

PDF - EFFECTIVE COMMUNICATION AS AN AID TO SURVIVAL OF A BUSINESS ORGANISATION (A CASE STUDY OF DOYIN GROUP OF COMPANY NIGERIA LIMITED ILORIN) - researchcub.info  
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## CHAPTER ONE

### INTRODUCTION

#### GENERAL INFORMATION

Before going into general information of this chapter, I will like to get us acquainted with how the word communication originate.

The term "communication" which means "common". It is believed that if one can effect communication or idea, one has established common meeting ground for understanding.

All human being get involved in communication and this is done through communication. It is also through communication that interaction is made possible among group of people or individual in the society.

Though interaction, information and ideas are transferred from one person to another, such information and ideas are often uses as bases and as a means of innovation also to develop the society.

Communication plays a vital role in the society for any business organization to achieve their aims and objective communication is highly important since business cannot operate in a vacuum. Interaction with people in and outside the business is very important, communication has enhanced most

nations/countries of the world development be it technologically economically, politically and religion

However, communication takes this form, giving instructions, receiving information exchanging ideas laying down rules and regulations, job description and the organizational marvels.

Without effective communication, the world would have been static without any development. Maintaining any form of links between the past and future would have prove quite impossible because of the absence of effectiveness communication.

#### 1.2 STATEMENT OF THE PROBLEM

Inefficient communication in an organization simply deficts fault in the corporate chain. When an organization manager supports (friendly) each other and have good working report.

Communication tend to be very good, the functions of effective communication here can be functional management. In a nutshell communication is the backbone (lifewire) of management. Any organization established is to achieve certain goals and objectives and before these goals and objective can be curtained there is need for effective communication within the organization and its environment.

#### JUSTIFICATION OF THE STUDY

The aim and purpose of this study is to analysis and evaluate how effective communication and management help organization to achieve their set goals.

Management can be refres to as administration of business. A management cannot be effective in discharge of his duties without effective communication with his subordinate. Subordinate can not be

effective in the discharge of his own duty also if message passed to them by their superior is not effectively communicated these will not allow them to know their responsibility and how to carry them out effectively

1.4 RESEARCH QUESTIONS There are some questions to ponder upon

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