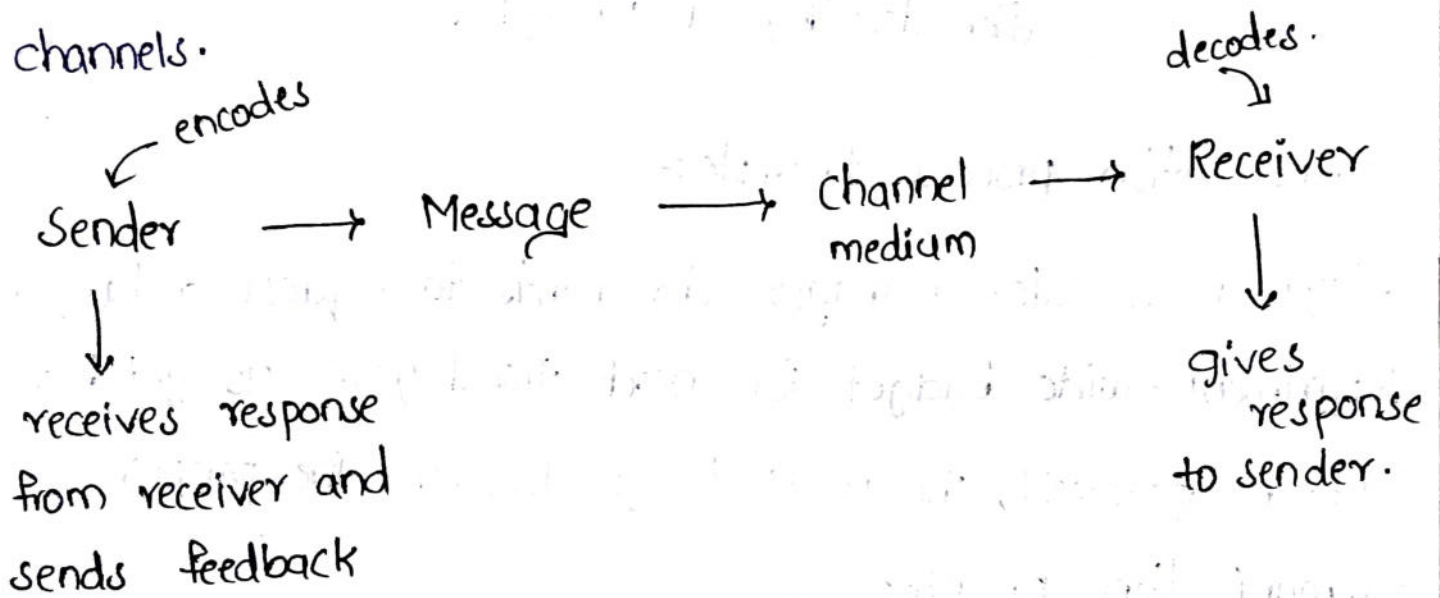


CCA-103: Communication & Soft Skills.

Assignment :-

- 1) Elaborate the process and elements of communication in detail through suitable examples.

Ans. The communication process describes how a message travels between a sender and receiver using various communication channels.



Elements of Communication :-

Sender :- The person who sends an idea (or) information to recipient.

Message /

Encoding :- The way the information is described (or) translated into a message.

Message :- The idea, fact (or) opinion (or) piece of information to be shared or transmitted.

- 4) Communication channel / Medium :- The channel (or) the way to share information.
- 5) Receiver :- Who receives information.
- 6) Decoding :- The interpretation of the message.
- 7) Feedback :- The response or action a receiver takes after decoding a message.

Communication process, Example :-

Divya is a sales manager who wants to request a larger department-wide budget for next fiscal year. To get her budget approved, she needs to go through the proper communication process.

Step 1 :- Divya needs to develop her budget idea before she can send it out.

Divya identifies the key stakeholders that need to approve her budget. Next, she outlines key information she needs to share to convince her boss about her message. She needs the extra funds to remain competitive. The additional budget will elicit a strong return on investment.

Step 2:- Priya encodes the message.

Step 2:- Divya encodes the message.

Divya knows the receiver of this information, her CEO, very well. She prefers information that relates to the big-picture organisational goals. Her boss is also a very busy man; therefore, she needs to schedule a suitable time where he will not be distracted by other operational matters. To convince him of the importance of her budget request, she needs to provide him with valid statistics & data.

Step 3: Divya needs to select the channel of communication. Priya decides that the best way to get her budget approved is via a face-to-face presentation.

Step 4:- Divya's message travels over the medium.

Divya delivers her presentation at the company's monthly board meeting.

Step 5: Divya's CEO receives her budget request during their meeting.

Step 6: Divya's CEO decodes the message.

The executives on the board ask her questions about her additional budget request. They review her statistics and

discuss her presentation amongst themselves.

Step 7 :- Divya

discuss her presentation amongst themselves.

Step 7 :- Divya's CEO provides feedback.

After the presentation, Divya looks over the comments made & thinks about how she can use their input in future budget proposals.