

SUBJECT-BUSINESS COMMUNICATION

- CHAPTER NAME- TOOLS OF COMMUNICATION
- SECTION- 2A, 2C
- SEMESTER- II
- TEACHER'S NAME- PUJA GUPTA

COMMUNICATION TOOLS

- **Meaning:-** communication tools refers to the various devices used in a communication process. It helps in the process of exchange and sharing of data, information and thoughts and makes the whole process smooth and easy.
- **ADVANTAGES:-**
 - Economy in time and cost
 - Increase in efficiency
 - Supplying instant messages/ information
 - Secrecy can be maintained
 - Strong connectivity base
 - Enables proper and timely response
 - Eradication of miscommunication and confusion.

DISADVANTAGES OF COMMUNICATION TOOLS

- Installation and maintenance cost are high
- Requirement of technical experts
- Transmission cost is high
- Creates unemployment
- Creates scope for hacking , cybercrimes etc.

MODERN TOOLS OF COMMUNICATION

- Fax or facsimile
- E mail or electronic mail
- Video conferencing
- Short message service or SMS
- Cloud services/ cloud computing
- Social media networking

FAX OR FACSIMILE

- **MEANING:-** it is a machine that is used for sending written documents, drawings, sketches, articles, circulars, etc. through a telephone line. Fax service in India is operated and managed through BSNL(Bharat Sanchar Nigam Limited).
- **ADVANTAGES:-**
 - Creation of permanent image
 - Highly reliable
 - Time saving
 - Ease of operation
 - Free from fear of virus and hacking
- **DISADVANTAGES:-**
 - High cost of setting
 - Not suitable for small business concerns
 - Difficulty in usage
 - Lack of security
 - Inferior quality of document content .

E-MAIL OR ELECTRONIC MAIL

- **MEANING:-** E mail is the fastest written means of communication, where messages are sent through a computer having internet connection. It is sent to a receiver or receivers having an e mail address, anywhere in the world.
- **ADVANTAGES:-**
 - Most cost effective
 - Serves as an easy reference
 - Global access
 - Quick mode of communication
 - Organised and efficient mode of communication
 - Maintenance of secrecy
 - Convenience
 - Instant feedback
 - Documentary evidence.

E MAIL (CONTINUED)

- **DISADVANTAGES:-**

- Requires trained staff
- Breach of trust and loyalty
- Virus threat
- Too formal
- Unattended emails lead to loss of the organization over vital matters
- Not suitable for all types of purpose.

VIDEO CONFERENCING

- **MEANING:-** In this system , the participants located at distant places can communicate with each other by electronic audio and visual mode. The videoconferencing system normally consists of a high speed camera, a set top box, an audio unit consisting of microphones, a coder/ decoder hardware, a transmission unit consisting of telephone or satellite connection, a monitor and other parts.
- **ADVANTAGES:-**
 - Enables face-to-face communication
 - Economical
 - Time saving
 - Fastest mode of communication
 - Leads to business efficiency
 - Ensures better and complete understanding
 - Sharing of documents
 - Appropriate for multinational companies
 - Helpful for a wide range of activities including teaching
 - Virtual presence of people.

VIDEO CONFERENCING (CONTINUED)

- **DISADVANTAGES:-**

- High cost of set-up
- Limited usage
- Absence of human element
- Problem of setting complex technologically sound infrastructure.

SHORT MESSAGE SERVICE OR SMS

- **MEANING:-** through SMS , text messages are sent from one mobile phone to another. It has enabled exchange of messages and information throughout the globe at a very low cost.
- **ADVANTAGES:-**
 - High speed
 - Low cost
 - Wide coverage
 - Retrieving message when required
- **DISADVANTAGES:-**
 - Dependent on network coverage area
 - Network failure
 - Lack of personal touch
 - No scope for detailed information or messages.

SOCIAL MEDIA NETWORKING

- **MEANING:-** Social media networking is being used as a tool for communication in the present day scenario. It helps the business organizations in connecting the viewers and customers, thereby using it as a platform for marketing and promotion of products and services.
- **ADVANTAGES:-**
 - Exploration of new or potential customers along with the existing customers.
 - Optimum utilization of the goodwill of social media sites
 - Higher profitability
 - Customer satisfaction.
- **DISADVANTAGES:-**
 - Scope for fraudulent activities
 - Information overload
 - Complex legal and technical issues.

CLOUD SERVICES OR CLOUD COMPUTING

- **MEANING:-**cloud services means availing the various cloud services or resources on a pool basis. It provides a platform to people to work in collaboration with each other , who are located at distant places.
- **ADVANTAGES:-**
 - Unlimited storage capacity
 - High speed
 - Highly economical
 - Competitive advantages
 - Backup and restore data
 - Mobility
- **DISADVANTAGES:-**
 - Technical issues
 - Loss in real time
 - Internet failure
 - Variable performance
 - Prone to security threat.