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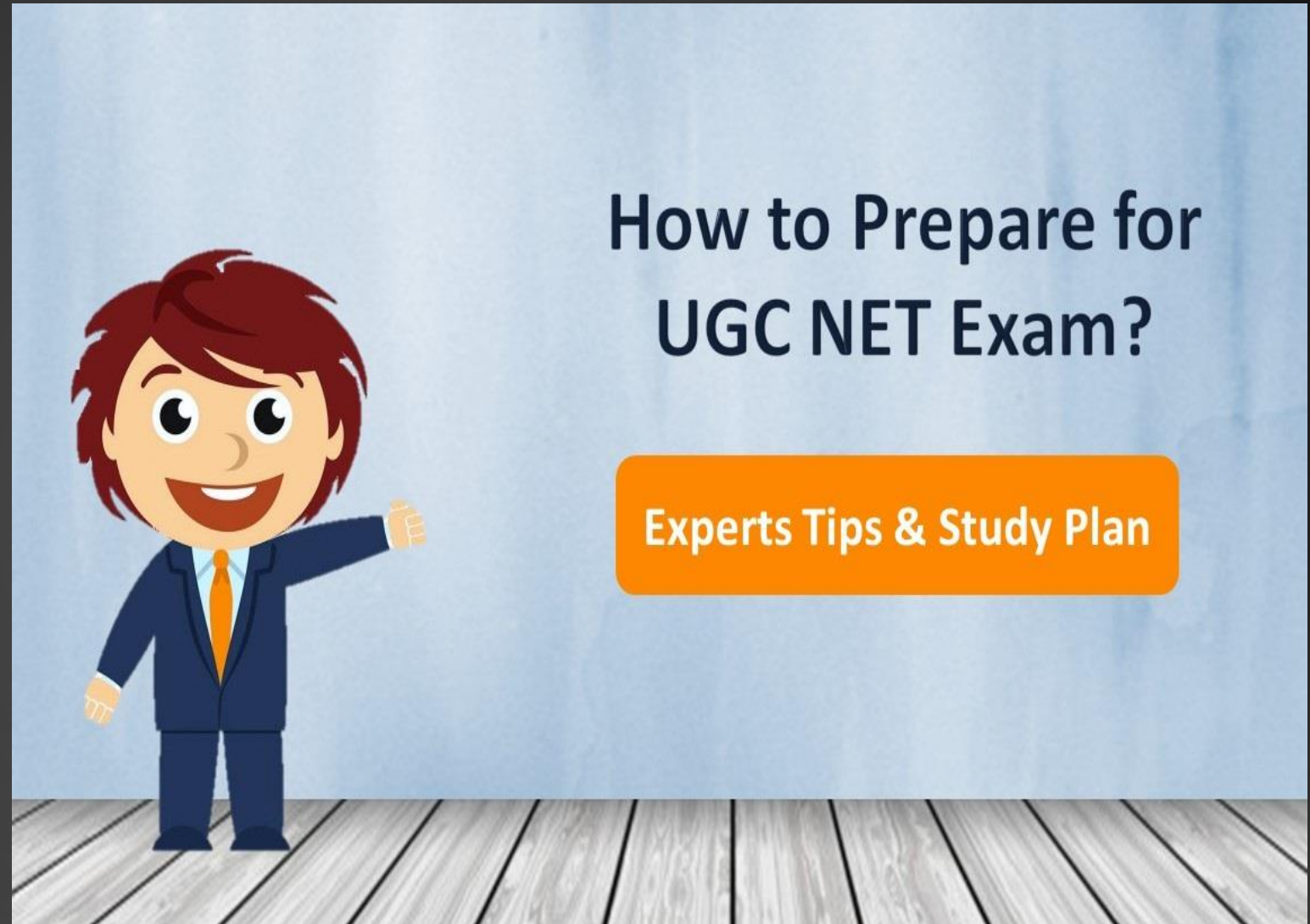
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MANAGEMENT
SECOND PAPER - II



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DISCUSS

- I. Management
- II. Organizational Behaviour
- III. Human Resource Management
- IV. Financial Statements
- V. Financial Management
- VI. Strategic Management
- VII. Consumer and Industrial Buying Behavior
- VIII. Statistics for Management
- IX. International Business
- X. Entrepreneurship Development





UNIT - 1

MANAGEMENT AND ITS FUNCTION

Communication

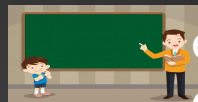
The word communication has been derived from the Latin word “communis” which means common. Communication is the transfer of information with understanding from one person to another.

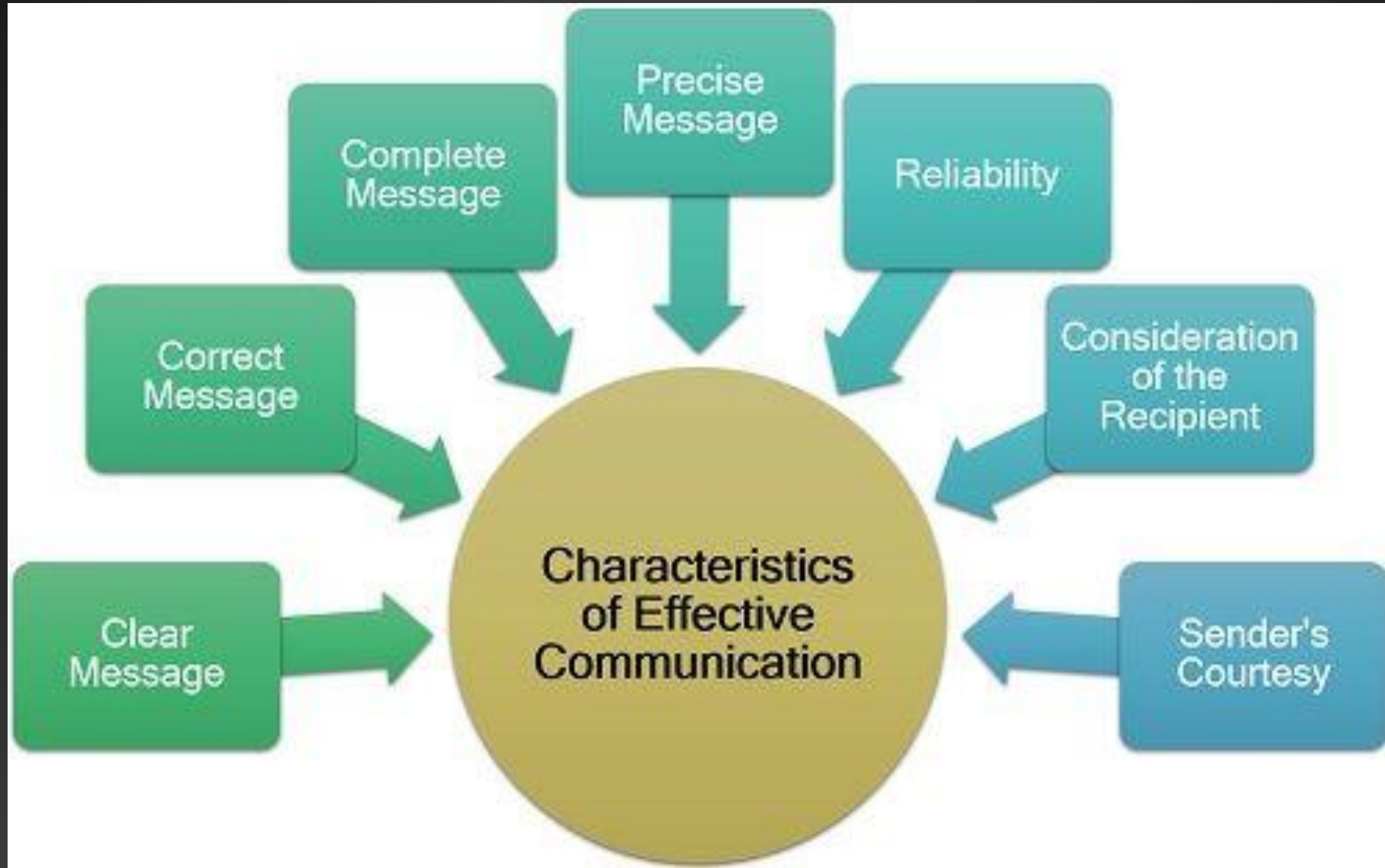
Acc. To **NEWMAN and SUMMERS**, “communication is an exchange of facts, ideas, opinions or emotions by two or more persons.”

Acc. To **Allen**, “The sum total of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of telling, listening and understanding.

Characteristics of communication

- It is a two way and ongoing process
- It is pervasive and creates mutual understanding in the organisation
- It consists of ideas, emotions and facts.
- It comprises of flow of message.
- Two parties are required sender and receiver
- It is a dynamic and goal-oriented process.





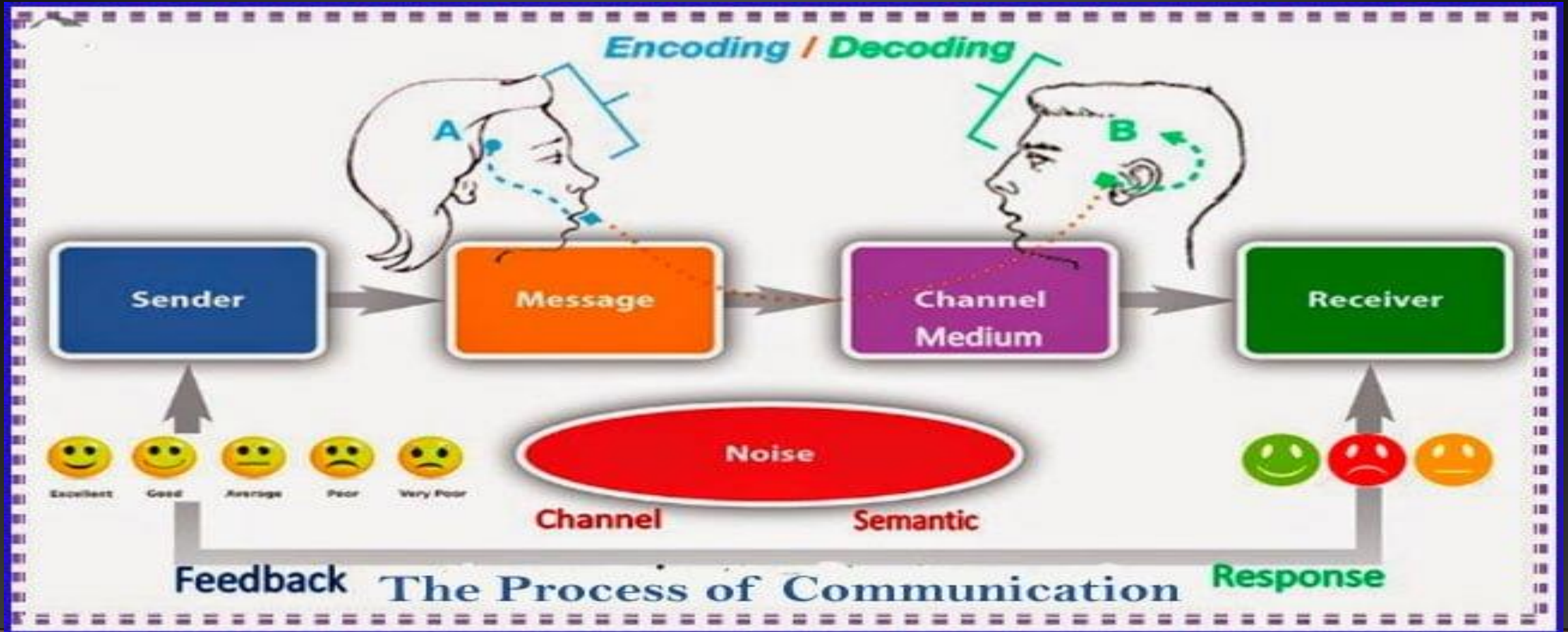


7C / PRINCIPLES OF COMMUNICATION

- **Complete** - The message must contain all facts needed for desired reaction.
- **Clarity** - There must be clarity in terms of thought and expression.
- **Concise** - The message must be to the point and all unnecessary words must be eliminated.
- **Courtesy** - One must communicate in a friendly and polite manner.
- **Correct** - All facts, words, language, information of the message must be accurate.
- **Concrete** - The message to be communicated must be specific and not vague.
- **Consideration** - One must understand the emotions and sentiments of the receiver.

Process of communication

Communication is a process of taking information from person to the destination person.



Noise

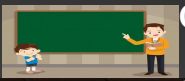
It refers to any hindrance in communication process. It can occur at any point or phase of the organisation. Its disturbs communication.

Example of hampers effective communication

Sender - wrong encoding, speaking wrong tone.

Receiver- attitude, prejudice or receiver's background.

Channel- illegible writing ,pronunciation or faulty sounds.



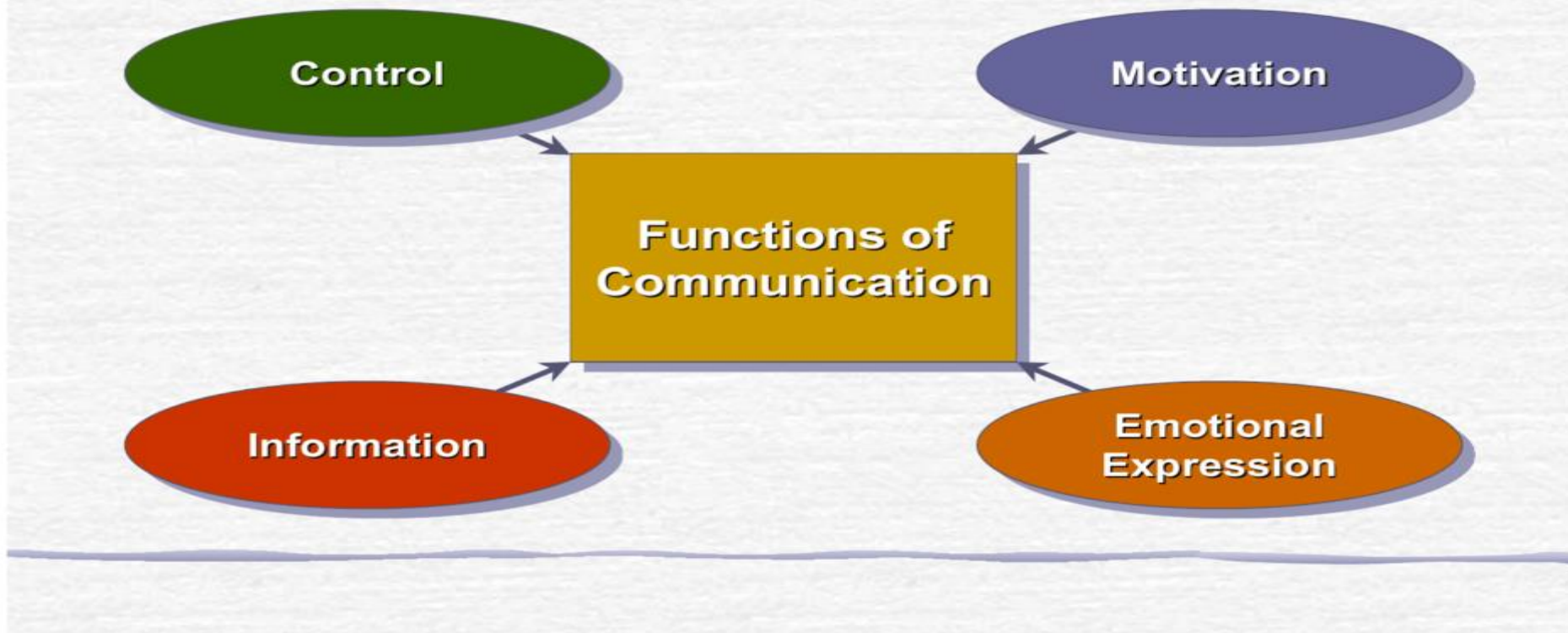
Hence, means most important is the communication control noise in order to make communication process effective.

FUNCTION OF COMMUNICATION

1. Information sharing like policies, rules, etc..
2. Giving instructions, command and orders.
3. For influencing and persuading other to accept.
4. Integrates subsystems in an organisation by keeping instruction.
5. Giving advice, receiving suggestion for counselling.
6. To improve discipline.



Four Functions of Communication



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Signature



N
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x
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v
i
d
e
o



Signature

Continue.....

**Type of communication
(on the basis of channel)**

Next video...



FEEDBACK



**THANK
YOU**

Agarwal

MANAGEMENT PAPER -II

For More Information

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