

Date
18/02/2025

B. Com Sem II

* Need of Communication :-

- ① Conveys information -
Communication helps to convey information, ideas and messages between individuals, groups & organizations.
- ② Builds Relationships -
Communication helps to establish and maintain relationships, trust and rapport with others.
- ③ Resolves conflicts -
Communication helps to resolve conflicts, negotiate and mediate disputes.
- ④ Enhances collaboration -
Communication facilitates teamwork, collaboration and coordination among team members.
- ⑤ Supports Decision-Making -
Communication provides the information needed to make informed decisions.
- ⑥ Fosters understanding -
Communication helps to promote, understanding, empathy and tolerance among individuals and groups.