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Subject - Business communication
(BBA 1st year) unit - VI

Topic: - Importance of effective communication.

In this age of competition, communication is the number one problem of the manager. Competition, complex methods of production, large-scale operations and specialisation in production functions have increased the importance of communication. Without effective communication, a manager cannot perform his duties well. Communication is as essential to business as blood is to the human body. Success of the communication system affects the success of business. The following points will prove its importance in business.

① Smooth working of a business firm.

Communication is necessary for the success and smooth and unrestricted working of an enterprise. All organisational interaction depends upon communication. The manager co-ordinates the human and the physical

into an efficient and working unit that achieves common objectives. Be it an activity of purchase or sale or production or finance, it is the process of communication that makes cooperative action possible. The internal and external communication process of an organisation decides the various activities to be done and various objectives to be achieved. Communication is basic to be done and various objectives is basic to an organisation's existence from birth of the organisation through its continuing life - when communication stops, organised activity ceases to exist.