

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4600 Cities in 180 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE IMPACT OF USE OF ICT FOR BUSINESS PROCESS MANAGEMENT IN e-TOURISM <i>VIDYULLATA V. PAWAR & DR. S. D. MUNDHE</i>	1
2.	A ROLE OF KNOWLEDGE BASED SYSTEM IN INFORMATION SYSTEM AUDIT <i>A. B. DEVALE & DR. R. V. KULKARNI</i>	3
3.	XML DATABASE: PAST, PRESENT AND FUTURE <i>KUMAR KALAMADI</i>	6
4.	CRITICAL CHALLENGES AND TRANSFORMATIONS IN EDUCATION IN NIGERIA: SYNTHESIS AND PROGNOSIS <i>TITUSAMODU UMORU</i>	8
5.	IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) AMONG EXPORTER: A CRITICAL REVIEW OF LITERATURE <i>S.SHOBANA & DR. M. RAJAPRIYA</i>	12
6.	SCOPE OF INFORMATION TECHNOLOGY IN THE BANKING SECTOR <i>SHRI VALLABH H. LELE</i>	21
7.	PROBLEMS AND CHALLENGES OF COLLECTION DEVELOPMENT IN DIGITAL LIBRARIES <i>S.R. MANDALE & DR. KHOT N. B.</i>	23
8.	IMPLEMENTATION OF ARTIFICIAL NEURAL NETWORK IN CONCURRENCY CONTROL OF DISTRIBUTED DATABASE SYSTEM <i>A. A. SATTIKAR & A. A. GOVANDE</i>	26
9.	RESEARCH INFORMATION TECHNOLOGY: BEHAVIORAL ACCOUNTING <i>PATIL BHAGWAN SHANKAR</i>	30
10.	A STUDY ON USERS' PREFERENCE TOWARDS MATRIMONIAL SITES IN COIMBATORE CITY <i>R.MONISHA</i>	33
11.	FEDENA: EFFECTIVE ICT TOOL FOR EDUCATION MANAGEMENT SYSTEM <i>VARSHA P. DESAI</i>	36
12.	SYSTEMATIC AND SCIENTIFIC APPROACH OF WEB DESIGNING <i>NILESH RAYGONDA PATIL</i>	40
13.	PROMINENCE OF LISTENING EXPERTISE IN COMMUNICATION <i>DEEPA PATIL</i>	42
14.	A REVIEW ON THE ROLE OF MOBILE BANKING IN SELECTED AREAS OF KARAD <i>SANTOSH B. POTADAR</i>	44
15.	CHALLENGES IN WIRELESS NETWORK <i>SARIKA BABAN GAIKWAD</i>	46
16.	RURAL INVESTORS' PERCEPTION TOWARDS MUTUAL FUND DISTRIBUTION <i>L. MEENA</i>	48
17.	IMPACT OF GENETIC ALGORITHM IN CODE COVERAGE FOR TEST SUIT BY JUNIT IN DYNAMIC CONVERSION <i>SASHIBHUSAN NAYAK & ANIL KUMAR BISWAL</i>	52
18.	A STUDY ON CUSTOMER SERVICES OF NATIONALISED BANKS IN BANGALORE CITY <i>NANDINI.N</i>	56
19.	A CRITICAL APPRAISAL OF RISK MANAGEMENT STRATEGIES OF MICROFINANCE INSTITUTIONS IN GHANA <i>ALHASSAN BUNYAMINU & CHARLES BARNOR</i>	63
20.	CONSUMER TRUST IN ONLINE SHOPPING IN THE DOABA REGION OF PUNJAB <i>SHABNAM GULATI & DUSHANT NARULA</i>	71
	REQUEST FOR FEEDBACK & DISCLAIMER	76

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF** _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, **please specify**)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgement from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

PROMINENCE OF LISTENING EXPERTISE IN COMMUNICATION

DEEPA PATIL
ASST. PROFESSOR
VPIMSR
SANGLI

ABSTRACT

The present paper emphasizes on the significance of listening as one of the important resource of communication. The writer intends to make realize the readers the difference between hearing and listening. Listening is the first step to communication. It needs lots of patience and effective listening in order to comprehend the message received and give an effective response. The writer accentuates the listening skill as a vibrant skill in the corporate sector, where everyone should play the role of an active listener. In addition, the writer has attempted to bring forth the things that hamper one's listening as well as guidelines for effective listening.

KEYWORDS

corporate sector, hearing, listening, response.

1. INTRODUCTION

In today's information age communication is a vital means for efficacious business. Communication is considered as the lifeline of every business. Mastering communication is very essential to run an organization or a business successfully. When we speak of communication, it is about mastering the four skills i.e., reading, writing, speaking, and listening. No skill can be avoided or neglected. Every skill is important in its own way. A good communicator should have proficiency in all the four skills. It is said that members in an organization spend 63% of their time in listening, 22% for speaking, 11% for writing, and 4% for reading.

2. PROMINENCE OF LISTENING IN COMMUNICATION

We undertake courses to improve our speaking; we undergo reading exercises and writing exercises at our academic level but do we undergo any course or exercises to develop our listening activity? The answer would be negative. We forget to realize that every communication begins with a listening activity and that having good listening skills plays a significant role in making any communication successful.

Listening is nothing but an art of hearing and understanding the message of the speaker. When an infant is born it first comes in contact with listening skill. He/she starts to communicate through listening. He/she first plays the role of a listener. He hears to the surrounding voice, interprets, and executes his feelings through nonverbal communication. Thus listening is the first step to communication. Without listening communication becomes a failure. An example may be cited from the *The Jungle Book* a fiction written by Rudyard Kipling. As in the story depicted the character Mogli, though a human being was unable to speak the language of humans because since his infancy he grew in the midst of the animals in the jungle. He was unable to speak the language spoken by the humans as he was unfamiliar to the speech sounds. But he was able to speak the language of the animals as he was familiar to the language of animals.

So it is proved that listening becomes a vital skill for communication. If you are a good listener, then definitely you can become a good communicator. Listening is a process that involves hearing with attention, comprehending the message, and giving a response. It is the initiative step to learning. Listening needs serious efforts. It is one of the most imperative communication skills which need strenuous efforts to acquire it and have proficiency in it.

3. VARIANCE BETWEEN LISTENING AND HEARING

To go more in deeper with the listening skill, listening should not be confused with hearing. Hearing is a physical activity whereas listening is an intellectual activity. In the process of hearing we hear the speech sounds produced by the speaker whereas in listening the listener pays attention to the words of the speaker comprehends and tries to recall the message of the speaker. Thus hearing to gossips are just to be heard and forgotten whereas hearing to a lecture at academic level, hearing to the superiors by the subordinates in relation to your professional world requires active listening, because here you are really interested in understanding the message transmitted and then you give your response. Thus listening is a careful activity, where we tend to listen, to obtain information, to share our ideas, to convince others with our views, experiences as well as to solve problems.

4. VITAL FEATURES FOR A GOOD LISTENER

Keeping in view the professional world, the writer wishes to put forth some essential features for a good listener. Good listening skills should be developed on the part of the employers as well as the employees.

1. To develop human relations: Employers should listen to their employees talk. They should pay attention to what their subordinates are saying which may improve the company's productivity or custom relations.
2. To develop interpersonal relation: Subordinates' decisions should be listened to and given a careful thought. Employee relations may be affected due to inefficient listening. The superiors ought to listen to the grievances of their subordinate which have to be listened with sympathy.
3. To keep an open door policy: The employers should have a positive attitude toward his employee as well as his message. The employers are supposed to keep an open mind where they will first try to understand what is being said and then evaluate the message.
4. To have a calm mind: Having patience in listening on the part of the employer or employees is one of the most vital features in effective listening. Employees should listen to their superiors and pay attention to the instructions given regarding work, organizational policy and job duties, assignment of responsibilities in order to achieve a higher level of success.

Thus listening skills prove to be beneficial that makes the employees learn more, get more knowledge, understand their role and responsibilities. Good listening skills enable a better working environment and builds up a good rapport between the employees and the employers. It helps to improve the relations among its people which is a strong base for any organization to make it successful. It also helps in raising the morale of the employers and the employees, solving problems, acquiring suggestions and ideas as well as it enhances one's thinking.

Keeping in mind the vital role of listening skills, the writer intends to bring to the scene the factors that hamper listening as well as guidelines for effective listening.

5. FACTORS THAT HAMPER GOOD LISTENING

1. Diversion in your mind: This can be considered as the greatest hurdle in listening. Such barrier occurs when the listener's mind goes on a joy ride during the act of listening. The listener becomes busy thinking on something else and loses his concentration towards the speaker's message.
2. Being self-centered: People like to be heard and dislike listening. They wish other to listen to what they speak, but do not wish to listen to what others want to say. They listen only selective message that is only that part of the message which interests them and ignore the rest of the message.
3. Lack of interest in the subject: This also causes a barrier in listening. Sometimes people act as poor listeners and show their rejection to the speaker as well as the subject. But such attitude represents the listener's narrow mindedness. It is said that mostly uninteresting speakers communicate vital information whereas interesting speakers communicate very little information.

4. Tendency to criticize: Some people have the habit of criticizing the speaker with respect to his appearance, subject knowledge, paralanguage or style of communicating. No speaker should be evaluated on his style on communicating as there are such speakers who no matter may not well with presentation skills but they might be having good message to the listeners which would prove beneficial.
5. Planning a reply: Most of the listeners become busy involved in planning a reply to the speaker's message. During this process the listener's mind gets engaged in preparing a reply in the form of question or argument and thus misses the speaker's rest of the speech.

Concentrating on the barriers to effective listening, one should take efforts to identify with which of the above mentioned barriers they suffer from. Efforts should be taken to identify the barriers and try to cultivate good listening habits. In order to develop good skills the listener should concentrate on the following guidelines for effective listening which acts as a profile for an effective listener.

6. STRATEGIES FOR EFFECTIVE LISTENING

1. Put the speaker at ease: A speaker's responsibility is to transmit his message effectively. Similarly it the responsibility of the listener to listen to speaker's words by creating a positive atmosphere while listening. This can be done through listener's nonverbal communication. The listener's body language should depict that you are really interested in the speaker's message. Effective body language can be through keeping eye contact, showing your agreement to speaker's message by nodding your head, etc.
2. Have patience: Every speaker needs some time to get acquainted with his/her listeners. Allow the speaker to speak by listening and paying attention to his/her message. Interrupting or distracting the speaker makes him/her feel nervous and feels that you are not interested in the message.
3. Present yourself that you are listening: A speaker should be convinced that he is being listened to. This can be done through the use on non-committal expressions that is the use of the expressions- "I see," "oh,"; by nodding the head: appropriate facial expressions; making eye contact.
4. Avoid distractions: While the speaker is speaking-
 - a. Do not interrupt while he is communicating his message.
 - b. Do not ask question during his speech.
 - c. Do not criticize with respect to his message.
5. Keep an open mind: Do not come to any conclusions or judgment until and unless the speaker completes his speaking. Proper conclusion can be made only when you listen carefully the speaker's message, understand his point of view and then only you can come up to a proper evaluation of the speaker's message.

Thus keeping in mind the above mentioned guidelines for effective listening, one has to cultivate good listening habits which would help them to maintain good interpersonal relations.

7. CONCLUSION

Listening should not be taken for granted. Serious efforts should be made to develop this sensitive skill which will definitely help one to enrich his/her personality. It is a skill which we use throughout our life for various purposes. Listeners should be aware of their roles and follow the profile of an effective listener. There is an intense need to improve the listening skills through conscious efforts.

REFERENCES

1. Madhukar, R. K. "Business Communication" Second Edition, Vikas Publishing House Limited: New Delhi. 2012. Print.
2. Rai, Urmila & S.M. Rai. "Managerial Communication" Himalaya Publishing House: Mumbai. 2010. Print.
3. Rayudu, C.S. "Communication" Ninth Edition, Himalaya Publishing House: Mumbai. 2010. Print.
4. Sharma, R.C. & Krishna Mohan. "Business Correspondence and Report Writing" Fourth Edition, Tata McGraw Hill Education Private Limited: New Delhi. 2011.
5. ViswanathanRajeesh. "Business Communication" Himalaya Publishing House: Mumbai. 2010. Print.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

