FACTORS AFFECTINIG EFFECTIVE COMMUNICATION IN AN ORGANISATION

(A case study of Tuskys Beba Beba Nairobi)

WANYAMA BRIAN MUNYOLE

L123/14486/2010

This Research Proposal is submitted in Partial Fulfillment of the Requirement for the Award of Diploma in Business Management of University of Nairobi.
DECLARATION

This research project is my original work and has not been submitted to any other examination body. No part of this research should be reproduced without my consent or that of the UON

Name: BRIAN MUNYOLE WANYAMA

Sign

Date 24th 14 2012

Supervisor

As a supervisor I declare that this work is original and has been taken within the stipulated time.

Name: MR. MAURICE OYOO

Sign

Date 03/05/2012
ABSTRACT

The main objective of the study will be to investigate factors that affecting effective communication in an organization. The main objective will be; to assess how training contribute to effective communication in organization, to establish how management style contribute to effective communication in organization, to determine how information technology contribute to effective communication in an organization and to determine how organization culture contribute to effective communication in an organization.

The information acquired from this study can be used by other researchers as a reference in future, by being compelled to carry out further study on the same field. The findings of this study may help the staff members of the organization to understand the importance of communication in their industry hence to be able to take it seriously. Also the findings of this study may help the management in evaluating effective communication as a management function tool within the company's management and its clients for improved efficiency with a view to recommending changes that would improve its present communication system.