication.

Q14 – Define paralanguage?

Pitch, tone, quality, etc. of voice is known as paralanguage. The way one speaks, rather than words, reveal the intent of the speaker. Paralanguage constitutes about 38 per cent of all communications.

Q15 –Define Aesthetics?

Music, dancing, painting sculpture and other forms of art serve as means of communication. These convey the feelings and thoughts of artists.

Q16 - Define Appearance?

Dress and grooming create the first impression. In offices, there is a dress code. Formal dress for men may consist of shirt, trouser, coat and leather shoes. For women, it may consist of saree, suit, shirt, trouser or skirt.

Q17 – Define Symbols ?

Symbols may relate to religion, status, ego, etc. These convey the special meaning. For example, the number of stars on the shirt of a police officer reveal his/ her status.

Q18 – What is visual communication?

In visual communication, signs, drawing, graphic design, colour, illustration and other visual aids are used to convey the message. For example, colours are used to control traffic. Visuals such as graphs, pie chart, flow chart, etc. convey considerable information in a clear and concise manner. These are a powerful medium and are an essential part of official presentations.

Q19 – What is audio visual communication?

Use of voice and visuals together is called audio-visual communication. Radio is an audio medium while television and films are audio-visual media of communication. Combination of spoken words and pictures is a very powerful form of combination.

Q20 – What is formal communication?

Communication through the organisational hierarchy (chain of command) and in accordance with the policies, rules and conventions of the organization is called formal communication. It can be both oral and written.

Q21 – Write the different pattern of formal communication?

Formal communication can be in the following patterns:

- (a) Vertical communication
- (b) Horizontal communication
- (c) Diagonal Communication

Q22 – What is vertical communication?

Flow of information downwards and upwards in the organization is called vertical communication. Managers pass down orders and instructions to their subordinates for implementation. Subordinates transmit reports, suggestions, grievances and requests to their superiors.

Q23 – What is horizontal communication?

Communication between individuals/departments at the same level of authority is known as horizontal communication. For example, heads of production and marketing departments hold a meeting to discuss quality and price of a product.

Q24 – What is diagonal communication?

This type of communication takes place between employees working in different departments and at different levels of authority. Such cross functional communication reduces the chances of distortion or misrepresentation. For example, the marketing manager may directly ask a factory manager about the cost and quality of output.

Q25 – What is informal communication?

When two or more employees in an organization exchange views without following the official rules and procedures it is called informal communication or grapevine.

Q26 – What is grapevine communication?

It is unofficial, friendly and casual. It is based on common interests and attitudes. It helps to satisfy social needs of employees and to build relationships. For example, during the lunch break, employees working in different departments of an organization may discuss new leave rules.

Q27 – Define network of communication?

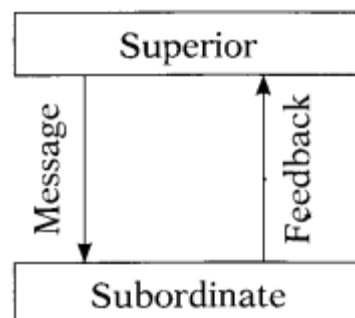
The pattern used to share information is known as communication network. Members of an organisation use various types of communication flows as per their needs. In some organizations there are prescribed networks for communication.

Q28 – Write the main types of communication networks?

- 1) Vertical Network
- 2) Circuit Network
- 3) Chain Network
- 4) Wheel network
- 5) Star Network

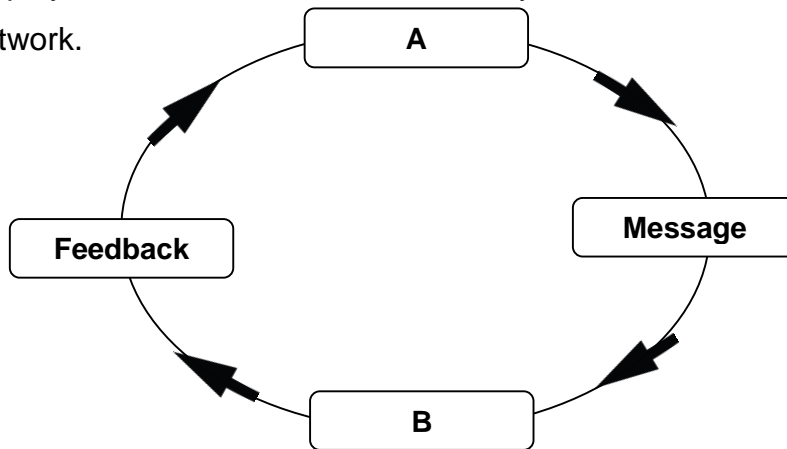
Q29 – Define vertical network?

Vertical Network: This network is used for communication between a superior and a subordinate. It is a two-way communication in which immediate-feedback can be available



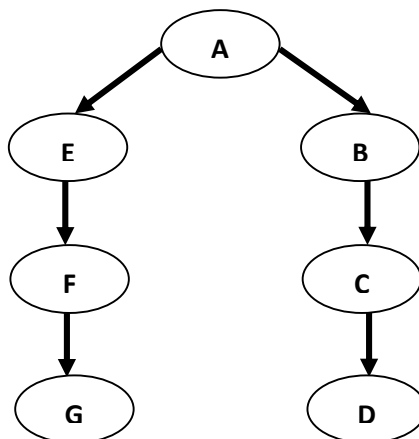
Q 30 – Define circuit network?

When two employees at the same level of authority communicate with each other, it is a circuit network.



Q 31 – Define chain network?

In this network, communication flows through the chain of command. The message flows from the chief executive downward to different levels of employees. In the following, diagram A gives command to B, C, D, E, F and G working at different levels in the hierarchy. In chain network



Q 32 – Define wheel and spoke network?

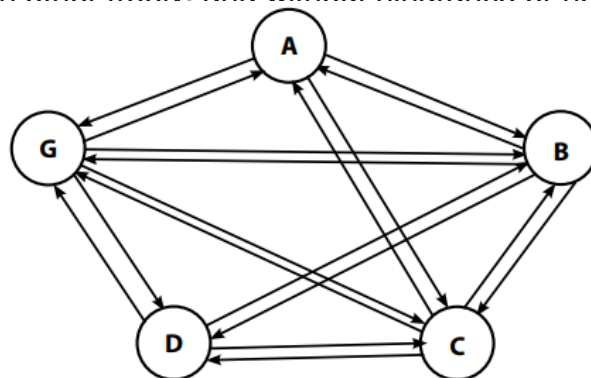
In this network, a single authority gives orders and instructions to all the employees around him. They also report directly to him. This network may be efficient for a



small organization provided the central authority is competent. But in a large organization all decisions cannot be taken by one person.

Q 33 – Define star network?

The star communication network has multiple channels of communication open between all members. This network propagates group communication and is essential where teamwork is involved. The members communicate and exchange information with each other freely and without hindrance or hesitation



Q34 –What are Advantages of Oral communication

It brings quick feedback.

In a face-to-face conversation, by reading facial expression and body language one can guess whether he/she should trust what's being said or not.

Q35 - Disadvantage of oral communication

In face-to-face discussion, user is unable to deeply think about what he is delivering, so this can be counted as a

Q36 - Advantages of written communication

Messages can be edited and revised many time before it is actually sent.

Written communication provide record for every message sent and can be saved for later study.

A written message enables receiver to fully understand it and send appropriate feedback

Q37 - Disadvantages of written communication

Unlike oral communication, Written communication doesn't bring instant feedback.

It take more time in composing a written message as compared to word-of-mouth.

and number of people struggles for writing ability

Q38 – What are the characteristics of effective communication?

1. Clarity:

The message must be expressed in simple and easy to understand language. Short sentences should be used and each idea must be stated in a separate paragraph.

2. Conciseness:

Only necessary and relevant words must be used. Brevity is the essence of effective communication. There should be no repetitions

3. Completeness:

The message must be complete as omissions of necessary facts creates con-fusion and misunderstanding

4. Concreteness:

Use facts and figures in place of abstract ideas. The message must be expressed in precise words.

5. Coherence:

Different elements of the message must be organised in a sequential and logical way. Words, sentences and paragraphs must be inter connected and there should be smooth flow of information.

6. Courtesy:

The sender of the message must take into consideration the feelings and view points of the receiver. He should be polite, respectful and honest. The message and its tune must not be offensive.

7. Correctness:

The message must be accurate in all respects.

8. Attention and Listening:

The receiver must pay full attention to the message. He should not only listen to the spoken words but also carefully observe the speaker's body language. In case of written messages the reader must read between the lines.

Q38 – What are the barriers of communication?

Most Common Barriers to Effective Communication

There are several barriers in the process of communication. These barriers cause distortion and misunderstanding. The various barriers in communication may be classified as under:

1. Language or Semantic Barriers:

Difficult words, ambiguous words, jargon (terminology used in a specific field e.g.: medical science), unfamiliar expressions have several meanings. People from different regions and nations may interpret the same words in different ways. When a person with basic vocabulary communicates with an expert in language hurdles arise. Therefore, clear, simple and easily understandable language should be used in communication.

2. Physical Barriers:

These barriers arise due to noise, faulty equipment, distant locations, out-dated technology and lack of good infrastructure.

3. Technology Barriers:

Anyone who is not familiar with modern communication technology (video conference, e-mail, SMS, WhatsApp, etc.) may fail to communicate effectively. Overload of information and an attempt to do several things simultaneously also hamper communication.

4. Physiological Barriers:

Poor eye sight, difficulty in hearing, ill health and other such problems act as handles in communication.

5. Organizational Barriers:

When the chain of command is unclear, an employee may not know whom to contact for a particular matter. Rigid and ambiguous structure, systems and processes in an organization also hamper effective communication. Unclear roles and responsibilities cause confusion.

6. Cultural Barriers:

People belonging to different cultures derive different meanings from the same message. People working in multinationals have to communicate with persons from different cultures. Lack of understanding of alien cultures inhibits communications. In this era of globalization, it is essential to understand cultural differences. Even within the same organization, employees may belong to different cultures.

7. Gender Barriers:

Men and women often communicate in different ways. Men tend to talk in a logical and linear manner whereas women tend to be more emotional and verbose. Men may blame women for transmitting too much information. Similarly, women may blame men for giving inadequate information. Gender bias is another barrier in communication. Male employees with the traditional mindset may find it difficult to take orders from a female boss.

8. Perception Barriers:

Everyone perceives things in different ways. Two persons may interpret the same event/object differently. Differences in perception lead to miscommunication.

9. Emotional Barriers:

Anger, jealousy, anxiety, lack of trust, fear of criticism and similar feelings/sentiments hinder free and open communication. A disturbed or upset individual can neither convey nor receive **information objectively**.

10. Attitude Barriers:

A shy introvert, lazy or frustrated worker cannot communicate effectively.

Questions from past exams

1. List at least 5 barriers of communication. Explain any two of them in your own words.
2. Differentiate between the Vertical Network and the Wheel and spoke method of communication.
3. Define the term 'communication'. How is it relevant in daily life?
4. Explain the Star Network in the channel of communication.
5. Based on communication channels, what are the different kinds of communication methods? Explain.
6. What is the 'chain of command' in communication? What are its drawbacks?
7. What is network in communication?
8. Describe various characteristics of effective communication?
9. What are the language barriers in communication?
10. How non-verbal communication is impactful in communication?
11. How do technology barriers affect communication? Explain.
12. Describe the term "paralanguage", a mode of communication.
13. Non-verbal is also one of the Broad Categories of Communication? Explain.
14. Define the areas where chain network of communication is found in an organisation.
15. How do technology barriers affect communication? Explain.
16. Describe the term "paralanguage", a mode of communication.
17. Non-verbal is also one of the Broad Categories of Communication? Explain.
18. Define the areas where chain network of communication is found in an organisation.
19. How is wheel and spoke network different from star network in communication?
20. Listening is important for effective Communication. Comment.

21. Briefly explain different types of non-verbal communication.
22. What are the different types of Formal Communication?
23. How do cultural barriers affect communication? Discuss.
24. Explain any two characteristics of effective communication.
25. Write a short note on Cultural barriers in effective communication

Answers

Answer 1. Barriers in communication:

- Physical Barriers
- Cultural Barriers
- Language Barriers
- Technology Barriers
- Emotional Barriers

Technology Barriers: Being a technology driven world, all communication is dependent on good and extensive use of technology. However, there might arise technical issues, like server crash, overload of information etc which lead to miscommunication or no communication at all. Language Barriers: It's a cosmopolitan set up, where people of different nationalities move from their home to other countries for work. As a result, it is difficult to have a common language for communication. Hence, diversity gives rise to many languages and it acts as a barrier at times.

Answer 2. Vertical Network and Wheel & Spoke Network
Vertical Network
Wheel and Spoke Network
A formal network. It is usually between a higher ranking employee and a subordinate. A network with a single controlling authority who gives instructions and orders to all employees working under him/her.

A two way communication happens
Two way communication happens but useful only in small organizations.

Answer 3) Communication is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing, or behavior. Communication is relevant in daily life as we experience it in all walks of life. While talking to friends, family and office colleagues, while passing on a piece of information, while starting a campaign or a protest march; at every step we want to communicate a message. The audience differs and the purpose differs; yet communication happens.

Answer 4) Star Network: has multiple channels of network in communication. This network allows a group communication and is useful especially where teamwork is

involved. The members communicate and exchange information with each other freely, and without hindrance or hesitation. The usefulness of all networks depends on the structure and size of the company, and the manner of communication between the employees.

Answer 5) Based on Communication channels, there are three kinds of categories: •

Verbal: Verbal communication involves the use of words and language in delivering the intended message

- Non Verbal: Nonverbal communication is the process of communicating by sending and receiving wordless messages. These messages can aid verbal communication, convey thoughts and feelings contrary to the spoken words or express ideas and emotions on their own.

- Visual: Visual communication through visual aids such as signs, typography, drawing, graphic design, illustration, colour and other electronic resources usually reinforces written communication. Visuals like graphs, pie charts and other diagrammatic presentations convey clearly and concisely a great deal of information. They are an essential part of official presentations these days.

Answer 6) Chain of Command: The communication pattern that follows the chain of command from the senior to the junior is called the chain network. Communication starts at the top, like from a CEO, and works its way down to the different levels of employees. It involves a lot of organizational hierarchy.

Drawbacks: The chain network often takes up time, and communication may not be clear. It creates a lot of miscommunication as the message travels a long path.

Answer 7.A communication network refers to the method and pattern used by members of an organisation to pass on information to other employees in the organization.

Network helps managers create various types of communication flow according to requirement of the task at hand. Some companies have established and predefined networks of communication for specified venture.

Answer 8.The Characteristics of Effective Communication: Communication for humans is akin to breathing. From the first cry of the baby to the last breath of a

person, communication is an essential part of life. However, good communication is an art that has to be developed and honed. Effective communicators practice every aspect of the skill frequently. It is a fact that our everyday communication is often marred by confusion, misunderstandings, misconceptions, partial understanding and obscurity.

Thus, several aspects must be kept in mind while interacting with others for our communication to convey the intended message.

- 1. Clear:** Any spoken or written communication should state the purpose of the message clearly. The language should be simple. Sentences ought to be short as the core message is lost in long, convoluted sentences. Each idea or point must be explained in a separate bulleted point or paragraph. Make it easy for the reader to grasp the intent of the communiqué.
- 2. Concise:** Brevity is the essence of business communication. No one has the time to read long drawn out essays. Besides, the core content is lost in elaborate details. Avoid using too many irrelevant words or adjectives, for example, 'you see', 'I mean to say', etc. Ensure that there are no repetitions.
- 3. Concrete:** The content of your communiqué should be tangible. Base it on facts and figures. Abstract ideas and thoughts are liable to misinterpretation. Make sure that there is just sufficient detail to support your case/ argument and bring focus to the main message.
- 4. Coherent:** Coherence in writing and speech refers to the logical bridge between words, sentences, and paragraphs. Main ideas and meaning can be difficult for the reader to follow if the writer jumps from one idea to another and uses contradictory words to express himself. The key to coherence is sequentially organized and logically presented information which is easily understood. All content under the topic should be relevant, interconnected and present information in a flow.
- 5. Complete:** A complete communication conveys all facts and information required by the recipient. It keeps in mind the receiver's intellect and attitude and conveys the message accordingly. A complete communication helps in building the company's reputation, aids in better decision making as all relevant and required information is available with the receiver.

6. Courteous: Courtesy implies that the sender is polite, considerate, respectful, open and honest with the receiver. The sender of the message takes into consideration the viewpoints and feelings of the receiver of the message. Make sure nothing offensive or with hidden negative tone is included.

8. Emotional Awareness and Control: “Human behavior is not under the sole control of emotion or deliberation but results from the interaction of these two processes,” Loewenstein said. However, emotions play a major role in our interactions with other people. They are a powerful force that affect our perception of reality regardless of how hard we try to be unbiased.

In fact, intense emotions can undermine a person’s capacity for rational decision-making, even when the individual is aware of the need to make careful decisions. Consequently, emotional awareness is a necessary element of good communication. While interacting with another person or a group, it is important to understand the emotions you and he/ she/ they are bringing to the discussion. Managing your own and others emotions and communicating keeping in mind the emotional state of others helps in smooth interaction and breakdown of the communication process

9. As we know, lacking language knowledge can create impediment in communication. Language varies individual to individual, place to place, region to region, and country wise. Same words may have different meaning in other language. Even jargon, unfamiliar expressions, and ambiguous words create hurdles in communication.

This is fact that no two people speak or write alike. Some people use well-formed words while some of them is used ill-formed words.

10. Non-verbal communication is more impact in communication. Meanwhile, the primary function of language is communication, but we can communicate without language. Some of the functions of nonverbal communication in humans are to complement and illustrate, to reinforce and emphasize, to replace and substitute, to control and regulate, and to contradict the denoted message. These are the following non-verbal cues:

Physical: It includes facial expressions, stance, gestures, tone, distance in communication, time dimension, haptics etc. For example, leaning forward may mean friendliness, acceptance and interest, while crossing arms can be interpreted as antagonistic or defensive posture. Smiles, frowns, pursing of lips, clenching of hands etc. transmit emotions which are not expressed through verbal communication.

Paralanguage: It contains the how of the sender's voice or the way he/she speaks. In other words, The way we say something, more than the actual words use, reveal the intent of the message, the voice quality, volume, intonation, pitch, stress (e.g., primary stress ' , secondary stress , , long stress : , half long ´ , extra short) tone (e.g., extra high §“, high é, mid ē, low è, extra low è, down step ↓, upstep↑) and way of speaking, communicates approval, interest or lack of it. It changes the meaning of words.

For example

Stress on d- Pro'duction become Noun

Stress on p- 'Production become Verb

Aesthetic: Art forms such as dancing, paintings, sculptors, music are also means of communication. It conveys the ideas and thoughts of the artist.

Appearance: It is usually the first thing noticed about the person. A well dressed and groomed person is presumed to be organised and methodical, whereas a sloppy or shabby person fails to make a favourable impression. Hence, through non-verbal communication, we send and responds to thousands of messages daily in personal and work lives.

11. In the present world, communication modes are primarily technology driven. The communication technology is being constantly upgraded or new formats emerge ever so frequently. Anyone who is not abreast with these struggles to communicate effectively via the medium. An individual is swamped with huge amount of information every day in the form of emails, texts and social updates. Multitasking is the norm these days. The information overload and trying to accomplish too many things together can result in gaps in communication and miscommunications.

12. Paralanguage refers to the way you say something rather than the actual words used, the voice quality, intonation, pitch, stress, emotion and style of speaking communicates approval, interest or lack of it. Research estimates that tone accounts for 38 percent of communication.

13. Nonverbal Communication: Nonverbal communication is the process of communicating by sending and receiving wordless messages. These messages can

aid verbal communication, convey thoughts and feelings contrary to the spoken words or express ideas and emotions on their own. Some of the functions of nonverbal communication in humans are to complement and illustrate, to reinforce and emphasize, to replace and substitute, to control and regulate, and to contradict the denoted message.

Physical nonverbal communication: An individual's body language that is, facial expressions, stance, gestures, tone of voice, touch, and other physical signals constitute this type of communication. For example, leaning forward may mean friendliness, acceptance and interest, while crossing arms can be interpreted as antagonistic or defensive posture. Research estimates that physical, non-verbal communication accounts for 55 percent of all communication. Smiles, frowns, pursing of lips, clenching of hands etc. transmit emotions which are not expressed through verbal communication.

Paralanguage: The way you say something, more than the actual words used, reveal the intent of the message. The voice quality, intonation, pitch, stress, emotion, tone, and style of speaking, communicates approval, interest or the lack of it. Research estimates that tone of the voice accounts for 38 percent of all communications.

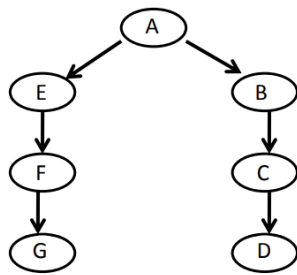
Aesthetic communication: Art forms such as dancing, painting, sculptor, music are also means of communication. They distinctly convey the ideas and thoughts of the artist.

Appearance: Appearance is usually the first thing noticed about a person. A well dressed and groomed person is presumed to be organised and methodical, whereas a sloppy or shabby person fails to make a favourable impression. Therefore, dressing appropriately in all formal interactions is emphasized. The dress code in office is generally formal. It constitutes of formal suits, trousers with plain white or light coloured shirts and leather shoes. Bright colours, jeans, T - shirts, especially with slogans and other informal wear are frowned upon. For women formal two piece trouser or skirt sets or formal ethnic wear like sarees, is permissible.

Symbols such as religious, status, or ego-building symbols.

14. Communication pattern that follows the chain of command from the senior to the junior is called the chain network. Communication starts at the top, like from a CEO, and works its way down to the different levels of employees.

The supervisor/ manager/ CEO gives commands or instructions to those working under him/her in the organisation. B, C, D and E, F, G are the subordinates to A in the organisational hierarchy and receive commands from 'A' as shown in the diagram. The chain network often takes up time, and communication may not be clear.



Chain of Command

15. In an organisation with a wheel and spoke kind of communication network, there is a single authority that issues instructions and orders to all employees. This works well in a small set up with a few employees where there is only a single competent authority taking all decisions. Whereas in a star communication network there are multiple channels of communication open between all members. The members communicate and exchange information with each other freely, without any hindrance or hesitation. This will work well in a large organisation where there are multiple authorities at different levels managing separate sections/departments.

16. Patient listening is critical for interpreting the message in the right perspective and context. A good listener does not only listen to the spoken words, but observes carefully the nonverbal cues to understand the complete message. He absorbs the given information, processes it, understands its context and meaning and to form an accurate, reasoned, intelligent response.

17 Nonverbal Communication: Nonverbal communication is the process of communicating by sending and receiving wordless messages. These messages can aid verbal communication, convey thoughts and feelings contrary to the spoken words or express ideas and emotions on their own

- **Physical nonverbal communication:** An individual's body language that is, facial expressions, stance, gestures, tone of voice, touch, and other physical signals constitute this type of communication. For example, leaning forward may mean friendliness, acceptance and interest, while crossing arms can be interpreted as antagonistic or defensive posture.

- **Paralanguage:** The way you say something, more than the actual words used, reveal the intent of the message, The voice quality, intonation, pitch, stress, emotion, tone, and style of speaking, communicates approval, interest or the lack of it.

18. Formal communication: Formal communication, both oral and written, follows certain rules, principles and conventions in conveying the message. The hierarchy in the organisation has to be followed. Formal format, style and language have to be used. The communication pattern can be vertical, horizontal or diagonal.

- **Vertical:** Information can flow upwards or downwards in the organisation. Data that is collected flows up to the top levels of management for review and decision making, while instructions and orders are passed down from the managements/ seniors to the subordinates for implementation.

- **Horizontal:** Horizontal communication that involves communication between two parts of the organisation at the same level. For example, the managers of a project in a company may hold a regular daily, weekly or monthly meeting to discuss the progress of the project.
- **Diagonal:** Cross-functional communication between employees at different levels of the organisational hierarchy is described as diagonal communication. Diagonal communication is increasingly common in larger organisations. It reduces the chances of distortion or misinterpretation by encouraging direct communication between the relevant parties. For example, a junior engineer reports directly to the General Manager regarding the progress on the project.

19. Cultural differences between people from various countries, regions tribes and, religions, where words and symbols may be interpreted differently can result in communication barriers and miscommunications. Multinational companies offer special courses and documents to familiarise their staff with the culture of the country where they are based for work.

20. The two characteristics of effective communication are as follows

- a. **Coherence:** Coherence in writing and speech refers to the logical bridge between words, sentences, and paragraphs. The key to coherence is sequentially organised and logically presented information, which is easily understood.

- b. **Completeness:** A complete communication conveys all facts and information required by the recipient. It keeps in mind the receiver's intellect and attitude and conveys the message accordingly.

21. Cultural barriers: Cultural barriers refer to obstacles one faces with respect to diversity in culture. These arise from language, religion, community, ethnicity etc. Due to cultural differences, words, signs, symbols may be interpreted in a different way and may lead to miscommunication. Within an organization also, cultural ideologies can be different across verticals and divisions which might lead to a wrong message being conveyed. Moreover, gestures, protocols within family groups and friends also might be mistaken.