FACTORS AFFECTING EFFECTIVE COMMUNICATION BETWEEN MANAGEMENT AND EMPLOYEES.

A CASE STUDY OF THE NATIONAL INDUSTRIAL CREDIT BANK (NIC)

PRESENTED BY:

WACHIRA CAROLINE WAIRIMU

L137/14659/2010

THIS RESEARCH PROJECT IS SUBMITTED FOR THE PARTIAL FULFILLMENT FOR THE AWARD OF A DIPLOMA IN PUBLIC RELATIONS.
DECLARATION

This research project is my original work and has never been presented in any other university for academic award.

Signature: .................................. Date: 14/11/2012

Wachira Caroline Wairimu
Reg. No. L137/14659/2010

This project has been submitted for examination with the approval as the university supervisor.

Signature: .................................. Date: 15/11/12

Barbara Nthoki
Lecturer,
Department of Extra-mural studies, University of Nairobi
ABSTRACT
The main purpose of the study is to investigate the factors affecting effective communication between management and employees.

The case study of National Industrial Credit Bank (NIC) is a large financial services provider in East Africa with its headquarters in Nairobi, Kenya.

It seeks to identify factors that affect interpersonal relations at work. The study also makes us aware of the key factors influencing employee relations in order to strike a proper balance. Apart from the variables identified in NIC, the importance of knowing these factors is to provide knowledge to managers to improve communication which is a key factor in the success of any given country’s economy.