

Subject:- Certificate in computer Application (CCA)

NAME - Sougata Mahapatra

MUB- 8100692050

Gmail:- Sougatamahapatra18@gmail.com

Fundamentals of communication skills:-

What is communication?

Most of the time communication gets confused with conversation.

Latin word communicate means sharing

Oxford Dictionary says:-

It's the process of expressing ideas and feelings or of giving people information.

What is technical/managerial/Business communication?

The transmission of facts, ~~fig~~ figures ideas and all sorts of scientific and technical information.

Objective/purpose of communication?

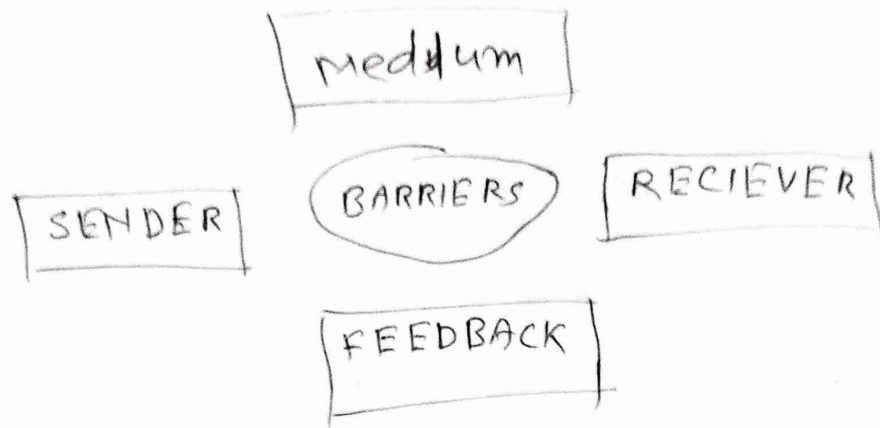
communication

- Information
- Regulations of policies.
- Motivate
- Advice
- Negotiation
- Order/Instruction
- Raising morale
- Warning

Basics of managerial communication:-

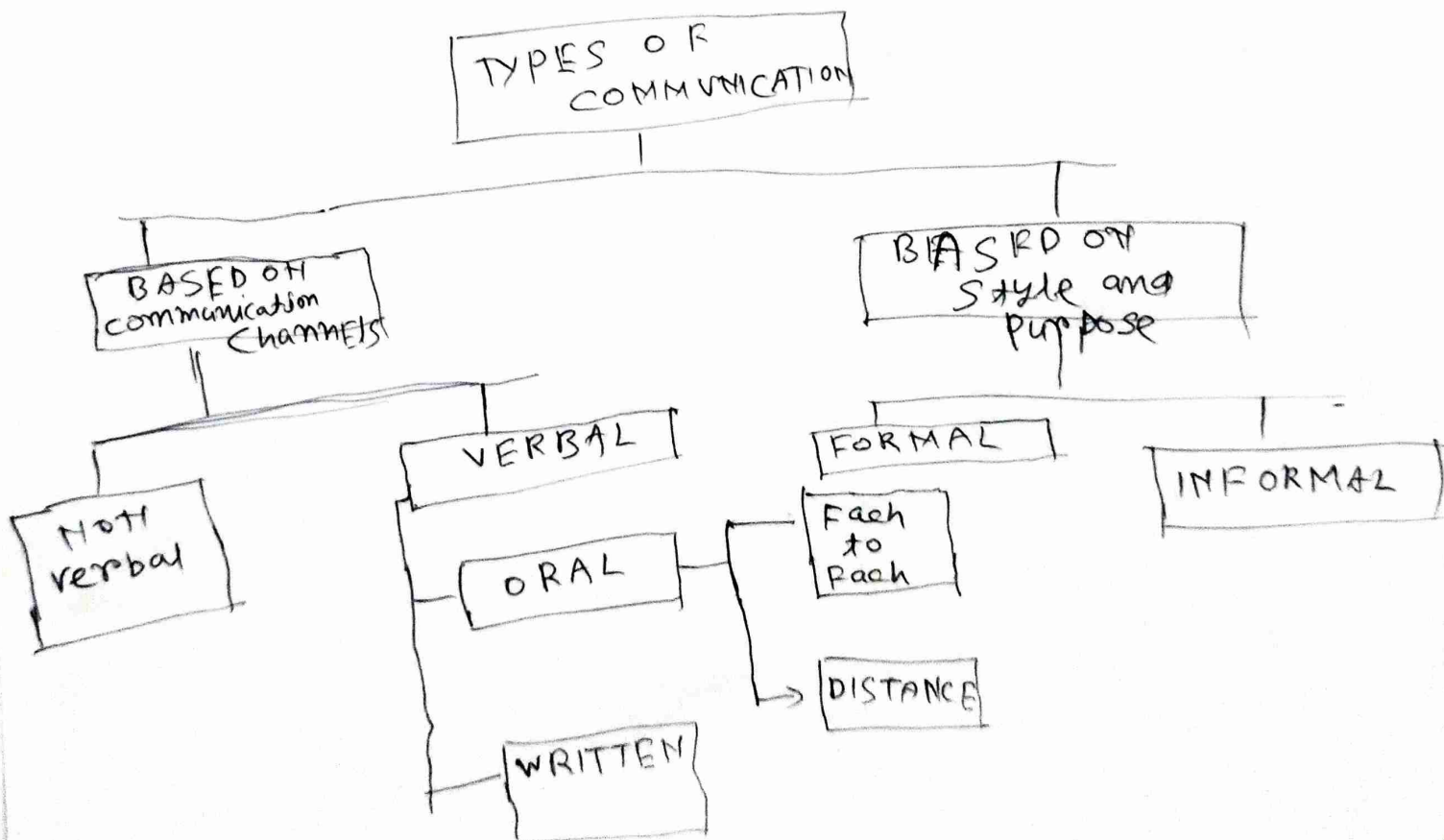
Levels of communication:-

process of communication



Studies tell 70% mistakes in the workplace are a direct result of poor communication.

TYPES OF COMMUNICATION:-



Forms of communication: - ^②

Formal
↓
Downward
Communication
↓
upward
Communication
↓
Horizontal
communication

Informal
↓
Grapevine
↓
casual
gathering
↓
Lunch Time
gathering

Flow of communication: -

In an organization communication flow is in different directions which are as follows) -

• vertical

① downward

② upward

③ Lateral/Horizontal

④ Diagonal/Spiral

In slide no 6 it is shown clearly with the help of a flow chart.

Lateral / Horizontal flow of communication

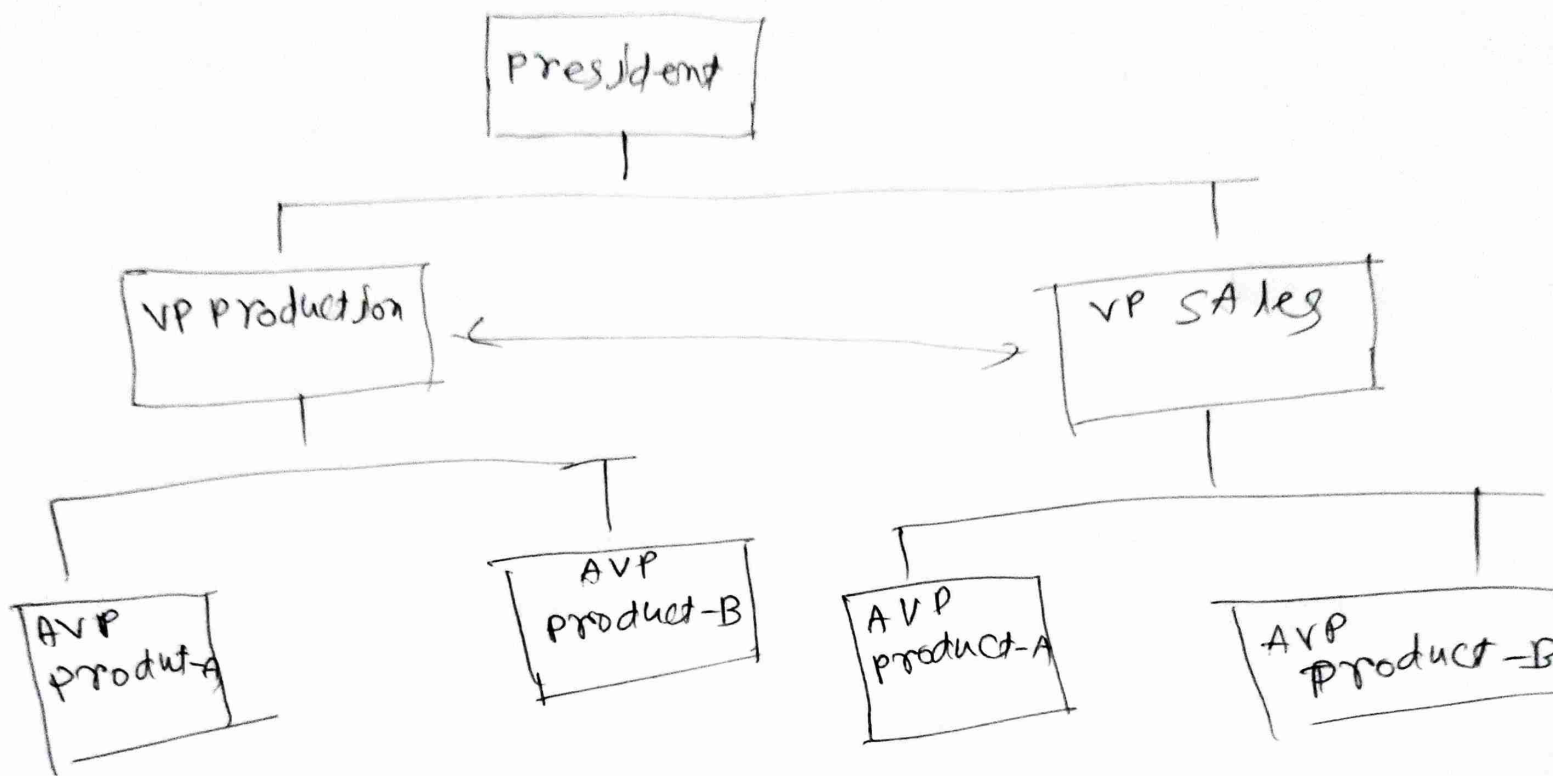


Fig: Horizontal flow communication

Business Letters:-

Aida ~~app~~ approach

AIDA Approach of writing Business Letters:

The acronym AIDA stands for-

Attention



Interest



Desire



Action

(3)

TYPES OF BUSINESS LETTERS :-

Sales Letters / Business Letters

Letters of Inquiry

Letters of Quotation

Letter of Order

Letter of Complaint / Claim

Letter of Adjustment / Settlement

Sales Letters / Business Letters

Business Letters are written to generate business by selling the products of the services.

Letters of Inquiry

Inquiry Letters are written by the customers / clients to company for inquiring about the products / services, their prices and other things.

③

TYPES OF BUSINESS LETTERS :-

Sales Letters / Business Letters

Letters of Inquiry

Letters of Quotation

Letter of Order

Letter of Complaint / Claim

Letter of Adjustment / Settlement

Sales Letters / Business Letters

Business Letters are written to generate business by selling the products of the services.

Letters of Inquiry

Inquiry Letters are written by the customers / clients to company for inquiring about the products / services, their prices and other things.