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Subject:- Business Communication
(BBA 1st year) unit - VI

Topic- Importance of effective communication

(VI) - Control:- Communication aids in controlling the activities of the individuals, departments and groups. The facts, standards and information are communicated to the concerned parties and they perform their respective obligations according to the standards set forth in the plan. The management evaluates their performance in the light of the standards fixed in the document. It also requires proper communication.

① Maximum production at minimum cost:-

Every organisation aims at getting the maximum output at the minimum cost and for their purpose. It requires an effective internal and external communication system. In the external field, an efficient communication system helps in improving public opinion, having contacts with government departments and getting market information in order to

achieve the primary goals. It can seek co-operation of the workers by telling them the goals of the organisation and the ways to achieve them.

② Prompt decision and its implementation

In order to make prompt decisions fact collecting process is necessary. Information must be received before any meaningful decision and for this purpose, communication is a primary requirement again, to implement the decision effectively, its communication to subordinates concerned is essential. Thus decision making and its implementation requires an effective system of communication.

③ Building Human relations

Man is the most active and effective factor of production, and good human relations are the basis of co-operation and industrial peace that requires good working conditions and work-environment. As we have discussed earlier, communication is a two-way traffic which helps promote co-operation and mutual understanding between the two partners of an organisation. Efficient downward

communication helps the management to tell the subordinates what the organisation wants and how it can be performed. On the other hand, upward communication helps the workers in putting their grievances and suggestions and reactions to the policies before the management. Thus, an efficient communication system builds human relations.

④ Job Satisfaction and Good Morale

Morale is the human element that motivates a man to work in the right spirit. Good communication removes the possibility of misunderstanding among the parties concerned workers know what they have to do and how, it creates a sense of co-operation among them. It increases the morale of the workers and each worker will have job satisfaction.

⑤ Avoids illusion! - While passing through various stages information may be distorted by interested parties, and many create illusion and misunderstanding among persons. Illusion is the great enemy of communication. An efficient system of communication aims at removing illusions and misunderstanding by communicating facts and figures. Thus, communication elements on organisation.

⑥ Contacts with external parties:

Communication is essential not only for the internal management of the organisation but it also helps contacts with the outside world. Contacts with outside agencies such as customers association, other manufacturers, advertisers, suppliers, trade unions, teachers council and institutions etc. are necessary for furthering the interests of the organisation. It increases the goodwill of the firm and helps in creating a favourable public attitude towards the organisation. Thus, communication contributes towards maintaining good relations with the outside world.

Thus, we see that communication is a vital element for the very existence of the organisation. Emphasising the importance of communication.