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## B.Com Sem II

\* Advantages of Intra-Cultural Communication :-

- ① Efficient Communication : Intra-cultural communication is often more efficient, as individuals share a common cultural context and can communicate more effectively.
- ② Reduced misunderstandings : The shared cultural knowledge and common language reduce the likelihood of misunderstandings.
- ③ Increased trust - Intra-cultural communication can foster trust and cooperation among individuals who share a common cultural background.
- ④ Enhanced understanding - Individuals from the same culture tend to share similar values, beliefs and norms, which facilitates a deeper understanding and resolving disputes.
- ⑤ Improved Decision-Making - Intra-cultural communication enables individuals to make decisions more quickly and effectively, as they share a common understanding of the cultural context.
- ⑥ Increased Productivity - Intra-cultural communication can lead to increased productivity, as individuals can communicate more efficiently and effectively.