

Mr. Barmeshwar Singh

Faculty of Vocational Courses

(B.B.A, B.Com and BCA)

D. K. College, Dumdum

Subject - Business Communication
Unit - III

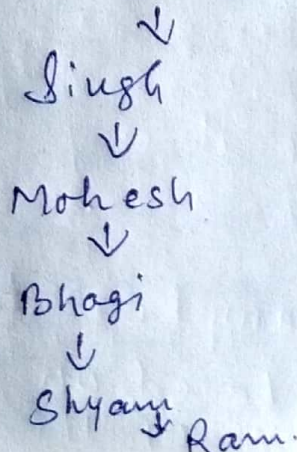
Topic - Types of Grapevine

The experts on the subject have identified four types of informal communications. They are discussed as under:-

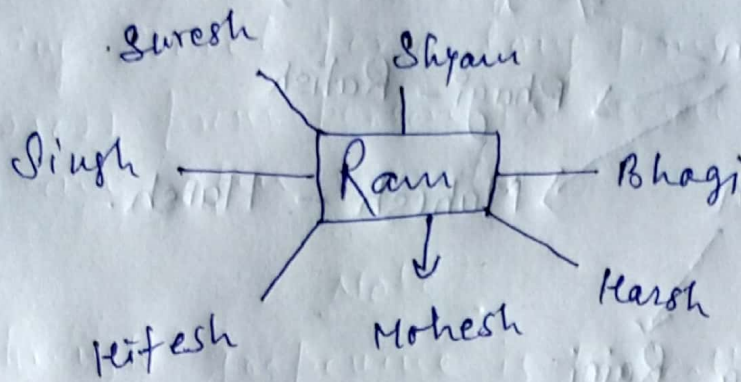
① Single strand

In single strand network, the individual communicates with the other individual through intervening person. Each person tells the other in sequence, one tells one. Ram has an information. He passes it on to Shyam, Shyam to Bhogi, Bhogi to Mohesh and so on till the information reaches the ultimate recipient.

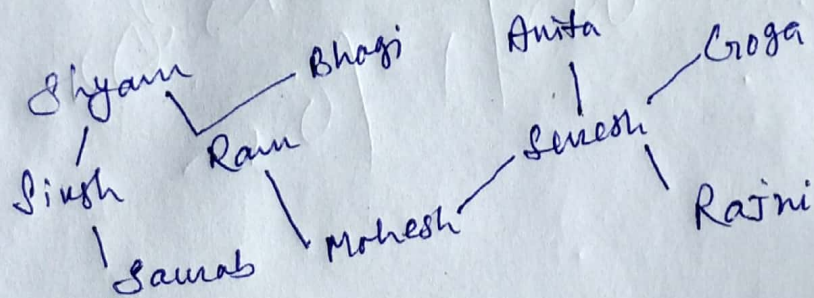
Ultimate Recipient



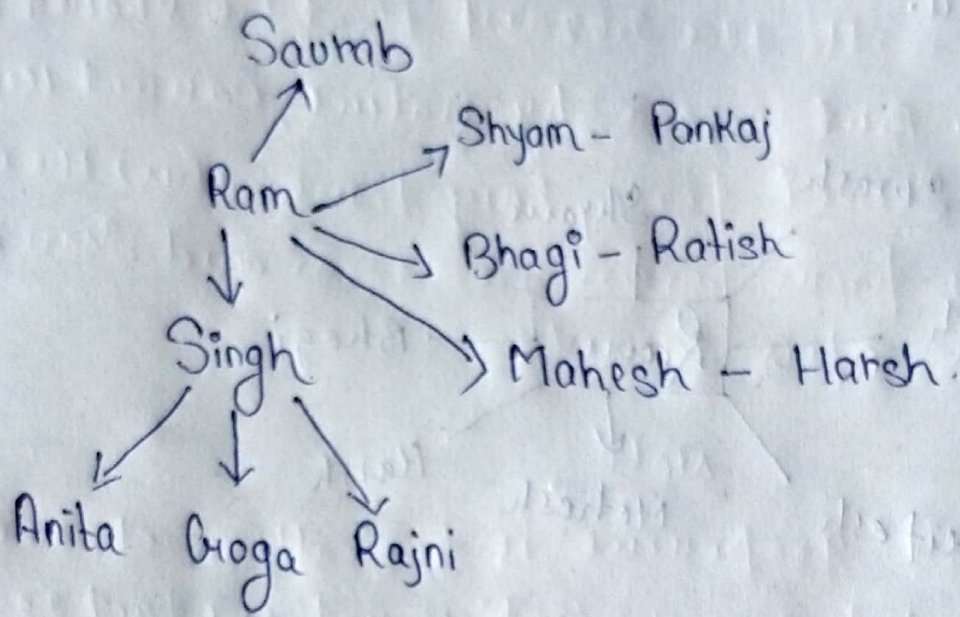
② Gossip- In gossip one individual tells others on a non-selective basis that is one tells all.



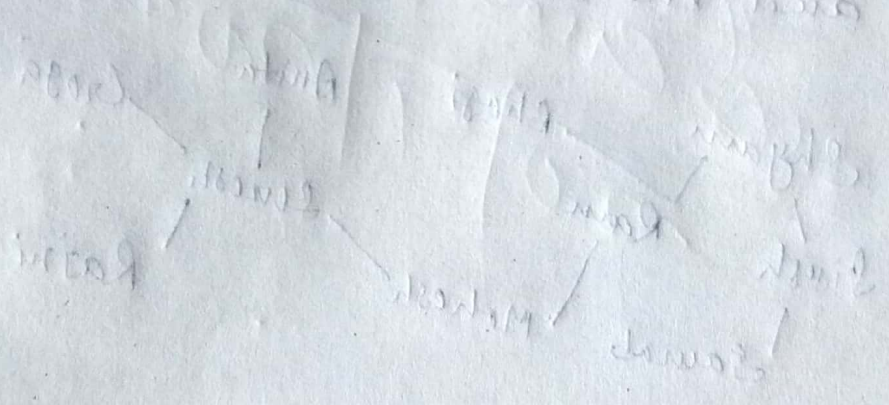
③ Probability:- In probability, one individual tells other individuals randomly, according to the law of probability. The people seek information from him tell others, others to shift others and the chain continues.



④ In cluster type network, the individual communicates with only those individuals whom he trusts. These persons may relay the information to those whom they trust. Researches have shown that out of the four cluster chain is the most popular form of informal communication.



⑤ Probability. In probability, we study the chance of occurrence of an event. It is a branch of mathematics which deals with the study of the chance of occurrence of an event. It is a branch of mathematics which deals with the study of the chance of occurrence of an event.



⑥ In cluster type network, the individual communities are not only inter-connected, but also inter-related. These communities are not only inter-connected, but also inter-related. These communities are not only inter-connected, but also inter-related.