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Imperative study of communication in work place: A research on selected MNC's in Bangalore

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Abstract

In our society, everyone need to communicate without which one cannot survive likewise this is very significant in MNC's for framing standard organisation objectives, policies and strategies, generally in MNC's, the communication and information flows from top level management to lower level people. The information communicates from top management to bottom level management in a very effective manner. In evidence to this, MNC's are earning a Hugh profit in the market. MNC's plays a best role in running day-to-day activities efficiently. High-level communication flow within MNC that, it is likely to result in success. Pertaining to this purpose of study is to discover how communications media plays a prominent role in the development of MNC's.

Keywords: Communication, Medium of communication, Method of communication, Information Flow in MNC, Communication Strategies, Beneficence of communication.

1. Introduction

Communication is a process of interchanging our thoughts, emotions and information with one another. It comprises some relevant information, a sender and receiver. When a sender sends message through a reliable media and receiver has to understand the message in the same manner according to the sender. Effective communication receives feedback from the receiver.

In this cut throat competition world and growing new technological, organizational management is becoming more complicate. As because of these aspects, MNC's are facing difficult to plan more clearly and suitable communication flow. The main aim of well-planned communication flow is to achieve the goal of MNC's.

Today MNC's are growing in a faster as compared to any other Industries. MNC's are spread across world in which for its development, communication flow withstand as a supportive tools. Thereby MNC's are contributing for the development of our country.

A well communication contributes for the success of the companies as well as poor communication leads to failure of MNC's. Most of MNC's are good at their communication flow. Hence it leads MNC's in successful way.

For effective flow of communication MNC's are using varies medium of communication they are memos, circulars, email, general meeting, face to face communication and telecommunication. By this, it has been maintaining good communication flow within corporation proper flow of communication is invaluable for the growth of MNC's. Besides, it also contributes for the development of economy.

Generally Communication/Information Flows from Top Management to Bottom Level Management



Objectives

1. The objective of this research is to elucidate the importance of communication in the selected MNC's in Bangalore such as IBM, INFOSYS, and BOSCH etc.
2. To study the communication media used in the organisation.
3. To assess the flow of communication from top level management to bottom level management.
4. To analyse the effective medium of communication used in the MNC.
5. To determine the communication gap between the employees of MNC.
6. To evaluate the loopholes if any, in the flow of communication from top to bottom level management.

Importance of Effective Communication

Communication is the key factor in generating, implementing, controlling ideas and chronicling all MNC's. Major companies are considered communication as an effective tool to intensifying its scope and rationalizing its service.

Now-a-days information technology and management are the recent trend in the career field. Most of the companies are looking for the people who are able to make some change. Communication skill is an essential element in this new generation job. Also employees should be able to take new challenges and to perform the job responsibility effectively. In this competitive world, employees should be able to understand the situation and communicate the meaningful information in time.

Growth of Communication in Companies



Communication is the main source for MNC and it brings profit to companies. Initially memos were used as the means of communication in order to send information from top level management to lower segments. Later circulars stepped in, through this communication flowed for certain period circulars are circulated to employees by the top management in order to allot their performance after, General meeting will be held with the managers and head of department they convey the information in depth to their particular departments of employees. As technology changed telephone and fax garbed the attention of all companies. It play's a vital role and has been using as fast medium of communication. In recent years with the help of internets MNC's using email as the best way for communicating information. Top management mails the information related to project to concerned head of department then it is revealed to that concerned group of employees. Its major advantage is time consuming. Even though memo, circular, general Meeting, Telephone, fax are being used by certain companies but at present emails are widely used spread in MNCs as a

communication media.

Specific Responsibilities of A Corporate Communicator Include

- ❖ Supervise the status of the organization.
 - ❖ Development, execute and evaluate communication strategies.
 - ❖ Ensuring effective two way internal communication.
 - ❖ Developing link with other department which enhances the smooth functioning.
 - ❖ Ability to work equally well both on your own and within a team.
 - ❖ Ability to provide creative input to projects.
- Above all, directly or indirectly engaged in promotion activity of communication in MNC's.

Methodology

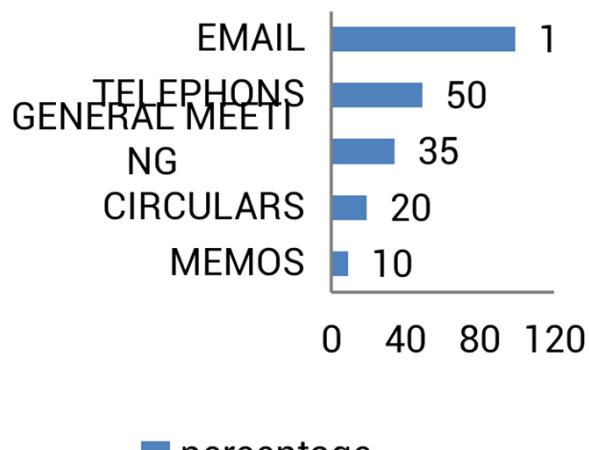
An explorative research methodology has used for the research to dogged, if there is a proper flow of communication and what type of medium's are used within the organization which directly or indirectly contributes towards the development of respectable institution. In order to achieve the objective of this research, the method like questionnaire was issued to get the review of the respondents.

Sample size

SLNO	NO OF RESPONDENTS	NO OF RESPONSE FROM RESPONDENTS
1	55	50
	TOTAL	50

The questionnaires were distributed to 55 respondents out of which we got 50 response.

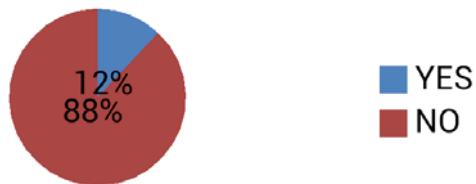
Evaluation of the Questionnaires Mediums of Communication in Mnc's



Above graph clears that the following communication media are used within the MNC's as the data collected by the respondents. Memo's(10%),Circular(20%),General meeting(35%),Telephone(50%),Email(100%). These grades show the usual media used for communication flow. Here written and oral communication plays a critical role to build better connection between top and low level management.

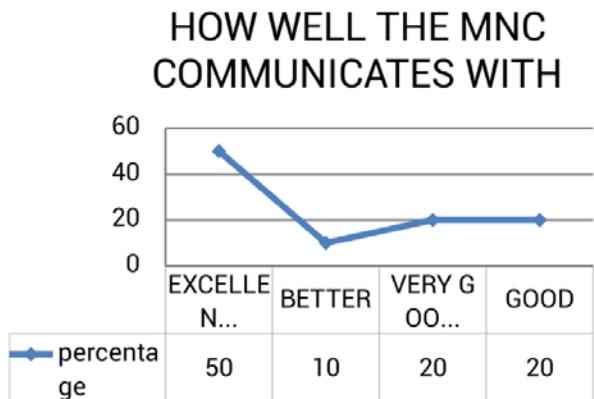
Respondent to Change the Existing Communication

Respondent to change the existing communication



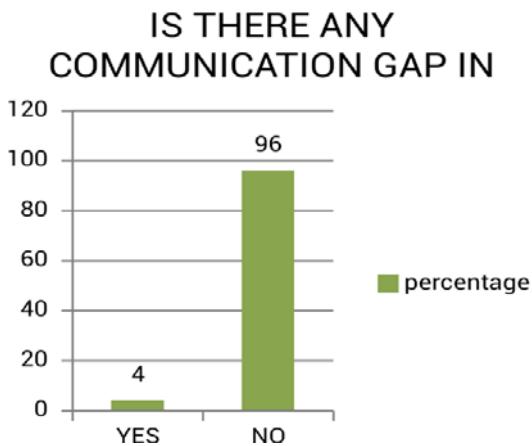
Above graph shows the need to change the existing communication media. Out of 100%, 88% employees of the lower level management are convinced about the effective and economical communication medium i.e., E-mail. 12% support to adopt new ideas/mediums for quick response.

How Well the MNC Communicates With Staffs



Above graph shows how well the communication reaches every employee from top level management in MNC's. Excellent(50%), Better(10%), Very good(20%), Good(20%). Right flow of communication important for maintaining coordination, Solving problems and well build team support. Besides, it helps to achieve desirable position in the market.

Is There any Communication Gap in MNC?



From the above graph it is very clear that the communication barrier is not as often. On the basis of 50 respondents 96% of respondents agreed that there is no communication barrier in MNC's. Even though in some situation due to some factors communication barrier may occur.

Findings

- ★ By this survey we have found that face to face meeting, telephone, circulars, memos, general meeting and email are used to communicate the information or ideas with each other in MNC's. By this we can say that, it has been giving vital role for both oral and written communication media for good flow of communication.
- ★ Communication flow from top to lower level management differs from one MNC to another. Generally, it starts from CEO from top management to general manager. He conveys the message to various head of departments and next to their assistant managers. In every MNC's there will be a team leader among employees in particular department. Team leader is a key link between Assistant manager and employees. This is how information flow takes place from top to low level management.
- ★ Most of the sampled MNC's has been using email as their effective and economical medium of communication. It must encourage and motivate their employees by adopting little changes in the communication medium. Team huddles is also most effective meeting in the morning. Team huddles is a chance for employees to exchange their project status with each other. It is not meant for planning project surely contributes for the organization on success. Even huddle surely contributes for the improvement of the performance and information flow among employees in MNC spectrum.
- ★ In the majority of sampled MNC's there is good communication flow within the organisation and no much communication barrier can be find in MNC's. Yet in some cases communication barrier may arise due to various factors like no updating of emails which leads to mismatchment of work by the employees, which is assigned by their team leaders, no proper communication between different department employees or with shift employees.
- ★ In the most sampled MNC's that, it has been using email as their communication medium. Through this they cannot expect reply fast all the time. This is the only loophole identified in the flow of communication in selected MNC's. They can overcome this hurdle by using Mobile phones to get quick response from employees.

Suggestions

- In MNC's General meeting is more effective in order to convey the information for the group of people, were as to the individuals is better to convey through mailing and telecommunication.
- Many companies won't interact with the employees directly they interact with the head of departments. So once in a year or quarterly there is essential for top management to directly interact with employees. By this employees may feel convenient.
- In these modern days email is playing a vital role in MNCs. The informations regarding task is mailed along

- with the SMS alert to check the inbox will be more effective.
- As regular interval of higher authority leads to reduction in communication gap.
 - As MNC's are meant for profit motive, it's very important to concentrate more on communication between employees. Hence it leads the success of MNC's.

Conclusions

Based on this research paper we can conclude that communication is the backbone of the all IT industries and other industries for their succession, and MNC's are mainly concentrating on effective communication in the workplace however the present strategy used by the company to communicate with the employees i.e., email is not sufficient, so either general meeting or e-mail with SMS alert and telecommunication is needed for effective communication in MNC's.

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