

B.N.M INSTITUTE OF TECHNOLOGY
MANAGERIAL COMMUNICATION
STUDY MATERIAL

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1. Give the meaning of communication?

Communication is conveying of messages by exchanging thoughts or information via speech, visuals, signals, writing, or behaviour. Business communication is the transmission and exchange of information between people in an organization to facilitate business activities.

It is derived from "communis" (Latin) meaning "common". It stands for natural activity of all human beings to convey opinions, feelings, information and ideas to others through words (written or spoken), body language or signs.

Communication may be intentional or unintentional; it may involve conventional or unconventional signals, may take linguistic or non-linguistic forms, and may occur through spoken or other modes.]

2. Define communication?

There are a number of definitions of the term communication. A few of them are being reproduced below:

According to Allen Louis "Communication is the sum of all things, one person does when he wants to create understanding in the minds of another. It involves a systematic and continuous process of telling, listening and understanding."

Managerial Communication Study Notes For Mba

Annelies Wilder-Smith



Managerial Communication Study Notes For Mba:

Decoding **Managerial Communication Study Notes For Mba**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Managerial Communication Study Notes For Mba**," a mesmerizing literary creation penned by a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring impact on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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