

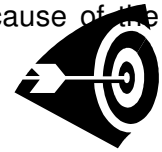
7.11 FURTHER READING

1. Rao V.S. P(2012); '*Management Text and Cases*', Excel Books, New Delhi
2. Gupta Meenakshi(2009); ' *Principlers of Management'*, PHI Learning Pvt Ltd,New Delhi
3. Kaul Asha (2009); *'Business Communication'*, PHI Learning Pvt Ltd,New Delhi
4. Kaul Asha(2015), '*Effective Business Communication'***,** PHI Learning, New Delhi

7.12 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q. No.1: Communication is the sum of all the things one person does when he wants to create understanding in the mind of another

Ans to Q. No.2: Communication is important because of the following reasons:



a. Basis of action

b. Facilities planning

c. Helps in decision- making

d. Means of coordination

Ans to Q. No.3: Oral communication implies communication through mouth. It includes individuals conversing with each other, be it direct conversation or telephonic conversation.

Ans to Q. No.4: Mechanical communicationis a communication system, where written messages are mechanically delivered to the persons concerned.