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DISCUSS THE IMPORTANCE OF BUSINESS COMMUNICATION

competition, complex methods of production, large scale operations and specialization in production functions have increased the importance of communication in a business firm managers cannot plan, organize, direct and control without communication. A manager typically spends $\frac{3}{4}$ of his working day on communication and his success depends largely on communication skills. Without effective communication organization cannot perform well, management cannot discharge its functions smoothly and the whole business is reduced to a stand still.

In the words of Keth Davis,

“The importance of communication for business is as much as the flow of life blood for the life of human beings.”

The importance of business communication can be understood in the following heads:

- (1) Smooth working of a business firm :*** Communication is necessary for the successful, smooth and unrestricted working of an enterprise. It is through communication that healthy and conducive environment is created, organizational goals and policies are conveyed to the employees and various resources necessary for their accomplishment are coordinated. If the messages are not flowing freely across the organization, smooth and unrestricted working of the organization is not possible.

- (2) Helpful in Co-ordination :*** The modern complex organization are large in size having a large number of people working in the organization to achieve the common goals. To achieve the desired objective, it is necessary to co-ordinate the efforts of labour engaged in the various activities. Communication is the most effective means for unifying and integrating the efforts of individuals to wards the common goals.

According to William H Newman : “good communication aids in coordinating activities.”

(3) Basic of managerial functions : *Communication plays an important role in discharging the various functions of management. With the process of communication management issue the orders, convey the decisions to the concerned people, the instructions are given as planning , directing, coordinating , activities.”*

(4) Contacts with external parties : *Communication is essential not only for internal management of the organization but also helps in maintaining good relations with the outside world. A business concern can keep itself in close contact with its customers, investors, dealers, suppliers and other sections of society through various forms of communication . It increases the goodwill of the firm and helps in creating a favourable public attitude towards the organization .*

(5) Job satisfaction : *Communication plays an important role in inspiring people to work hard and in fostering positive attitude . Managers can increase the self-Confidence and job satisfaction of employees by keeping in close touch with them. Openers, Frank expression of opinions are necessary in the directions.*

(6) Helpful in building human relations: *Communication is a two way process which promotes cooperation and mutual under-standing among the people of an organization. Through effective communication, the*

management can convey its expectations to workers and workers can put their suggestions and problems before the management. Thus , an efficient communication system builds human relations.

- (7) *Help in Motivation and leadership :*** Management can motivate and lead employees through communication only. The employees have to be told what they have to do and how they have to do. It is through communication that a formal leader, that is the manager, guides and supervises his employees.
- (8) *Prompt decision and its implementation :*** In order to make prompt decision, fact collecting process in 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 concerned subordinates is essential. Thus, decision making and its implementation require an effective system of communication.
- (9) *Effective Control :*** Communication helps in controlling the activities of the workers. 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 judge the performance of his subordinates and take remedial actions on the basis of feedback information from them.

(10) Training and development : *Communication is essential for the training and development of both workers and executives. Communication provides knowledge and the degree of learning depends to a great extent on the communication skills of the trainer. Communication facilitates delegation of authority which is essential for developing executive skills.*

Thus, we can say that communication is a vital element for the every existence of the organization. The importance of communication may be concluded with the remark of Chester I Bernard, "The first executive function is to develop and maintain a system of communication."