

FIGURE INDEX

Figure No.	Title	Page No.
1.1	Diagrammatic representation of the conceptual Model	13
2.1	The contribution of Communication Activities to Real Manager's Effectiveness	45
2.2	Simplified version of the formal organisation	46
2.3	The Communication Continuum	49
2.4	How to use Four Levels of Uncertainty	71
3.1.	Simple Relationships between Problems, Methodology and Knowledge	86
3.2.	Organisation Chart of Apollo Tyres Ltd., Baroda	98
5.1	Communication and Decision making model for Educational Institution	166