

Name

Ahmad Zaib

ID

13132

Subject:

Communication Skills

Teacher:

Miss. Rizwana Iqbal

Semester

8th

Department

BE(E)

Date: 21-08-2020

Q1.: Discuss in detail the motives behind effective communication.

A=) The motives behind effective communication are.

(i) ⇒ Builds and Maintains Relationship.

Relationship are built and can be maintained by positive encounters with others.

Communication will be key to this process - without effective skills, it will be difficult to properly construct and foster productive relationship.

(ii) ⇒ Facilitates innovation.

When employees feel comfortable in openly communicating new ideas cooperation and innovation will be at an all-time high. In addition if staff is unable to convey their ideas due to limited communication skills, it is likely that the idea will not be implemented to its full potential.

(iii) ⇒ Builds An effective Team.

If open communication within a workplace is encouraged a more cohesive and effective.

team will emerge. Good communication within their role. Regular internal communication can also lead to an improved work ethic if staff are reminded of achievements and feel that they are working towards a common goal.

(iv) ⇒ Managing Employers:

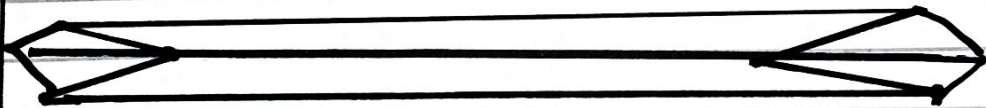
When managers are effective communicators they are more able to inform staff adequately of their responsibilities and what is expected from them. Good communication skill also help managers to provide constructive feedback to their staff build better relationship and understand personal goals that staff may wish to work towards.

(v) ⇒ Contributes to Growth of the company:

A lack of communication can lead to the collapse of any organization. While that is bold statement. Without proper marketing collateral and communication internally and externally most organization will struggle to survive. Communication can also lead to productivity and helps to avoid unnecessary delay in the implementation of policies.

(vii) => Ensure Transparency:

When regularly communicating both internally and ~~exp~~ externally organizations remain more transparent. This is important in building trust in your brand in your services and also internally. When it comes to the trust that employees have in higher management when tough decisions need to be made transparent leaders will have an easier time explaining why.



Q2 Describe the key components of an effective communication in contemporary organizational life.

Ans ⇒ The seven major elements of communication process are:

(i) ⇒ Sender:

The person who intends to convey the message with the intention of passing information and ideas to other is known as sender or communicator.

(ii) ⇒ Ideas:

This is the subject matter of the communication. This may be an opinion, attitude, feelings, views, order or suggestions.

(iii) ⇒ Encoding:

Since the subject matter of communication is theoretical and intangible, its further passing requires use of certain symbols such as words, action or pictures etc. Conversion of subject matter into these symbols in the process of encoding.

(iv) ⇒ Communication Channel:

The person who is interested in communicating has to choose the channel for sending the required information ideal etc. This information is transmitted to the receiver through certain channels which may be either formal or informal.

(v) ⇒ Receiver:

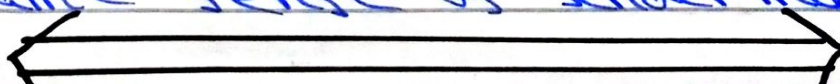
Receiver is the person who receives the message or for whom the message is meant for it is the receiver who tries to understand the message in the best possible manner in achieving the desired objective.

(vi) ⇒ Decoding:

The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.

(vii) ⇒ Feedback:

Feedback is the process of ensuring that the receiver has received the message and understood in the same sense as sender meant it.



Q3 Describe in detail oral communication:

⇒ Oral Communication:

Oral communication means sending message through spoken words. It is also known as interpersonal communication. It is a process more complex.

Ways to Make Oral Communication Successful:

Oral communication can be made successful by using following ways.

① Plan what to say:

Oral communication should be planned carefully. Determine ~~oral communication~~ the purpose. Choose the language that is suitable to the situation.

② Think of the receiver:

It is vital to know whom you will speak. Think of their position, education, knowledge, experience, mental level etc. It will help you a lot in communicating successfully.

③ Know the situation:

There may be different situations for speaking such as interview briefing inquiry meeting report etc. The situation may be pleasant, neutral or unpleasant. You have to adopt the right way. Be friendly, informal or formal according to the situation.

④ Be open-minded:

Present your ideas in an effective way. But at the same time consider the matter from other person's point of view. Be open-minded to hear what is right, but have your arguments ready to make your force full.

Advantages of oral communication:

- (1) It provides immediate feedback.
 - (2) It is easy to convey and understand.
 - (3) It may be relatively detailed.
 - (4) It can easily be changed according to the situation.
 - (5) It often does not need stationery or equipment.
- 