

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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