

Dr. Barmeshwar Singh
Faculty of Vocational Courses
(B.B.A, B.Com and BCA)
D.K. College, Durgam.

Subject - Business Communication
Unit - II

Topic - Objectives and importance of communication

Objectives of Communication

- ① To provide information and understanding which are necessary for group efforts.
- ② To foster an attitude which is necessary for motivation, co-operation and job satisfaction.
- ③ To prepare the employees for a change by give them the necessary information.
- ④ To discourage the spread of mis-information, rumours, gossip and release the emotional tensions.
- ⑤ To encourage ideas, suggestions from subordinates for an improvement in the product and work conditions for reduction in the cost involved and for the avoidance of the waste of raw material.
- ⑥ To improve labour management relations by both in content with each other.

To ensure free exchange of information

ideas as well assisting all the understanding and accepting the reasonableness of the status and authority of any one in the organisation.

- ⑧ To satisfy basic human needs as the need for recognition self-improvement and a sense of belonging.

Importance of communication

Communication is an essential function and an important problem of management. Since the job of a manager is to secure the willing co-operation of his subordinates in the accomplishment of goals, communication is an indispensable part of management. Communication is a continuous and pervasive activity and a manager spends the major portion of his time in communicating. To be specific, communication offers the following advantages.

- ① Basis of decision-making: - Communication is essential for decision making and planning. The quality of managerial decisions depends on the quality of communication. At the same time decisions and plans of management need to be communicated to the subordinates. Effective communication is also helpful in the proper implementation of plans and policies.

the management. It is the basis of effective leadership because it voices the leaders, ideas, and opinions known to the sub-ordinates.

② Facilitates co-ordination: - Communication is the most effective means of creating co-operation and co-ordination among individual efforts. Exchange of ideas and information helps to bring out unity of action in the pursuit of common purpose. Communication binds people together.

③ Sound Industrial Relations: - Effective communication helps to create mutual understanding and trust between the employer and the employees. It enables the management to come in to close contact with workers. It serves as a bridge between management and labour and creates team spirit in the organisation. Thus, an effective communication system is a pre-requisite of good labour management relations.

④ Smooth and efficient operations: An effective communication system serves as a lubricant fostering the smooth and efficient functioning of the enterprise. The achievement of enterprise goals is of paramount importance and communication is one of the important tools available to the manager in seeking to attain them. It is through communication of sub-ordinates in the desired direction that a manager changes and regulates the effective communication promotes manager's

③ Industrial Democracy: - Communication is critical for workers' participation in management. It is helpful in delegation and decentralisation of authority. Effective communication is essential for training and development of managerial personnel. The process of leadership itself rests upon effective communication.

④ Employee motivation and morale: -

Through communication, management can keep the employees fully informed of plans, job changes, etc. The motivation and morale of employees tend to be high when they clearly understand what they are supposed to do. Communication is the means by which employees bring their suggestions, difficulties and grievances to the notice of the management. upward communication ensures greater job satisfaction and related workers' enthusiasm and loyalty to enterprise. Effective communication satisfies mental and social needs of employees.

Public relations: - In the ~~to days~~ today's very business enterprise must create and maintain a good corporate image in the community. Communication is an indispensable means of creating and maintaining a favourable public opinion. It is through communication that management can keep relations with the government, trade unions, customers and the community.

Thus communication is the heart of the management process. It serves as the nerve-system of the organisation.