

## Modals

Will - Would ,

May - Might

shall - should

Must

can - could

Ought to

Have

Need

Used to

1. 'Will' - is used in the 1<sup>st</sup> person to express:  
habitual action, probability, a threat, Determination

(a) habitual action

Ex - Farmers will ~~always~~ sow seeds just ~~before~~ ~~about~~ before the monsoon.

(b) Probability:

Ex - You will go there as usual and meet him.

(c) A threat

Ex - I will take revenge on him.

(d) Determination

Ex - We will fight for our rights.

2. 'shall' is used in the second and third persons

(a) A command

Ex - They shall obey me.

(b) A promise

Ex - You shall be given a reward for good work.

(c) A threat

Ex - He shall be punished.

(d) Determination

Ex - You shall obey me.

3. 'Would' is used to express as

(a) polite request

Ex - Would you mind writing this address?

(b) used after 'wish' as

Ex - I wish she would come early.

4. 'should' is used to express as.

(a) duty :

Ex - children should obey their elders.

(b) Determination

Ex - It is decided that everyone should meet the expense himself.

(4) 'can' is used to express ability, permission and possibility.

Ex - I can speak French. (ability)

Ex - He can take rest, if he is tired (permission)

(5) 'could' is used to express:

(a) Ability in the past

Ex - I could play hockey when I was young

(b) permission

Ex - The students asked if they could go home early.

(c) possibility

Ex - Hari could walk in the jungle without seeing even a wild rabbit.

(d) To introduce a request

Ex - Could I take a glass of water?

(6) 'May' is used to express permission and possibility

Ex - You can sit down here if you want (permission)

Ex - It may rain in the afternoon. (possibility)

(7) 'Might' is used to express permission or possibility.

Ex - This tablet might cure his headache.

Ex - They might not know that the manager is here.

'Might' is also used to express a command.

Ex - You might post this letter for me.

(8) Must is used to express.

(a) obligation or Necessity.

Ex - We must respect our supervisors.

Ex - He must repay the loans.

(b) Emphatic determination.

Ex - He must be very clever.

(c) To introduce question

Ex - Must I do it myself?

(9) 'ought' is used to express.

(a) obligation.

Ex - You ought to know better.

(b) strong possibility.

Ex - Rama ought to win the match.

(10) Dare, Need, Used to

(a) Dare = be brave enough

Ex - The boy didn't dare to tell his father about the mischief.

(b) Need : (obligation) to express absence)

Ex - He need not go to a doctor.

Ex - You need not give him anything.

(c) Used to

(a) To express a discontinued habit.

Ex - I used to smoke before my marriage.

(b) To express a routine in the past.

Ex - Rajesh used to drink.

## Letter of Complaint

Imagine you are Tanmay Mohanty. Write a letter of complaint to the manager Miracles Cosmetics, Balasore, Odisha about supply of goods.

24/A paradise complex  
Bhadrak, Odisha

17 Dec 2017

The Manager  
Miracles Cosmetics  
Balasore, Odisha

Subj: - Supply of defective goods.

Dear Sir,

Your company has been true to its name for the last twenty-five years. Its trusted name has attracted millions of customers to its products, particularly the recently haircare products. We have also been your regular customers since long. But recent experience has not been too good and we would like to raise queries.

Last week, I purchased the shampoo Miracles and as a family we all started using it throughout the week. Within a week of its use, we have started losing a lot of hair and the colour of our hair has also started to change. I am sure now you would have received complaints from many customers. I hope you will check the product of the shampoo.

I propose you send an executive to me at the earliest before the end of this month to discuss the matter in detail.

I request you for a positive response.

Yours sincerely

Tanmay

## Report Writing

- (1) Imagine you are Rajiv Das, a reporter of The Times of India. Write a report about a "Blood Donation Camp" organised by a local club in your locality.

### BLOOD DONATION CAMP

Khannagar: 15 Jan 2020: A sacred blood donation camp was organised by Youth Club on 10th Jan at Khannagar. The chief justice of Odisha High Court was invited as the chief guest to inaugurate this camp. Several experienced doctors and nurses were engaged in these activities. The club members had arranged free food and communication facilities for the donors. The people of our area had spontaneously joined and donated blood. The activities of the club members were appreciated by many. Hundred units of blood were collected and sent to Red Cross Dept of S.C.B. medical college. The camp was continued from 10 am to 5 P.M.

Rajiv Das.

The Times of India.

A-1= Define communication? what are its salient features?

A-2= Explain the process of communication with the help of basic communication model.

A-3= Difference between one way communication and two way communication.

A-4= What is noise in communication?

### Answer

(1) Communication is, "the process of passing information and understanding from one person to another. It is essentially a bridge of meaning between the people. By using the bridge a person can safely cross the bridge of misunderstanding."

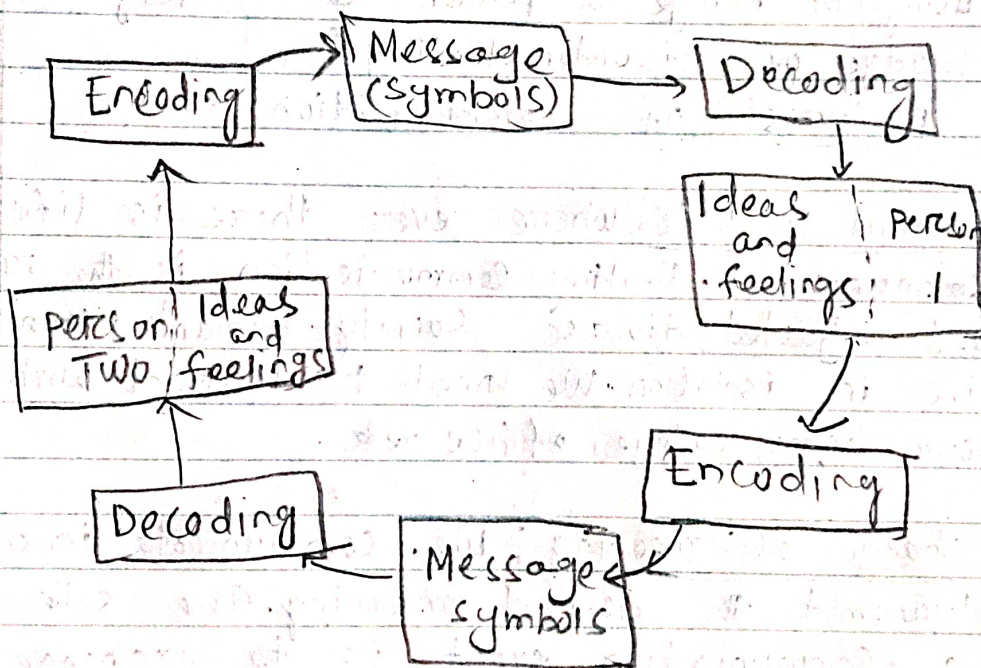
### Features of Communication

1. Perennial to Life: Wherever there is life, there is communication. Healthy communication is the root of a well adjusted, diverse society. Human's can't survive in isolation. We need to interact with others at our home, college, office etc.
2. Exchange of meaning: We communicate in order to transmit the desired meaning. The sole aim of a communication event is to exchange meaning and without it, the process of communication will fail.
3. Interactive: - An effective communication is always interactive. To make sure the sender that the ideas he wanted to convey to the receiver has been successfully delivered, a feed back from the receiver's end is required.
4. Symbolic: - Communication is a process that uses a set of arbitrary symbols that are common to

both the sender and the receiver. It doesn't consist of spoken or written words only but involves a huge gamut of nonverbal gestures.

5. Result Oriented :- It is a result oriented process. The sender has a definite meaning in his mind and through its conveyance to the receiver, he expects the receiver to act in a specific manner as desired by the sender. Intended results can be sought only if effective communication takes place.

Ans (2) Process of Communication



(Model of The Communication process)

1. The source (sender) :-> A sender is the person or group or organisation who has an idea or information which he wants to communicate to others. The process of communication starts with the sender. The idea in the sender's mind is the source of communication. Communication cannot take place until the sender has an idea



2. The Message:- The information that the sender wants to convey in physical form which can be understood or deciphered by the receiver is known as message. However the message is seldom delivered exactly as it is a mere indicative of meaning and much depends upon the receiver's own perceptions.

3. The Medium:- The method or vehicle used to send the message is called medium or channel.

This can be either:

oral - spoken

via electronic means - email, fax, through the web.

paper based - letters, memo, poster etc.

Image / visual sound.

4. Encoding:- The process of translating the meaning of message into suitable words, symbols or gestures is known as encoding. The symbols or signs used are intelligible to both the sender and the receiver. Encoding is guided by the nature and purpose of communication and the relation between the sender and receiver. For example manager may write in an authoritative tone to his subordinate while he will use a respectable tone while writing to his M.D or C.E.O.

5. The Receiver:-> The person, group or organisation that receives the message is known as receiver. Having received the message, a receiver decodes it by attaching some meaning to it based on his own perceptions.

6. Decoding:-> The receiver gets the message and attaches his own meaning to it. This process of attaching meaning to the received message is called decoding.

This is a complex and dynamic process. It sounds simple that the sender sends a message and the receiver receives and understands it but "there is many a slip between cup and the lip". The receiver may not get the message as the sender wished to deliver.

7. Feedback → Feedback is an integral part of a successful and effective communication. The source or the sender will not come to know whether the communication that they have sent has been successful, i.e. whether the receiver has understood the meaning or not unless they receive some feedback.

### Ans-3 One Way Communication Model

One way communication model is a one way traffic where flow of ~~communication~~ ideas is restricted from one side only: the sender's side. The receiver does not give any feedback and the sender is not sure whether the receiver has got the message or whether he has understood it in the same way that the sender had intended. This kind of situation occurs in most of our class rooms where the teacher goes on speaking and feels dismayed when there is no participation from the student's side.

### Two Way Communication Model

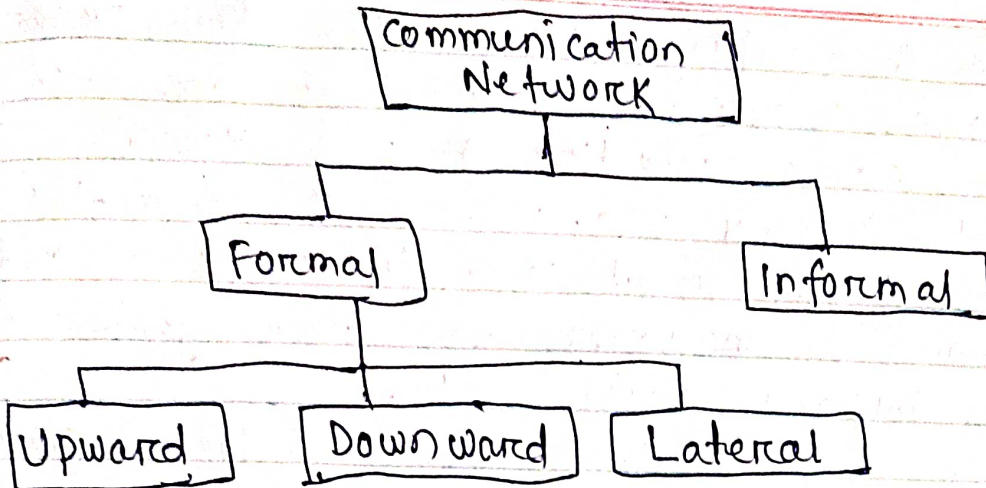
The receiver of the message plays an important role in two way communication model. Having received the message sent by the sender, he actively sends the feedback in terms of

his changed behaviour. Here a reversal of roles take place. The receiver having received the information now changes his role and becomes the sender of the feedback and the sender having sent the message now becomes the receiver of the feedback. This feedback assures the sender that he has successfully conveyed his message and his labour is not lost.

Ans 9 ⇒ There are lots of different types of medium to send a message in and the way that the receiver perceives the message might be very different to that which the sender intended. When messages are sent, the source has to try to understand what they are trying to say. This might be interpreted differently by the receiver. Thus arises misunderstanding which is misleading, defeating the purpose of communication. This unwanted misunderstanding that eats up the roots of healthy relation is caused sometimes due to 'noise'. Noise is something unwanted and sometimes inescapable that affects the message and prevents the achievement of desired result. Noise may be physical factor such as an unwanted jarring external sound or a psychological factor such as hostility, prejudice and egotism etc. The more noise there is, the less likelihood there is of the message being received properly. This represents a barrier to communication. Barrier to communication can take many forms, which include Language, Technical content, Lack of understanding of what the receiver wants or needs, Inadequate feedback.

## Answer

(1)



These networks of communication can employ either oral or written mode of communication. As the name indicates, in oral formal communication, information is passed on orally. But oral flow of information may not prove effective as it lacks responsibility and record. Where as when a formal written mode of communication is employed, it ensures responsibility as proper documentation is maintained. Written communication is an office responsibility as proper documentation is maintained. may be in forms of office-memos, notices, reports and letters etc. These documents are filed and numbered properly for future reference. Though a written mode of communication is more effective and fruitful for an organisation yet the existence of an alternate medium i.e. oral medium cannot be denied.

Every business organisation has to deal with people both within and outside the organisation. The employees of an organisation need to be guided about policies, aims and objectives of the company. To achieve the laid objectives the employees, in turn have to communicate with each other and the persons and organisation

outside the company. When information, orders, suggestions, warnings, memorandums are exchanged within an organisation, this is known as internal communication. Where as external communication is concerned with transmission and reception of messages with other govt offices, banks, business houses etc.

The kind of formal communication network has to be deliberately designed by the managements to control the flow of information. But sometimes an informal channel of communication automatically stems out of the friendly relationships shared by the employees. This automatic flow of information may be called an informal channel of communication. It is spontaneous in nature arising out of day to day routine conversations among employees and colleagues. This kind of flow of information cannot be bound by any formal rules or regulations. Information may flow from any side to any direction. For ex. a colleague ringing up his friend to inform about his inability to attend a meeting instead of informing his concerned superior or manager is an instance of informal communication.

Ans-2 All business organisations have their own prescribed channel of communication to ensure a smooth and safe flow of information. It renders authority and control in the hands of the management as no one can surpass the prescribed communication network. The flow of information is strictly controlled and is guided by the management and the employees have to follow

it in letter and spirit.

### Advantages of formal communication

- (i) Establishes the supremacy of management: since the information flows according to the rules prescribed by the management, the authority and supremacy of management ~~and~~ ~~the~~ is safeguarded.
- (ii) Accountability: In a formal flow of information, orders and directions follow a set line of authority. For example, the managing director issues a directive on loan facility to employees; this directive will be issued to concerned managers of various departments. It binds the managers to be accountable for its dissemination.
- (iii) Strengthens relations between bosses and juniors. Since the information is conveyed through proper channels, the immediate bosses are supposed to be in touch with their subordinates to collect information from them and in turn disseminate intended messages to them.
- (iv) Uniformity: A formal communication network issues uniformity in dissemination of information. They are ~~same~~ ~~that~~ to be conveyed information through a prescribed channel, there is no scope of communication gap.

### Disadvantages of Formal Communication

- (i) widens gap between top management and employees - Formal communication doesn't follow a direct interaction of lower level employees and the top executives. The information has to be routed through a proper channel. Thus the gap between the two levels of employees is widened.

- (ii) Harassment of subordinates: Since the subordinates seldom gets a chance to voice their views directly to their managements, they are dependent on their immediate bosses. These bosses need to use their powers judiciously. They may harass their juniors if they conceal or delay the delivery of information.
- (iii) Work-Load: The work load of various employees is increased manifold as they are supposed to keep the records of information routed through them. This unnecessary paperwork may tell on their efficiency.
- (iv) Red-Tapism: This kind of formalized slow if information may slow down the delivery of information since it has to be routed through many concerned executives. It creates an atmosphere of red-tapism in the organisation which later on proves a deterrent to the growth of the organisation.

### Types of Formal Communication

1. Downward communication.
2. Upward communication.
3. Horizontal communication.

Ans. 3 Downward Communication: As the name suggests, downward communication flows down from top to bottom of the organizational hierarchy of a business organisations. The information is initiated by the top level management and is conveyed to the lower authority and follow the same manner, the information reaches the employees.

at the lower level. Downward flow of communication is strictly controlled by the management. The management can state its policies, aims and objectives to its employees. Directions about policy matters are issued time to time by the management. Management may adopt an oral or written media to disseminate information to its employees.

### Merits of Downward communication

- (1) Management can educate, inspire, order and direct their employees whenever they wish. They can reveal the aims and objectives of the organisation.
- (2) It strengthens the control of management on its employees as it provides a means to control the activities of subordinates.
- (3) Changes in work methodologies, innovations in technology used can effectively be communicated through this formal channel of communication.
- (4) Incompetent, hostile and unwilling employees can be instructed by the management by issuing them necessary instructions through downward communication.

### Demerits of Downward Communication

- (1) Delay Delivery of message:- Downward communication involves a number of people to disseminate the message. There are possibilities that people involved in the delivery of information may cause in the delivery of messages.
- (2) Delivery of incomplete messages → If employees are conveyed an incomplete message, they are liable



to get confused and commit mistakes while executing the said message. The management may then have to exercise additional measures to supplement their information and get the things done in the desired way. It is a sheer wastage of time and resources.

(2) Overloaded Message: Complex nature of the modern competitive business world renders the execution of business related process more complex. Sometimes even managements have to revert or revise their decisions in short intervals of time. This intricate aspect of business management sometimes produces a bulk of messages which taxes the employees. This overloading of messages is to be guided carefully so that the employees are not confused.

#### m-2.4. Upward Communication

The upward communication channel provides an opportunity to the lower level employees to share their observations, suggestions and feedback with the management or with their seniors. They can give feedback about the execution of the intended processes and their feasibility. This feedback is quite important for the managements. It ensures proper utilization of resources in an organisation and maximization of its profits. At the same time, the employees can give a vent to their own grievances and frustrations and can get solutions to it. This fosters a sense of participation among the employees as the upward channel of communication makes them feel important in the organisation and they develop a sense of belongingness with the organisation.

## Merits of Upward Communication:

- (1) Genuine feedback: - The management gets first hand information about the work atmosphere prevailing in their company. They get to know about the feelings, expectations, satisfaction level of their juniors. They also get constructive feedback about the problems faced by the employees in executing the intended policies.
- (2) No Misuse of Authority: When the bosses know that their wrong behaviour can be directly reported to the management, they also remain on their guards. Upward communication assures each and every employee that he will be heard. They become confident and do not let any mal practices prevail in the company. They may report the jaundiced behaviour of their immediate boss to the management. Thus it prevents the authority to be misused by any one.
- (3) Fosters a sense of belongingness in the employees. Upward communication gives a chance to each employee to share his observations and problems, with his seniors. If the management responds to the positive suggestions of employees and resolves their conflicts and problems, the employees become satisfied.

## Demerits of Upward Communication.

- (1) Lack of initiative by the management: → An effective upward communication has to be established by the management. They should encourage the employees to share their feedback. Unrewarded positive feedback discourages the employees to give feedback. Thus management should value the feedback received and monitor the upward communication properly. They should provide adequate resources and chances to the

employees to come forward with their suggestions.

(ii) Reluctant Employees : Many a time it has been observed that the employees are reluctant to share their on the job problems with their bosses. They are unwilling to share their inability to do a particular job and they do not even share this with their bosses because they fear rejection.

(iii) Indifferent attitude of bosses : Sometimes the immediate bosses show their indifferent and hostile attitude to the employee who wants to give his feedback. This discourages him and in future he never thinks of sharing his observations.

(iv) Delays and distortion of messages : While travelling the line of upward communication, a message has to pass through various stages of authority. Each listener colours and conditions the message according to his own perceptions. Thus it may take a lot of time for the message to reach the management and in some cases the messages may acquire an unintended and different meaning.

3. Horizontal Communication : Horizontal communication is an integral part of a business organisation. The horizontal flow of information offers a platform to the employees to share their experiences and observations with their counterparts. They can evaluate their own efficiency by comparing it with that of their colleagues. Somehow, managements consider horizontal communication as a threat. They apprehend that the friendly employees may form union and pose a threat.

to the organisation. Such managements should shed their apprehensions and realise the importance of horizontal communication. They should understand that horizontal communication fosters a social bonding between different employees of their same level. Thus, if properly used, horizontal communication definitely acts as a catalyst in the growth of a company.

### Medias of Horizontal Communication

1. Face to face conversations.
2. Meeting
3. Telephones
4. Letters and Reports.

Ans-5) Information: A business organisation needs information from a gamut of sources. An organisation cannot exist in isolation. It is a part of the society. Therefore to track the changes developing in social, economic and cultural field, a business organization needs to update itself continuously. At the same time, it needs to keep the society well informed about the latest products and policies of the company.

### Types of Information

- (1) Internal Information.
- (2) External Information.

① Internal Information: Informal information is that which stems from inside the office environment. It is generated within an organisation. It implies the policies, allocation of duties and responsibilities, stock reports and other technical documents

which are governed by the members of the organisation. In a business organisation, internal information on the following issues is required to vouchsafe its successful operations:

- (i) Information on policies, vision and objectives of the organisation.
- (ii) Information about the status and results of plans being executed in the organisation.
- (iii) Information about the futuristic projections of the company.
- (iv) Information about labour: their capabilities, skill and expertise.
- (v) Information about the status of ~~the~~ machinery and other mechanical parts being used by an organisation.

External Information → As discussed earlier, a business organisation relates to the world outside in manifold ways. Thus it has to be watchful of the trends and developments taking place in the society. To ensure its smooth operations, a business organisation requires external information on following aspects.

- (i) Information about various Govt. laws and policies regarding issuing of license, terms involved in expansion of business, taxation, labour laws etc. that affect its operations.
- (ii) Information about current purchasing trends of customers.
- (iii) Information about recent developments in the field of science and technology.
- (iv) Information about govt. subsidies and grants if any.

- (v) Information about labour: their capabilities, skill and expertise.
- (vi) Information about the competitors: their products, prices and policies.

Ans-6 Order:- An order is an authoritative statement issued by the management to the subordinates with a direction to do or to ease a course of action. The success and smooth functioning of a department depends on the issuance and execution of orders. Orders are used as internal communication only and it is a downward communication as information flows from the authorities to subordinates.

Types of Orders: Orders can be of two types.

(1) Written Order:- Written orders are given when the job at hand is very serious in nature. It is given in following cases.

(i) When the receiver of the order is situated far away and it is not possible to contact him through any other mode of communication.

(ii) When it is very necessary to keep the record of the orders.

(iii) When the job at hand is of repetitive nature.

(iv) When the order is highly important and responsible.

(v) When the order is to be given in a very specific form.

(2) Oral orders: Oral orders are given when the task to be done is very urgent and no delay can be afforded. It is given in following cases.

(i) When face-to-face interaction is possible with the receiver.

(ii) Keeping record of an oral order is not necessary.

(iii) When follow up action is not required as it preserves no records.

### Organisational Structure

