

of conduct framed by an  
organisation to shape the  
behaviour of its employees.

### B. Global Aspect (Cultural Aspect)

The advanced methods of  
communication has made the  
world smaller. New markets  
and new sources of money  
can be easily explored  
across the globe by  
the business organisations. The  
growth of multinational companies  
is a perfect example in  
this direction.

One need to be more  
tolerant, courteous, and keenly  
perceptive of the non-verbal  
symbols to avoid cross  
cultural conflict because  
these may be different or  
even at various variance  
with another socio-cultural

patterns and norms.

One should treat one's foreign counterpart not as one would like to treat but as the foreign counterpart wants to be treated. For example a Chinese will feel offended if presented with the gift of a clock because it is supposed to bring bad luck to the receiver.

### C. Legal Aspect

One should be aware of legal aspect while dealing with governments individuals and organisations. At the time of communication the enforced laws and legal regulations should not be violated. Violation of laws and regulations while making communication can lead to the filing of defamation case.