

Objectives of Business Communication

- Development of managerial skills.
- Sharing of information.
- Conveying the right information and message.
- Coordination of efforts.
- Building of human relations.

VERBAL AND NON-VERBAL COMMUNICATION

1. Verbal Communication

It includes the use of words to share the information with other person/s. It includes both spoken and written communication. It consists of listening, writing and reading.

Types of Verbal Communication

A. Oral Communication

- Face to face conversation
- Video conferencing
- Voice mail
- Telephone or mobile phone

B. Written Communication

- Letters
- Document
- E-mail
- SMS

2. Non Verbal Communication

It is the transmission of messages or signals through a non-verbal platform. Such as Eye contact, facial expressions, body language, gestures etc. It also includes use of symbols or signs.