

Dr. B. S. Kulkarni
Faculty of Vocational Courses
(C.O.A. B. Com and B.A.)

D. K. College, Durgam

Subject - Business Communication
(BBA 1st Year) Unit - VI

Topic - Importance of effective communication

② Basis of Managerial Function:-

Communication plays an important role in discharging the various functions of management. NO function of management is possible without the communication process. its importance in performing the various functions is as follows:-

① Planning → Planning, the most important among the functions of Management, requires extensive communication among the executives and the other personnel. Communication is important in executing a planned programme and then controlling the activities of the personnel with the help of feedback information. It is also necessary in evaluating the performance of the personnel in the light of planned objectives.

② Organisation:-

Organisation is the second important function of a management which

decides the various activities of an organisation, divides them into workable units, delegates authority to perform them. For this purpose, communication is a must because different persons, departments and groups come to know their powers and jurisdiction only through an effective means of communication. In the words of George R. Terry - "communication is the means by which the act of delegation is accomplished"

(ii) Direction and leadership - Direction and effective leadership requires an efficient system of communication in an organisation. A good leader can direct or lead his subordinates only when an efficient system of communication is present. It brings both the leader and the subordinates in close contact with each other and removes misunderstanding, if any, it promotes cooperation and helps in getting the work done in the desired direction. A leader can make his orders and directives most useful by inviting opinions, suggestions etc. from his subordinates, and it requires communication.

(iv) Motivation:- An efficient system of communication enables management to change the attitude of the subordinates and to motivate, influence, and satisfy them; Most of the conflicts in business are not basic but are caused by misunderstood motives and are ignorance of facts. Proper and timely communication between the interested parties

minimise the points of friction and minimise
friction that inevitably arise. Good commu-
nication assists the workers in their adjustment
with the physical and social aspects of work.
It is the basis of participative and demo-
cratic pattern of management.

⑤ Co-ordination, - The present day big orga-
nisation, designed on the basis of speciali-
sation and division of labour, are consti-
tuted of a large number of persons. in order
to achieve the desired objectives, it is very
necessary to co-ordinate the efforts of lab-
our engaged in the various activities of
production and the organisation. co-ordination
requires mutual understanding about the
organisational goals and the mode of their
accomplishment and the interrelationship
between the works being performed by various
individuals. This can all be achieved only
through effective communication.