



RUKMINI DEVI
Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- NAAC Accredited, 'A' Grade
- Category 'A+' Institute
- High Grading 81.7% by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CSI, DELNET



An ISO 9001 : 2008
Certified Institute

Basic Forms of Communication.

Topic	Basic Forms of Communication for the students of BBA I Semester
Date of the Event	August 9, 2012
Aim of the activity	The aim of the lecture was to:- 1. Tell the students about the forms of Communication. 2. Channels of communication which are the formal channel and the informal channel
Description of the event	<p>The students were told about the various forms of communication. They were told that the communication can be classified according to channels, directions and expression. After that, each classification of communication was discussed in detail.</p> <p>They were also given insight regarding upward communication, downward communication, lateral communication and vertical communication in detail with the help of examples and case study.</p> <p>It is very rightly said that it is for the learner to capture all the information given and to make the most out of it.</p>