

BUSINESS COMMUNICATION

Unit 5

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Group communication

Group communication is the act of sending and receiving messages to multiple members of a group. In a business environment, groups often use this type of communication to exchange ideas, determine goals and motivate other

Meetings

- A meeting is a **group communication in action around a defined agenda**, at a set time, for an established duration. Meetings can be effective, ineffective, or a complete waste of time.

Planning meetings

- Take a copy of the agenda of the meeting as a guideline to take notes and draft the minutes of the meeting.
- Keep the order and numbering of items the same as that on the agenda.
- Take note of all the participants of the meeting in advance.
- File all the documents and handouts given during the meeting.

Meeting objectives – participants –
timing – venue of meetings – leading
meetings.

Media management – the press release press
conference – media interviews Seminars –
workshop – conferences.

Business Etiquettes

Business etiquette refers to the requirements and expectations of social and business behavior, practices and conduct that are prescribed by social convention, and a code of ethical behavior among professionals. It basically boils down to demonstrating good manners.

