

**ARESEARCH ON EFFECTS OF COMMUNICATION IN A PURCHASING
ORGANIZATION: A CASE OF BIDCO COMPANY LIMITED**

BY

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DECLARATION

This is my original work and has not been presented for any academic award in any other university.

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Signature.....  Date 28/06/2012

Supervision Declaration

This research report has been submitted with my approval as the University Supervisor.

Signature.....  Date 29/6/2012

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CHAPTER ONE

1.1 BACKGROUND TO THE STUDY

INTRODUCTION

In this chapter the learner focused on the vital issue of study which include the background information of the study, statement of the problem, objectives, the scope and the limitation of the study

Communication refers to the process of creating, transmitting and interpreting ideas, facts, opinions and feelings. It is a process that is essential in sharing matters of mutual interest or concerns between two or more parties.

In organizations, communication is generally thought of in terms of the media of communication like memos and report, the skills of communication like giving instructions, interviews and sharing meeting in an organization. Communication is thus a chain of command

Formal communication in an organization must be distinguished from informal aspect of communication such as "grapevine" (Rumours and Gossips). Communication is thus a continuous process where information is passed from one source to another to a particular place of destination.

Communication has evolved from a time when information was restricted to only face to face and written communication was done by use of ink, paper and quill but revolutionary innovation of new technology has brought the use of fax, computer and telephones in communication process which has significantly contributed to improved and advanced communication process in many organizations.

In an organization communication may be from management to employees, between employees of different department, between managers and owners or stakeholders. Success in an organization is largely associated with effective communication used in that particular organization