

BUSINESS COMMUNICATION

Short Answers and questions

Q.1 Define Communication?

Ans. Communication is an exchange of facts, ideas, opinions or emotions between two or more persons.

Q.2 Define Business Communication?

Ans. Business communications is a process of exchanging information for the purpose of conducting, expanding and promoting business.

Q.3 What is Internal Communication?

Ans. The exchange of information within an organization is called internal communication.

Q.4 Describe the patterns or channels of communication within internal channels?

Ans. There are two patterns or channels; these are formal and informal communication channels.

Q.5 What do you mean by Downward Communication?

Ans. The information that flows from the top management to the subordinates is called downward communication.

Q.6 What is Upward Communication?

Ans. The communication that flows from subordinates or workers to the superiors and management is called upward communication.

Q.7 Define Horizontal Communication?

Ans. The communication that is exchanged between the co-workers and departments of an organization is called horizontal communication.

Q.8 What is External Communication?

Ans. The communication that takes place between the people and organization outside an organization is called external communication.

Q.9 Define an Organization?

Ans. A group of people associated for business or other purpose is called organization.

Business Communication 1 Questions Answers

Kate Baade, Michael Duckworth



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