

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."

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J Rink



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Managerial Communication Study Notes For Mba Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the ability of words has be more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such could be the essence of the book **Managerial Communication Study Notes For Mba**, a literary masterpiece that delves deep to the significance of words and their effect on our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall effect on readers.

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