

# meaning

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- Communication is the passing of information & understanding from one person to another
- It is the nervous system of any organization
- Derived from the Latin word 'communis' which means 'common' which signifies a common ground of understanding
- Interchange of thoughts to bring about understanding & confidence for good industrial relations
- More effective communication is, the more effective & better the relation between the hierarchy
- Most administrators spend at least 75%-95% of their time on communication to & fro

# Definition

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- Communication is the exchange of facts, ideas, opinions or emotions by two or more persons -*Newman & Summer*
- Comm. is defined as the process of passing information & understanding from one person to another. It is essentially a bridge of meaning between people. By using this bridge of meaning people can safely cross the river of misunderstanding that separates all people- *Keith Davis*

# Characteristics

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- It is a two way process
- It is a continuous process
- It could involve various media of communication
- It aims at achieving the objectives of the organisation
- It dispels the misunderstanding between people

# Requirement to achieve objective

- To get the attention of the recipient
- Recipient's comprehension of the message
- Recipient's acceptance of the message



# Purpose of communication

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- Conveying the right message
- Coordination of efforts
- Development of managerial skills
- Good industrial relations
- Effectiveness of policies

# Principles of communication

- Pr. of attention
- Pr. of consistency
- Pr. of clarity
- Pr. Of adequacy
- Pr. Of integration
- Pr. Of timeliness
- Pr. Of informality
- Pr. Of feedback
- Pr.of communication network

# Effective feedback for effective communication

- Providing constructive & useful feedback is absolutely essential to organisational effectiveness . It taps basic human needs to improve , to compete, to be accurate & to motivate.
- Feedback could be + ve /- ve

# Business Communication

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- It is the communication used to promote a product, a service , etc with the objective of making a sale
- It encompasses a huge body of knowledge including Marketing, Branding, Customer relation, Consumer behavior, Advertising, Public relation, Media relation, Corporate communication, Community engagement, Research & measurement , Reputation management, Interpersonal communication, Employee engagement, Online communication, Event management, etc, etc.....
- Whatever form it takes , the objective remains the same- to make a sale



# Reluctance to provide Feedback

- Fear of reaction
- Feedback could be based on subjective feeling
- Information on which feedback is based may be flawed
- no motivation

# Machinery of effective communication

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- Ideation
- Encoding
- Transmission
- Receiving the message
- Decoding-(communication noise)
- Action

# Rule of Five

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- Receiving
- Understanding
- Acceptance
- Action
- Feedback

# Characteristics of effective feedback

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- Descriptive (not evaluative)
- Avoid accusations
- Focus on your own reaction
- Suggest more alternatives
- Specify rather than generalise
- Focus on behavior, not the person
- Should not hurt somebody's feelings
- Well timed



# Importance of effective Communication

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- Smooth working of Enterprise
- Basis of Managerial Functions(planning, organisation, direction, control, coordination, motivation)
- Maxm. Production at minm. Cost
- Prompt decision & its implementation

# Chap-2 Barriers of communication

(types of barriers)

- Noise, Lack of plan , Semantic problems , Cultural barriers
- Wrong assumptions , Socio-psychological barriers , Emotions
- Selective perceptions , Filtering , Information overload
- Poor listening , Poor retention , Goal conflicts , Offensive style , Loss by transmission
- Insufficient period of adjustment

# Contd.....

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- Politeness of manners
- Elimination of noise
- Clarification of assumptions
- Avoidance of ambiguities
- Socio-psychological background of communicators

# Contd.....

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- Completeness of message
- Conciseness of expression
- Proper use of body language



# Role of IT in communication

- Websites
- Mail-CC
- Chat
- Net telephone-Skype/ Voice-mail
- Electronic Kiosk-banks
- C.B.T.
- Electronic Data Interchange / ATM
- BPO/KPO

# Role of electronic media

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- Pager
- Mobile
- PBX
- T.V.
- Video projection-teleconferencing/LCD
- Radio /FM
- Zerox
- Dicta phone
- Answering machine

# Importance of IT & Electronic Media

- Fast
- Economical
- Reduction of Distance - Space
- Basis of economical Growth
- Social awareness
- International Cooperation
- Accuracy
- Quality

# Chapter-3      Listening

- Listening is a positive function. A good listening increases efficiency at all levels. It involves the body & the mind. A manager should be a good listener. One bad listener can cause more harm in an organisation than all the good listeners.



# Principles of good listening

Psychological process

Attention

Active process

Understanding

Fact & fancy

No selective listening

Tiring process

Sensitive to physical signs

# Contd.....

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- Presence of barriers
- Training & guidance
- Fast process
- Complexity

# Types of listeners

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- Projective listener
- Sympathetic listener
- Empathetic listener
- Fake listener
- Prejudiced listener
- Marginal listener

# Barriers in listening

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- Selective listening
- Emotional disturbance
- Dislike the speaker
- Marginal listening
- Preconceived notions
- Pretended listening
- Halo effect
- Inattentiveness



# Contd.....

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- Different perceptions
- Snap reactions
- Physical barriers

# Guidelines for effective listening

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- Keep interest in the speaker
- Concentrate
- No distraction by noise
- Be punctual
- Do not distract the speaker
- Listen to not only words but feelings also

# Contd.....

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- Ask questions when asked
- Be sympathetic ,alert, active
- Use extra time to analyze
- Avoid thinking too much
- Don't take too many notes
- Avoid emotional barriers

# Advantages of good listening

- Improves quality of communication
- Builds a +ve attitude
- Provides valuable information
- Helps finding solutions
- Helps achieving goals
- Builds cordial relations



# Ways to improve listening

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- Commit to improve
- Focus attention
- Improve accuracy of filtering
- Concentrate on remembering
- Apply techniques, like.....
  - Put the talker at ease
  - Be patient
  - Talk less to listen more
  - Hold your temper

# Chap-4 Communication networks

- Communication networks is a system of information, processing & decision making centres connected by some configuration of communication channels. Inf. Processing includes analysis, rearrangement, storage & retrieval of inf. The formal communication network in an org. prescribes & limits the flow of inf. Among organisational personnel.

# Criteria of effective network

- Network efficiency
- Network economy
- Satisfaction of organisational members

# Centralized v/s decentralized networks

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- A centralized network is one in which communication among group members is restricted to a few channels & most inf. Flows thru a central position
- Eg. Chain, gama , wheel



# Contd....

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- In a decentralized network ,more channels are available for communication among group members & no person has a significant information advantage
- Eg. Circle, Barred circle, All channels

# Formal v/s Informal networks

- A - Formal channels
  - Single chain
  - Wheel
  - Circular
  - Free flow
  - Inverted v

# Contd.....

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- B - single v/s multiple formal channels. A formal channel may be single or multiple. A single channel prescribes only one path of communication. It is easy to maintain, orderly in nature & supports the authority.(ad, disad)
- Multiple channels provide a no. of communication channels linking one position with various other positions. (ad, disad)

# Contd...

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- C - Flow of comm in formal network. Comm in an org. is multi-dimensional.
- Downward
- Upward
- Horizontal
- Diagonal



# Downward communication

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- Occurs whenever superiors intimate messages to subordinates. It includes direction, instruction, indoctrination inspiration & evaluation. Both oral & written media are used for downward communication

# Limitations of downward communication

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- Delays
- Too much/ too less information
- Filtering
- Distortion
- Built in resistance

# Effective downward communication

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- Plan your communication
- Remain informed
- Use right channel
- Decentralize
- Keep it simple

# Upward communication

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- Messages flowing from subordinates to superiors usually along the chain of command are labeled upward commn
- The primary function of upward commn is to obtain inf. about the activities, decisions & performance of lower level personnel . It could be both oral/ written



# Contd.....

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- Upward commn usually deals with ;
  - What subordinates are doing?
  - Unsolved work problems
  - Suggestions for improvement
  - How subordinates feel about each other & their job?
- One survey showed that organisational members found upward commn to be the most important & satisfying on the job interaction

# Importance of upward commn

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- Feedback
- Release of tension
- Suggestions
- Mutual cooperation
- change

# Limitations of upward commn

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- Status
- Reflection of efficiency
- Inattentive superiors
- Distortion
- Improper channel

# Making upward commn effective

- Open door policy
- Empathetic listening
- Suggestion scheme
- Grievance procedure
- Short lines for minimum delay
- Periodical reports
- Committees
- Counseling
- Social gatherings
- Prompt action
- Ombudsman



# Comparison upward c /

## downward c

- From lower to higher
- Appealing & informative
- Slow
- To provide feedback
- Eg. Reports, suggestions, appeal, grievances etc...

- From higher to lower
- Directive & authoritative
- Fast
- To implement plans
- Eg. Orders, notices, circulars, instructions etc...

# Horizontal commn

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- It consists of messages between members of an organisation with equal power. It is of 3 types;
  - Intradepartmental problem solving
  - Interdepartmental problem solving
  - Staff advice to line departments
- It keeps every department informed of the needs & activities of other depts.

# Purpose of horizontal commn

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- Task coordination
- Problem solving
- Sharing information
- Conflict resolution
- Building rapport

# Diagonal / crosswise commn

- This takes place when persons working at a lower level interact with those working at a higher level across the limits of their reporting relationships. It has the following advantages:
  - Boosting morale
  - Co-ordination
  - Speedy action
- Limitations; resistence,anarchy, violation of unity of commmand



# Formal commn - advantages

- Maintains unity of command
- Tends to be authentic
- Effective control on subordinates
- Systematic, timely, orderly
- Supports executive authority
- Helps fixing  
responsibility/accoutability
- Maintains discipline

# Disadvantages

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- Tends to be slow
- It is mechanic
- It delays the information
- It may be resisted & distorted

# Informal channels

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- Arise from social network
- Informal representatives are elected on basis of age, seniority, competence.
- Main function;
  - Fulfillment of group objective
  - Maintaining & enhancing group life

# Functions of informal networks

- Conforming formal messages
- Expanding
- Expediting
- Contradicting
- Circumventing
- Supplementing



# Grapevine

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- Informal channel of comm. is also called 'grapevine.'
- Origin during U.S. civil war.
- Comm. exists outside the official network
- People are physically close together when communicating

# Features

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- Tremendous capacity to carry information
- Moves fast
- Usually penetrates the tightest company security
- Is influential ( + /- )
- May be oral or written

# Importance of grapevine

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- Provides feedback about employees & their work
- Helps to interpret formal orders
- Acts as warning signals
- Reactions (+/-) are instantly known about policy changes
- Can be used in case message has to be circulated fast

# Disadvantages

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- Fast ,hence chance of distortion is very high
- Leakage of confidential news like policy matters or action taken against an employee



# Rumours

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- Grapevine serves as a source of rumour
- Research shows that  $\frac{3}{4}$  of inf. in grapevine is correct
- It is the most undesirable feature of gv.
- Rumour is product of interest & ambiguity

# Chapter-5 Verbal / Non-Verbal comm.

- Oral comm. – spoken comm.
- Advantages :
  - Immediate feedback
  - Time saving
  - Economical
  - Personal touch
  - Flexibility
  - Secrecy
  - Group comm.is easy

# Disadvantages - oral comm

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- Poor retention
- No record
- Time consuming(meetings)
- Misunderstanding
- Cannot be used for lengthy messages
- Lack of responsibility
- Imprecise

# How to make oral comm effective

- Clarity
- Brevity (avoid overload)
- Precision
- Right words
- Avoid hackneyed phrases like-I see, you know....
- Understand the listener
- Natural voice
- Conviction



# Written comm.

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- Requires effort
- Whatever has been written has become permanent , unless destroyed
- Is the most effective means of comm
- Is accurate & precise
- Time consuming
- Mostly is a one way channel

# Advantages

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- Provides records ,references on which imp. decisions rest
- Builds up the legal defence
- Promotes uniformity of policy for proper guidelines
- Builds up the image of the company
- Is accurate & dependable
- Is permanent
- Responsibility is fixed

# Limitations

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- Build of unmanageable clutter of papers
- Time consuming
- Costly
- Ineffective if not managed properly
- Absence of immediate clarification
- Eg. Memos, reports, notices, proposals, agenda, minutes, letters, circulars, brochures, leaflets , journals ,etc..

# Comparison

## oral comm / written

### oral comm

- Informal
- Fast
- Highly flexible
- No record
- Economical
- Immediate feedback
- Suitable for short messages

- Formal
- Slow
- Low flexibility
- Permanent
- High cost
- Delayed
- For lengthy messages



# Business writing

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- Planning (gender, age, education, income, occupation, knowledge, attitudes)
- Research
- Organization
- composition
- Design
- Revision / proofreading

# Research

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- It includes gathering primary and secondary information that supports your position
- Primary source contain new information and statistics you generally create yourself
- Secondary source are compilations of ideas of others that are already published or available

# Organization, Composition and Design

- Organization is the process of arranging information and connection of different ideas to produce a unified, coherent message. Good organization helps the writer as much as the reader in delivering a message.

# Contd....

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- Composing a document includes:
  - Creating an opening
  - Deciding on a logical path
  - Integrating evidence to support document's core idea
- Openings must capture and hold the attention of readers from the first word



# Design

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- *Deductive organizational pattern* - moves from general ideas to specific ideas- used for;
  - Answers before explanations
  - Requests before a reason
  - Summaries before details
  - Conclusions before discussions
  - General statements before specific

# Contd...

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- *Inductive organizational patterns* – **move from specific ideas to general**
- *Direct organizational pattern* – **direct request, informative messages, positive correspondence, persuasive messages**
- *Indirect organizational pattern* – **delay the main point to later in the message ;**
  - **Delivering bad news**
  - **Preparing the reader to accept message favorably**

# Contd...

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- Other organizational patterns;
  - Problem /solution pattern
  - Cause /effect pattern
  - Chronological pattern

# Revision , Editing , Proofreading

- Use the most appropriate words, style, tone to communicate your message
- Checking for clarity and conciseness
- Eliminating all punctuation, grammatical and spelling errors
- Checking the document for factual errors



# Business letters

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- Is a permanent record
- Helps to promote sales
- It acts as a representation of the organization
- Useful in collecting dues from the customer
- Clears complaints & misunderstandings of the customer
- Used as a legal evidence in the Court of Law

# Qualities of a good letter

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- Conversational style
- Clarity of goal
- Public relation
- You - attitude
- Courtesy
- Persuasion
- Sincerity
- Positive language
- Due emphasis
- Care for culture
- Factful approach
- Ethical standard

# We- / You - attitude

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- We- attitude
- We have received your letter of June,15 I am happy to report..... We have shipped two cartons of chocolates.
- You - attitude
- Thank you for your letter of June,15. You will be happy to learn..... Your two cartons of chocolates have been shipped....

# Layout of business letter

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- *The head address* - usually its place is at the top centre. It includes complete name, address of the company with short description of the business, tele no., telegraphic address etc. eg. Letter head
- *Date* - date is written five spaces below the heading in the right corner.
  - British method - 20-3-2007
  - American method - 3-20-2007. In India we use the British method



# Contd....

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- *Outward number* – is usually written to the left hand side of the letter. This no. is used as a reference for future correspondence. Eg – sales/593/2007
- *Inside address* – it consists of the name & address of the person to whom the letter is written. Is written below the outward no. eg –
  - The Deputy director,
  - H.M.T. Ltd.,
  - Ajmer.

# Contd.....

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- *Subject* - it enables the reader to know the objective of the letter. Eg-
- Subject - Transfer of shares
- Subject - Request for overdraft facility
- *Reference no.* - It contains the outward no. & the date of the letter of the organization to whom the letter is being sent . Eg -  
sales/12/2007/dated-10-3-2007

# Contd...

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- *Salutation* – it creates a positive impact on the mind of the reader  
eg- Dear Sir, Respected Madam .....
- *Body of the letter* :
  - Opening paragraph
  - Main communication
  - Closing paragraph

# Contd...

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- *Complementary close*- should be very effective, it has to agree in tone with the salutation. Eg. Yours sincerely, Truly yours, Yours faithfully
- *Signature* - is written below the complementary close . A business letter without sign has no meaning. Below the signature , the name is written in full.
- *Enclosures*



# Memorandums

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- They solve problems either by informing the reader about new information, like policy change, price increase, or by persuading the reader to take action, such as attend meeting, use less paper or change a current production
- They are little pieces of paper which say things like “From the desk of..”, “Reminder”
- It is an in-house business letter
- It does not contain your sign
- It helps members to communicate without the need for time consuming meetings

# Parts of the memo

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- To : (readers name with job title)
- From ; (senders name with job title)
- Date ; (complete and current date)
- Subject : (what the memo is all about)
- Body of the memo;( detail of the memo)
- Attachments

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TO:

From:

Date:

Subject: May meeting of Plant Safety Committee

As we agreed on march 30<sup>th</sup> meeting of the environmental impact committee, I am requesting agenda items and meeting suggestions from each department.

# The body of the memo

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- The body of the message should be single spaced with double spacing between paragraphs
- Use white space liberally
- Include instructive topical subheadings
- Use bullets
- Vary typographical elements like bold, italics, capital, underline ,etc....



# Contd...

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- In the body avoid writing 2-3 pages of unbroken text
- Use subheadings like;
  - Statement of the problem
  - Proposed project and purpose
  - Plan of activities and deadlines
  - Evaluation

# Reports

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- A report is an account or statement , which describes an opinion or a situation which is always an outcome of observation
- It is always prepared after a thorough enquiry
- In a report a specific problem is discussed

# Types of reports

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- Factual report
- Oral / written report
- Formal / informal report
- Routine / special report
- Personal / impersonal report

# Steps in writing report

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- Organize the report body by division
- Find ways of dividing on the basis of time, place, quantity etc..
- Construct headings for each divided part
- Avoid excess repetition of words
- Use impersonal writing style
- Be consistent in time viewpoint-  
past/present



# Contd...

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- Select words carefully for best effect
- Members of groups should have clear roles
- They should plan, collect, interpret, organize, assign, write , revise and edit the report before final presentation
- Groups often produce better reports than individuals

# Importance of reports

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- Decision making
- Performance evaluation
- Vehicle of communication
- Managing the changes
- Reports are made for;
  - To enable preparation of budgets
  - To determine the requirement of personnel
  - To improve the quality of production
  - To get the information of the market
  - To know the causes of labour unrest, decline in sale or other business problem

# Types of reports

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- A letter style report – covering mainly one topic, is used to make requests, pass necessary information, suggest actions or bring some matter to attention of authorities
- A schematic report – deals with a no. or related topic, is requested by a senior management executive & is presented in a particular format under specific headings

# Technique of writing report

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- Assemble the material-note, documents etc..
- Plan the report-purpose, emphasis, inclusion of relevant material, rough draft, sequencing, illustrations etc.
- Draft the report-introduction, body, conclusion, recommendations, summary
- Editing - spellings+grammer, purpose is solved or not, check content,qualified person to read



# Letter style report

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- Is usually written on the company letter head
- No salutation required
- Is more lengthy than a memorandum
- Does not include the closing address

# Sample

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New India Machine Tools LTD.,  
18, Industrial Estate,  
Okhla, New Delhi

10<sup>th</sup> July, 2007

To: All Heads of Sections & Depts.

From: S.N.Gupta, Personnel Manager

Staff Punctuality and Attendance

# Schematic report

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- Is written according to a specific format under headings like :
  - Terms of reference-purpose of the report
  - Action taken-activities taken in preparing
  - Findings-discoveries, observations, gathering relevant data,
  - Conclusions-writer's opinions & assessment
  - Recommendations- suggestions for future course of actions

# Sample

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BRIGHT APPAREL

Hauz Khas- New Delhi

## ***Report on Moscow Garments Fair Sept-07***

To: Mr. R.K. Singh, Managing Director

From: R.P. Sharma, Overseas Marketing  
Manager

## ***Terms of Reference / Purpose***

To set up stand at the Moscow Garments Fair and  
to establish contacts & promote sales.



# Contd...

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## ***Action taken***

- Made sure that our usual position was reserved
- Discussed preparation of sales in Russian with Advertising and Promotion Department.
- Discussed budget for entertainment and expenses with Financial Director
- Confirmed air and hotel reservations for P.K.Verma and myself.

# Contd...

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- Arranged with trans Asian carriers for the collection and return transportation of display goods.
- Verma arrived in Moscow on 7<sup>th</sup> Sept'07 and checked into Hotel Russia
- Arrived in Moscow myself on 12<sup>th</sup> sept'07

# Cotd...

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## ■ ***Findings***

- On arrival at the exhibition hall in the morning on 8<sup>th</sup> Sept, Verma discovered that we had not been allocated our usual position. After discussions with the Fair Organizer, Mr. Vladimir, we were given our usual stand
- Verma and I attended the opening cocktail party on the 14<sup>th</sup>.
- Verma arranged a local contractor to set up our stand

# Contd...

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- The opening ceremony was performed by the Russian Trade Minister on the 15<sup>th</sup>
- The Russians maintained their standard in the winter collection. Their prices were very competitive
- The brochures & literature of the other Indian exhibitors are in envelope 4
- The Britishers used striking colors & blocked fabrics. Samples are in envelope 3
- You will note that our sales were up by 25% on last year





# Cotd..

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- Expenditure for the period is detailed in envelope 2
- We dismantled the stand on the 28<sup>th</sup>
- Verma and I attended the closing party on the 27<sup>th</sup>.
- We both returned to New Delhi on the 29<sup>th</sup>

# Contd..

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## ***Conclusions***

- This was a most encouraging fair, especially considering the Russian financial position at present
- It justified our continued presence and brought us a high reputation
- It also brought us new contacts worldwide

# Contd...

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## ***Recommendations***

- In my opinion attendance at such fairs is a real boost to sales, but we should increase our attending staff
- An increase in financial allocation should be considered

*sign*

R.P.Sharma

30th September,2007

# Other kinds of reports

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- The Staff Report
- The Progress Report
- The Audit Report
- The Technical Report



# Proposals

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- A presentation for something of consideration
  - A Co's plan to merge with someone
  - An advertising agency's proposal to promote a product
  - A city's proposal to induce a business
- They are usually written or a combination of both written and oral
- They could be made internally -by one part of business to the other
- They are usually futuristic

# Contd...

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- The simplest proposal resemble a formal memorandum
- It is an invitation or a request
- The body is divided under the following
  - Background
  - Need
  - Description of plan
  - Particulars (cost,time schedule, supplies needed etc...)

# Cotd...

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- Benefits of proposal
- Concluding comments
- A typical business proposal has the following parts:
  - Prefatory note
  - Proposal
- The prefatory note creates a desire for the proposal. It serves as a covering letter.

# Sample : the prefatory note

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Storewell Products Ltd.  
90,Asaf Ali Road, New Delhi  
To,  
Mr. R.D.Kapoor,  
General Manager,  
AARVEE Consultants,  
Hauz Khas, New Delhi.



# Contd..

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Dear Mr. Kapoor,

This is with reference to our meeting regarding improvement in your filing system. We are convinced that the ultimate answer to your problem lies in the conversion by your firm from drawer files to Storewell Filing System. Experience shows that Storewell Filing System increases filing efficiency upto at least 40%.

# Contd..

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I carefully observed the area on the fourth floor of your office and found that a lot of the office area is being wasted for the drawers. Our system not only saves space but also increases efficiency in locating and putting back files.

The enclosed pages explains the advantages of SFS and can look into the other firms that have achieved 40% -50% increased efficiency.

You could kindly call me for further assistance.

# Contd...

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Warm regards,  
Your's sincerely,

*sign*

P.C.Shah

Co-ordinator

Tel-76624687

# Proposal

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To,  
Mr.R.D.Kapoor,General Manager,  
KAARVEE CONSULTANTS.

For conversion to storewell filing system

## *Efficiency factors of Storewell Filing System*

The storewell filing system differs from shelf and drawer filing in many respects.The efficiency factors are as follows:

- Files are put in container, not a drawer or a shelf.The unit box is 5'' wide which is required in lateral filing.



# Contd..

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- The unique Stair-step effect makes every file / folder easy to locate.
- Flexibility is another great advantage of this system as time consumption is little

## *Advantage of Storewell Filing System*

- The stair-step effect allows folders/files to be readily identifiable, removed and replaced with least effort

# Contd..

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- The unit boxes can be removed from the racks as per will.
- Visibility is another advantage of this system
- Efficiency in filing saves man-hours and money
- We get more filing space in lesser area

# Contd..

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## *Economy*

The Storewell Filing System is much less expensive. Each unit costs Rs..... inclusive of all expenses. The money thus saved can be profitably used to provide other facilities for the office.

# Office orders

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- They are meant to communicate matters relating to ;
  - Giving certain right
  - Withdrawing rights
  - Imposing restrictions
  - Making transfers/postings
  - Granting increment/promotions
- They can be issued only by superiors, hence is an example of downward communication
- They should be very precise



# Sample :Transfer Order

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Allied Motors LTD.,  
New Delhi-110001.

Ref :07/39/Admin

Date:15-10-07

## Order

Mr. P.K.Tripathi has been transferred to the personnel department. He shall report to the Personnel Manager latest by 18<sup>th</sup> October, 2007 after handing over charge of his duties to the Superintendent (Admin).

cc Accounts Officer,  
Cc Supdt(Admin)

*sign*  
B.Prasad  
(Administrative officer)

# Promotion order

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Harsha Paints & Chemicals LTD.,  
Delhi -110007

Ref :per/57/001

Dated:15-10-07

Office Order

Sri Prem Kumar ,Senior Accountant is promoted with immediate effect as Assistant Accounts Officer. He will draw basic pay of Rs.6000 in the scale of Rs.6000-10%-9000.

Cc Sri Ashok Kumar,  
Accounts Officer

*sign*  
P.Dutta  
Manager(Personnel)

# Circulars

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- Brings to notice certain important matters to certain audience in the organization
- They are generally brief, precise and persuasive pieces of writing
- They are used to disseminate information like change in working hours, meetings , celebrations etc..

# Sample Circular

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Hind Motors  
New Delhi-110014

Circular No.14/001

date:04-10-07

Employees are requested to strictly adhere to the timings of the workshop.tendency to move around unnecessarily in corridors and canteen would be viewed seriously.

Cooperation of all employees is solicited in maintaining decorum and discipline.

*sign*

R.K.Singh

Manager Personnel



# Office notices

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- They are small pieces of information usually exchanged between two different departments.
- Thus they are examples of horizontal / lateral commn.
- The layout of a notice may vary from company to company

# Sample of a Notice

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Prime Electricals LTD.

Ref : Nc/1/07

Dated : 14.1.07

From : Stores Dept.

Subject : Stock taking for the year ending 31.3.07

The stock taking for closing the accounts for the year ending 31.3.07 will begin on 30.1.07. All departments may be advised to draw their requirements latest by 29.1.07. Also there will be no supplies to customers from stores on 30<sup>th</sup> and 31<sup>st</sup> March,07.

*sign*

P.K.Gupta

Stores Department

# Agenda

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- Latin word 'agendum'
- Means- things to be done
- The secretary is in charge of preparing the agenda
- It helps the members to come prepared for the meeting
- Items not mentioned in the agenda are usually not allowed to be taken up

# Sample : Agenda

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Gupta Fabrics International

Gupta House, Friends Colony, New  
Delhi

15.03.07

Notification

Aboard meeting will take place in the  
Board Room of Gupta House on 29<sup>th</sup>  
March, 07 at 10 a.m.



# Contd...

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## AGENDA

- Reading of the minutes of the previous meeting
- Matters arising
- Discussion of Divisional Reports
- Any matter with the permission of the chair
- Date of next meeting

To: Prem Gupta

Mr. R.K.Singh(Financial Director)  
Secretary

Mr. O.P.Nigam(Personnel Manager)

Mr. S.K.Deo (Director,Sales)

Mr. T. James (Director,Marketing)

# Minutes

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- The minutes are the official record of the meeting.
- They reflect the proceedings of the meeting
- Since all decisions are taken in the Board Meeting ,it is very important to keep a record of what transpires in them
- They tell us systematically when & where a meeting was called, who chaired the meeting, who attended & also who did not attend

# Contd.

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- The minutes are also a dependable record of the chairperson's remark
- It confirms the minutes of the previous meeting
- It discloses the action taken on the items of the previous meeting
- It states the date & time of the next meeting

# Sample

---

Minutes of the decisions taken at the Managers weekly meeting held in the conference room at 4 p.m. on 10.1.07

## Members Present

Mukesh Anand

Keshav Prakash

Suresh Wadhera

Satya Prakash

P.T.George

Relations

T.K.Usha

Chairman

Finance Manager

Marketing Manager

Technical Director

Manager ,Public

Company Secretary



# Contd..

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## Member Absent

K.P.Singh

Deepak Jain

Sales Manager

Product Manager

## Decisions

- The minutes of the meeting held on 3<sup>rd</sup> January,2007 were approved
- The Annual Shareholder's Meeting will be held on 25<sup>th</sup> September,2007
- Keshav Prakash will get the Annual Accounts finalised and present the balance sheet at the February 3<sup>rd</sup> managers meeting
- T.K.Usha to circulate request to all Departmental Heads for items to be included in the Annual Report
- Suresh Wadhera and Satya Prakash to represent the company at the FICCI meeting in September

# Contd.

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- The annual meeting of Sales Representative to be held on 6<sup>th</sup> October,2007.
- The next meeting will be held on 18<sup>th</sup> January,2007

The meeting came to a close at 5 p.m.

Submitted by

T.K.Usha

Member Secretary

# Letter of appointment

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- Conveys the appointment with words
- Tells of the work expected from the appointee
- Gives the date and time of reporting to work and also the name of the person to whom to report
- Mentions whether the appointment is probationary/temporary/permanent
- Mentions the salary ,allowances,perquisites and other benefits
- Request the appointee to convey his acceptance
- Expresses the hope that the appointee will have a pleasant time with the firm

# Sample.

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JAINSON INDUSTRIES  
27, Noida, Delhi

Mr. Vipin Sethi ,  
23, Maya Enclave  
New Delhi.

7<sup>th</sup> Sept, 2007

Sub: Appointment as accounts officer

Dear Mr. Sethi,

With reference to your application dated 25 August, 2007 and subsequent interview on 5<sup>th</sup> September, 2007, we are pleased to offer you the post of Accounts officer in our Head office at Noida, Delhi.

Your basic pay will be in the scale of Rs. 7000-500-2-700-10000. You will also be entitled to Dearness Allowance, House Rent Allowance, Conveyance Allowance and Canteen Subsidy as per the company's rules as applicable from time to time.



# Contd..

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You are eligible to join the company's Provident Fund from the date of appointment. The company's subscription will be 8% of the basic pay.

Please inform your acceptance immediately and report for duty to Mr.T.S. Krishnamurty, Deputy General Manager,27, Noida, Delhi, on or before 15<sup>th</sup> September,2007 at 10:30 a.m.

We look forward to a happy association with you.

Yours truly,

*Sign*

T.S.Chawla

General Manager

# Circular Letters

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- Like sales letters/offers, they are mass produced
- They are sent to a large number of customers
- Their aim is to primarily convey some information like
  - Introducing a new product
  - Opening a new outlet/shop
  - Change of address/tel nos.
  - Seasonal discounts
  - Increase in prices
  - Announcing some schemes

# Sample -1

---

BATRA CLINIC,  
KAROL BAGH,  
NEW DELHI.

Dear Mr./Ms.

Date:14-10-07

You will be glad to know that we have opened a full fledged Body Clinic for our valued clients at 10,Maharani Bagh,New Delhi-14

Our Body Clinic is equipped to deliver the very best of your Beauty and Grooming requirements.Ours is the only place for you and your family to avail all solutions for any medical, fitness, and beauty related problems.

Please pay us a visit as we also have some attractive discount packages.

Warm regards.

Yours faithfully,

# Sample -2

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SRIRAM CEMENT,  
Bapu Nagar,  
Jaipur.

Sirs, date:14-10-07

From 25.10.07, we would be functioning at the following premises:

234, Sagar Ratan Building,  
C-Scheme,  
Jaipur-01

Our new telephone nos. are - 4376778/8763870/3527890

Kindly ensure that all your future correspondence is directed to the above address.

Warm regards.

Yours faithfully,



# Sales letter

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- Are prepared to attract the customer
- They have specialized information regarding a product/service
- They are creative in nature
- They follow the AIDA strategy:
  - Attention
  - Interest
  - Desire
  - Action

# Sample

---

Dear Customer:

Here is exciting news for you:

Cleaning, Disinfecting and Deproteinising  
Just one solution for all your needs

Bausch & Lomb introduces yet another international breakthrough in contact lens care. Yes! Renu Multiplus, the world 's first and the only multipurpose lens care solution that cleans, disinfects and deproteinises all in one go is now available in India. Now lens wearers can feel the freshness everyday with only one solution.

# Contd..

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The enclosed brochure explains the overwhelming advantages of new Renuplus. It also explains how easy it will be to take care of your lenses from now on.

Yours sincerely

T. Nagpal

Marketing Officer

P.S. Do remember that the special introductory offer on Renu Multiplus is valid only till stocks last.