

**IMPACT OF EFFECTIVE COMMUNICATION IN AN  
ORGANIZATION PROFITABILITY  
(A CASE STUDY OF GTBANK ILORIN KWARA STATE)**

*BY*

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**BEING A RESEARCH PROJECT SUBMITTED TO THE  
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## CERTIFICATION

This is to certify that this research work was carried out by **YUSUF AYOMIDE FATIMOH**, with matriculation number **HND/23/BAM/FT/1155**. And has been read and approved as meeting part of the requirements for the award of Higher Nation Diploma in Business Administration and management, (IFMS). Kwara State Polytechnic, Ilorin.

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## **DEDICATION**

I dedicate this project to Almighty God, the most merciful, the most beneficial, the first and the last, the beginning and the end for his unending love, during the course of my Higher National Diploma programme.

Also, this research work is dedicated to my parents, **MR.** and **MRS. YUSUF**.

## **ACKNOWLEDGEMENT**

All praise, adoration, and glorification are due to Almighty Allah, the most beneficent, the most merciful.

Millions of thank goes to Almighty Allah, when I don't believe in myself, God always give me one or two reasons to keep on going, and also in late memories of my dad and my uncle, I pray Almighty Allah grant them Al-Jana Fidause

My special thank go to my mother her prayer keeps elevating me, making me have hope in life. Also, my special thank go to my project supervisor, Mr. Awe. Thank you so much for your doing.

Special thanks also, go to my café-man Mr. Philip, thank u so much for your support. One way or the other. May almighty bless you abundantly.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

Communication has been variously defined by communication experts, while erudite scholars and educationists, with each of them defining it in accordance with his field of specialized areas of interest and prejudices. This therefore accounts for why there has not been one singular accepted definition of what communication presupposes for instance, it has been viewed as an act of sending or conveying and understandable information from the sender to the receiver through an appropriate channel, with the speakers responding to such a message in form of feedback.

There is no organization that does not involve in one management activities or the other management functions are performed in a duty today basis either in profit or nonprofit making organization. But all these activities cannot be efficient and effective in the absence of communication.

It is true that communication applies to all places of managing, it is particularly like that person responsible for directing the whole affair of the industry both human and material resources. He has to use a good communication so that all activities would be harmoniously co-ordinated towards the right direction.

Communication can make or mar an organization, it can determine the failure or success of an organization for an organization to be successfully operate. There is need for an effective communication between the superior and the subordinate on one hand and

organization and its environment on the other hand. By so doing everyone would know his or her responsibilities and its offer.

Communication could be inform of giving instructions, receiving information, exchanging ideas, announcing plans or strategies, company actual announcing plans or strategies comparing actual result against standards, laying down rules job description and organizational manuals.

There is a great need by all plays in an organization to have a better understanding of communication so as to avoid certain barriers that may hinder successful communication in organization.

## **1.2 STATEMENT OF THE STUDY**

Many organization do not find it easy to control those management activities as a result of the lapses that exist in the communication that might have been adopted in running of the organization in the realization of the impact of communication in an organization success, this research work will discuss the objective highlighted below:

- i. To describe two model of communication in an organization process.
- ii. To describe the flow of communication in an institution, i.e. the verbal and non-verbal formal and informal communication
- iii. To describe the place of communication in an institution
- iv. To identify the barriers to effective communication to also discuss breakdown in communication
- v. Finally, to suggest workable approaches, guideline and techniques to improve communication.



### **1.3 RESEARCH QUESTION**

The following research questions are asked:

- i.** Does communicator lead to greater productivities if it is well utilized?
- ii.** Does organization achieve its aims if there are obstacles in communication process?
- iii.** Can organization motivate its workers on employees with effective communication?
- iv.** How can effective communication contribute to organizational profitability?

### **1.4 OBJECTIVE OF THE STUDY**

The main objective of the study is to examine the impact of effective communication on performance, the other specific objective are to:

1. Examine how effective communication lead to a greater productivity.
2. Analysis how organization can achieve it aim with obstacle in communication.
3. Ascertain how organization can motivate its workers with effective communication.
4. Determine how effective communication contribute to organization profitability.

### **1.5 RESEARCH HYPOTHESIS**

1. Ho: There is no significant relationship between effective communication organizational productivities.

Hi: There is significant relationship between effective communication and organizational productivity

2. Ho: Effective communication is the major causes of the problem facing organization profitability.

Hi: Effective communication is not the major causes of the problem facing organization profitability.

3. Ho: effective communication improve the performance of organization profitability.

Hi: effective communication does not improve the performance of organization profitability.

## **1.6 SIGNIFICANCE OF THE STUDY**

The use of communication in any business organization can never be over emphasized. The reason is because invariably have direct effect on the profitability of such business organization, Good communication network equally created and important avenue for people i.e the workers in such organization to have a good rapport and inter-personal relationship which will to some extent help in raising formidable stamina of such organization in view of the above therefore, the study is very much important and relevant to any given business organization considering the effect communication networks post to nay business organization efficiency and profitability in the final analysis. Hence, smooth quick, importing and effective decision making can be set in motion out rightly jettison maladministration and brother necks as embedded in management basic functions which is decision making.

## **1.7 SCOPE OF THE STUDY**

The scope of this research work is to cover what indeed constitutes good flow or communication among personal of any given business organization and how some can be applied to enhance and improve and organization profitability with special reference and

restrictions to Gtbank Ilorin Sequel to some factors that can any may affects the scope of the study.

## **1.8 DEFINITIONS OF TERMS**

**Communication:** This is the exchange of information and transmission of meaning. It is the exchange of ideas and feeling between two parties.

**Management:** This is the coordination of human and material resources to achieve organization goal.

**Organization:** It can be refer to as one body management of parts and specification of individual part of it. It can be regarded as the ability to act as one body of socio grouping which is established in a more or less purposive or deliberate manners for the attunement or the accomplishment of a specific goal.

**Public sector:** Are wholly or payer owned by the government, public sector are established or incorporate by the government. Public sector are established and financed with the taxpayer's money at least the initial finding is usually from the public treasury.

**Inter personal communication:** Communication that take place within an individual. No second person is involved, everything is done by the individual.

**Feedback:** This is the No of Respondent of the receiver to the message which is in-unsent to the sources.

**Encoding:** This is the process of converting a sender idea into symbols word that compromise the message.

**Noise:** It is an interference that keep the message from being clear or understand.

**Medium:** This simply means the charnel through or communicating.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

Based on the discovery of the vital role which communication plays in any organization, several authors have viewed the concept from different perspectives and understanding it in different ways. Some it is studies under varying conditions without any fear of contradictions.

#### **2.2 CONCEPTUAL FRAMEWORK**

This is first identified in the 1940, systems theory achieves insights into communication (health & Bryant, 2000). Especially influential on organizational communication, systems theory explains how and why people form groups, each of which is a system as well as part of a larger system.

A system approaches to organizational communication expands the basics model of sender receiver to feature communication networks; the focus of organizational communication is on the whole system, rather than on parts of the system (Katz and Kalun, 1996).

Communication system, such as public affairs, are open “systems – they interact with their environments.

Open system “continually take in new information transform that information, and give information back to the environment” (Shockley – zalabak, 1999, P.43). By contrast “closed” systems are characterized by a lack of input communication, making it difficult to make good decisions and stay current with the needs of the environment (Shockley-

zalabak, 1999) closed systems lean towards entropy, chaos or total disorganization (Infante, Rancer and Womack, 1997). Applying the open system approach to military PA requires a purposeful sensing of the environment to anticipate and detect changes that affect the organization's relationships with its publics (Cutlip, center and Broom, 1985).

## **DEVELOPMENT OF ORGANIZATIONAL COMMUNICATION**

“Communication serves as the basis for control and co-ordination in organizations, it also provide information essential to effective completion of the organizational mission” (Poole, 1978, P. 493), but, what “exactly” is communication? In layman's terms, communication is the interchange of information between two or more person. Farace, Monge and Russell (1977) define communication as the exchange of symbols that are commonly shared by the individuals involved, and which evoke quite similar symbol referent relationships in each individuals. Organization communication goes a bit further.

Organizational communication is “both similar to and distinct from other types of communication” (Shockley – Zalabak, 1999). It is more than the daily interactions of individuals within organizations, it is the process through which or generations creates and shape events (Shockley Zalabak, 1999).

The study of organization communication centers of processes of interaction means by which people obtain information, form opinions, make decisions, merge into the organization, leave the organization and create rapport with one another (Shockley – Zalabak, 1999). Through communication, people coordinate their actions to achieve individual and organizational goals (Shockley – Zalabak, 1999).

Effective organizational communication within the PA arena is critical, the public's perception of credibility and validity of any PA office depends largely on the successful transmission of verbal and nonverbal messages and the sharing of information at all links (Sub systems) through the organization's channels.

According to Huse and Bowditch (1973), an organization is effective and efficient when it has the ability to be integrated and to consider three different perspectives simultaneously; structural design, flow and human factors. Hooking into this further, a literature review by Campbell (1977) found that more than 30 different criteria were used for the measurement of organizational effectiveness to a global views Campbell (1977) review also finds some of the measurement criteria to be inconsistent, in that few studies used multivariate measures of effectiveness and the same criteria were rarely used across studies (Praeger, 1986)

Communication has always been as still an important of daily living a typical day for a manager includes most of the following activities, deskwork, attending schedules meanings, telephone calls reading and answering correspondence etc. most of these activities involves communication. If management entails getting things done through people, communication is the essence of it.

Communication is not just the giving of information, it involves the giving of understandable information and receiving an understanding message involved to the point that the receiver is able to respond by appropriate action.

According to ROBERT C. APPLEBY in his book title modern business administration, communication is a means whereby people in an organization exchange

information regarding the operation of an expertise it is the interchange of an idea, facts and emotions by two or more persons by the use of words, letter and symbols.

Another definition by E.B BOLAJI and VICTORIA A. ALABI (1994) in their book title “the principle and practice of communication” defined as the exchange of message that serves your readers needs that make your exact meaning clear, that enables reader to share information with you. “Also in the same book, communication is defined as the transferring of a thought or message to another party so that it can be understood and acted upon”. From the above assertion we can recall that all activities in an organization depends on effective communication for success. There are basic elements for communication namely: communicator, encoding, medium, message, decoding feedback and noise.

1. **Communicator:** In an organization frame work, the communicator is an employee with ideas, information and purpose for communication.
2. **Encoding:** An encoding process must take place, it translate the communicator’s idea into systematic set of symbols into a language expressing the communicator’s purpose.
3. **Medium:** The medium is the carrier of the message, it include face-to-face, telephone, group, meetings, production schedule, memo, policy statement, sales forecast. Etc.
4. **Message:** The result of the encoding process is the message; the message is what the individual hope to communicate to the intended and the exact form.



5. **Decoding:** Decoding is a technical terms of the receivers' thought process, the receiver interprets (decode) the message in light of their previous experience and frames of references.
6. **Feedback:** A feedback loop provides a channel for the receivers Respondent.
7. **Noise:** In the framework of human communication, noise can be thought as those sectors that distort the intend message.

## COMMUNICATION CHANNEL

According to guide note by Mr. J.A AWOLOLA (1996) on practice of management, there are two types of communication channel available in an organization setting and they are formal and informal communication.

1. **FORMAL COMMUNICATION:** Are those established by the organization structure, and it can be divided into four (4) parts:
  - a. Downward communication
  - b. Upward communication
  - c. Diagonal communication
  - d. Horizontal communication
- A. **Downward communication:** This type of communication is used to convey directives from superior to subordinates.
- B. **Upward communication:** An effective organization needs upward communication in such situation. The communication is at the lower level in the organization than the receiver. However, successful upward communication is often necessary for sound decision making.

C. **Horizontal communication:** This type of communication takes place between department and people on the same level of the hierarchy. This type of communication is very useful in organization as it saves time, reduces the fear of unfounded reunions and enhances problems solving between department and sections.

D. **Diagonal communication:** These involve the flows information between departments or individual that are not on same level of the hierarchy.

## 2. **INFORMAL COMMUNICATION:**

Informal communication take place between persons in an organization whose relationship to another is not dependent on lines of authority and job function. Since formal communication channel represent only a portion of those channels, that exists within the structure much of communication taking place is informal in nature, it is not planned by the superior. The term most often used to identify these in formal channel in the, grapevine. The grapevine can be a source of factual data, although, the term carries the contention of inaccurate information.

The dangers in this gossip which mostly half-truth complete false hood which is usually determine to the organization.

Finally, one of the other channels is the sales representative. He frequently the carriers of much useful information by virtue of his admission into various organizations and his conversation with his customers and the staff.

## **PURPOSE OF COMMUNICATION**

According to the article written by E.A ODUNLAMI on effective communication in Nigeria supply management magazine September 1995 page II. The main purpose of communication is to effect changes in the achievement of corporate objectives. Decision must be communicated to others for implementation for instance purchasing must provide onward flow of information about price of raw materials, spares and general supply about government activities relating to the company and about supply sources.

The stock control must be information on stock replacement. The stock warehouse must inform purchasing about rejects, deliveries etc. the production department must keep other department aware of changes in production schedules etc. communication can be regarded as the foundation upon which the organization and administration must be built “CHESTER ARWARD” stressed that the first executive function is to develop and maintain a system of communication.

### **2.3 THEORETICAL FRAMEWORK**

Kemitten (1980) defines communication as a frame work upon which many component rest on. Organization that field that fails to practice effectively. The concept of communication might eventually not being able to achieve it's totally what organizational objectives is all about. Hence, organization is duty bound to communicate with the working force that constitutes the entries working apparatus. And as management is concerned, communication is duty bound to communicate with workforce that constitute is concerned, communication is the bedrock upon which the principle of management loans.

Robert Colin (1937) looks at communication as connective cord between one or more people. Its process involves the selection and use of recognized and acceptable symbols (e.g. words writing and pictorial device with adequate proficiency in order to achieve the purpose of communication).

Atoyebi and Oyeniyi (2000) state that communication as the means of transferring stimulus for the business organization can never be overemphasized.

Babatunde (1999) defines communication as an act done with the intention of expecting oriented; on the other hand, communication is seen oriented with the receiver attracting measuring to behavior. The process by which information is passed between industrial and organization by means of previously agreed symbol.

In this definition, the author seeks to work at the independence of human being the interaction that exists between the individual and the organization concerned. What he is saying is that, to pass on message to others, one has not realize symbol like word gesture drawing e.t.c. that stands for ideas he or she is trying to convey.

Kemten (1980) evaluates communication as also relates the organization to its external environment, it is through information exchange that manager become aware of the needs of customers, the availability of suppliers the claims of stock holders, the regulations of government and the concern of the community.

## **COMMUNICATION DEFINES**

Communication defines as a framework upon which many component rest on.

Communication can also be defined as process of act done with the intention of expecting oriented. On the other hand, communication is seen with oriented that receiver attracting measuring to behavior.

### **PROFITABILITY DEFINED**

Profitability can be defined as the process of suggests that relationship of generally is come to life when members of the formal, organization know one another. Some managers believe that through communication organization profit can be carrying out their projects.

### **METHOD OF COMMUNICATION IN AN ORGANIZATION**

Basically, the widely know techniques of communication is verbal, non-verbal and written communication. All these have favorably characteristic consequently, both type are often used to complement one another. Evident has shown that when a message is repeated throughout several media, it will be more accurately received comprehensively.

These called be described as follows:

**Written Communication:** Written communication includes letter, memorandum, reports, abstracts and minutes.

**Oral Communication:** This is face to face conversation and this oral Communication includes Interview, Meeting and Public Address, Telephone call for Training Selection e.t.c.

**Non – Verbal communication:** This is situation where neither taking nor writing example is Postures, Gestures, Chart, Model, Graph, Video, Tape, Diagram, and photograph.

## **TYPES OF COMMUNICATION IN AN ORGANIZATION**

There are two types of communication which are universally used and read in classification.

**i. Internal communication.**

**ii. External communication.**

**INTERNAL COMMUNICATION:** This is a situation in which members in the same section or department of an organization send message or ideas, felling symbols, to each other while the receiver assign meaning to the message receiver which is the same thing with which the sender intended.

**EXTERNAL COMMUNICATION:** This is a form of communication which exists between the supervisor and the subordinate and it may be between one organization and the other.

## **FACTORS FOR EFFECTIVENESS**

Babatunde (1995) says we often lease to listen in the large sense of being attentive to other persons in spoken reaction and attitudes. Even more services, is the fact that we are all quite at time of matters timeless, when the listening is one of the most important. Difficult and most neglected skills in communication. It demands that we concentrate not only on the explicit meanings to unspoken works, and undertones, which may be far more significant.

The following are considered to be necessary:-

- ❖ You must seek to clarify your idea before communicating
- ❖ Examine the true purpose of each communication.

- ❖ Consider the total physical and human settings whenever you communicate.
- ❖ Consulting others where appropriate in planning communication.
- ❖ Be mindful of content of your message.

## **COMMUNICATION TECHNIQUES IN ORGANIZATION**

As the communication process explains the work in and radio telecommunication in 1930s, the model illustrated systems that were interested in electrical signal which was transmitted by a long wire or radio wave and this happened during transmission.

Bachorun and Gasper (1998) show the success of the process depends heavily upon the sender receiving feedback. Naturally, the sender frequently reassures that these points are being received and understood. In other word, the following circular model of the communication process serve as a general purpose, one is which six stages are identified.

This involves the sender and the receiver at each stage. Key actions are highlighted together with illustration of what can go wrong and this implies the process.

## **IMPORTANT OF COMMUNICATION IN ORGANIZATION**

An organization is a stable of individual who work together to achieve the hierarchy to rank and division of Labour, which is common goal. The relationship among the number of an organization to function effectively in accomplishing certain objectives.

Most of the destructor is variable that involves organizational structure, for instance, assumption that individual (a) is trying to persuade individual. (b) Does not fuel it reporting medium from that “b” doe s not fuel it to be necessary.

## **BARRIERS EFFECTIVES COMMUNICATION IN ORGANIZATION**

Ajao (2003): Opines that communication is an interactive process. This is particularly true of the communication process itself and its components. The fluidity of the process allows it to be influenced variously by its component. Sometimes, this influence turns out to distort the very process of communication self feeding. To the transmission reception and interpretation of the message in ways other than those originally intended.

However, communications problems are symptoms of are deeply rooted problem, for example poor planning may be the cause for uncertainly. Poor designed origination structure may not clearly communicate organizational relationship vague performance standard may leave manages uncertain about what is expected of them. Barriers can exist in the sender (sound) in the transmission of the message in the received, for in the environment within which the percipient literacy is acquired.

## **EFFECT OF COMMUNICATION ON ORGANIZATIONAL PROFITABILITY**

The numerous messages passed within an organization travels through informal channel. This is inevitable as people normally and regardless of the nature of the organization transacts business within the organization through the informal channel basically.

Burton (1999): Suggest that relationship is general but come to life when members of the organization know one another. Some manager believe that through communication, organization profit can be carrying out their project.

Since all informal, information services are essential to human communication however, grapevine is inevitable and valuable. Indeed, the intelligent top managers would



probably be wise to feed the organization with accurate information since it is effective for quick communication.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

Research methodology: This is simply the way and method of which this research is being conducted. And also research methodology may be considered as a systematic and scientific process of gathering, recording and analyzing data about problems and issue relating to contribution of element or objects according to the earth surface and in the administration and management of the goods and services in a simple form. It is concerned with orderliness in every approach to data collection and analysis as well as applying more explicit, quantitative techniques to arrive at a favorable decision.

#### **3.2 RESEARCH DESIGN**

Research design is the general plan or structure of the investigation in order to obtain answer to the research questions. The research design include a description of the research design include a description of the research method used for collection that was analyzed to the completion of this project work. It also states the instrument employed. During the period of data collection and the instrument employed. During the period of data collection we employed random sampling techniques. This is because every member of the population has resources full equipment probable of being selected or included for the sample and again, the method is proved to be less sampling error.

#### **3.3 POPULATION OF THE STUDY**

The population size was made up of one hundred and twenty (120) the population in this content has been defined as the group of subject or unit about the study made some

cohesion. Population used in this project is made up of members of the staff and the beneficiaries of communication on organizational profitability.

### **3.4 SAMPLE SIZE AND SAMPLE TECHNIQUES**

The sample size will be thirty (30) people because, to embark on an extensive sampling of the population, which be considered to be too large. For charity purpose, the Gtbank Ilorin service provider was chosen to represents the whole organization because of its effectiveness and large number of employees.

### **3.5 METHOD OF DATA COLLECTION**

The sources of data collection described as information used for the study, which was obtained through primary and secondary sources.

**PRIMARY SOURCE:** This refers to the data obtained from personal interview questionnaire, survey, telephone conversation and sample survey. Therefore, to ease, our analysis, the management of Gtbank Ilorin services providers gave us information concerning the establishment of a body known as some of the workers in their patronage as regarding the impact of effective communication on organization productivity.

**SOURCE OF DATA:** Is more reliable and much more accessible than primary data: the reason is not far fetch they are already existing data in accessible form from library and allocated area for books. The purpose of this research is to be able to use both primary and secondary datum to gather in an organization profitable.

### **3.6 INSTRUMENT OF DATA COLLECTION**

It is been stated down in the course of this study, the both primary and secondary data were used. In order to gather data for this empirical study, to Gtbank Ilorin. Workers

were interview in the office. The interview was constructed and this helped in getting varied and sundry Respondent. It also went through some of their publication and daily activities.

It was therefore, though the above procedure that data for this empirical study was gathered.

The research instrument and techniques used carrying out the analysis of this questionnaire design depends on the nature of the data collected. But for the purpose of this work, we were able to use the sample percentage. This was adopted in order to minimizes the problem associated with the collection or data and to ensure that the result from this study were reliable as expected.

The actual validations of questionnaire utilize the same principle and procedure of the validation of every instrument of test and measurement. At most elementary level. It is necessary for the questionnaire to have face validity; this means that question must be related to the topic under investigation.

The validity of a questionnaire must be established before it is used in order to test the reliability and validity of the data.

### **3.7 METHOD OF DATA ANALYSIS**

Knowing how to legally design a research study and properly analyze the gathered data are two of the most critical knowledge tools a student can be acquire during his or her research.

However, Data collected were manually analyzed processed by the research using percentage to describe the relation of the respondents for easy understanding and clear

presentation as shown in chapter four of this project. Tabular Presentation was used to indicate the choice of respondent. For illustration and better understanding.

### **3.8 HISTORICAL BACKGROUND OF THE STUDY**

Guaranty Trust Bank Plc was incorporated as a limited liability company licensed to provide commercial and other banking services to the Nigerian public in 1990. The Bank commenced operations in February 1991, and has` since then grown to become one of the most respected and service focused banks in Nigeria.

In September 1996, Guaranty Trust Bank Plc became a publicly quoted company and won the Nigerian Stock Exchange President's Merit award that same year and subsequently in the years 2000, 2003, 2005, 2006, 2007, 2008 and 2009.

In February 2002, the Bank was granted a universal banking license and later appointed a settlement bank by the Central Bank of Nigeria (CBN) in 2003.

Guaranty Trust Bank undertook its second share offering in 2004 and successfully raised over N11 billion from Nigerian Investors to expand its operations and favourably compete with other global financial institutions. This development ensured the Bank was satisfactorily poised to meet the N25 billion minimum capital base for banks introduced by the Central Bank of Nigeria in 2005, as part of the regulating body's efforts to sanitize and strengthen Nigerian banks.

Post-consolidation, Guarantee Trust Bank Plc made a strategic decision to actively pursue retail banking. A major rebranding exercise followed in June 2005, which saw the Bank emerge with improved service offerings, an aggressive expansion strategy and its vibrant orange identity.

In 2007, the Bank entered the history books as the first Nigerian financial Institution to undertake a US\$350 million regulation S Eurobond issue and a US\$750 million Global Depositary Receipts (GDR) Offer. The listing of the GDRs on the London Stock Exchange in July that year made the Bank the first Nigerian Company and African Bank to be listed on the main market of the London Stock Exchange.

In December 2009, Guaranty Trust Bank successfully completed the first tranche of its \$200 million corporate bond targeted at increasing the depth of its operations in West Africa and Europe in the next couple of years.

In May 2011, the Bank successfully launched a US\$500 million bond - the first non-sovereign benchmark bond offering from sub-Saharan Africa (outside South Africa), to the international community. The highly successful offering which matures in 2016, went further to show the international finance community's believe in the GTBank brand.

In 2013, the Bank issued a USD 400,000,000 Euro bond at a coupon rate of 6%; the least obtained by a Nigerian company in the international capital market. The Eurobond was issued under the USD 2,000,000 Global Medium Term Note Programme, which is registered under both Regulation in the United State of America and Rule 144A in the United Kingdom and sold to investors across Africa, America, Asia and Europe.

The Managing Director of Guaranty Trust Bank is Mr. Segun Agbaje while the Chairman is Mrs. Osaretin Demuren.

## **THE OPERATION OF GUARANTY TRUST BANK PLC**

The bank is committed to providing professional banking services for the various facets of the Nigerian economy. To achieve this, it is divided into units that offer

specialized services to these various sector. These units include the Institutional Banking Group (IBG). The Commercial Banking Group (CBG), Public Sector Group (PSG). Investment banking group and the personal enterprise settlement group.

The institutional banking group is charged with the responsibility of serving multinational and large corporate organization on the manufacturing services, energy, aviation, telecommunication, import and export sector among others. The commercial banking group is structured to suit the banking needs of middle market players such as government with government premarital at the federal, state and local government levels providing financial advisory services and other tailor made product portend. While Adventism (personal banking) is a Respondent to the personal needs of the bank's high net with customers.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.1 INTRODUCTION

The productivity of an organization depends to a large extent on effective communication among other factors. Communication is a major factors in planning coordinating and organizing resources, both human and materials to actualize the goals and objectives of the organization.

In line with the above, the presentation, analysis interpretation of data collected from Gtbank Ilorin through questionnaire will be thoroughly examined in this chapter. In order to arrive at a conclusive and catch a glimpse of the communication situation and development from the case study each table presented will be interpreted accordingly.

#### 4.2 DATA PRESENTATION, ANALYSIS AND INTERPRETATION

A total number of fifty (50) questioners were distributed to the respondents and of which forty (40) responded. The analysis are represented below.

**TABLE 4.1 DISTRIBUTION OF RESPONDENT BY SEX**

<b>Sex</b>	<b>No of Respondent</b>	<b>Percentage</b>
Male	28	70
Female	12	30
<b>Total</b>	<b>40</b>	<b>100</b>

**Sources:** Research Field Survey, 2025

The above table indicate the age distribution of the respondents to the questionnaires. Only forty responded to their ages. Out of the forty



**TABLE 4.2   DISTRIBUTION OF RESPONDENT BY AGE**

<b>Age</b>	<b>No of   Respondent</b>	<b>Percentage</b>
18-25	14	10%
26-35	16	40%
36 above	20	50%
<b>Total</b>	<b>40</b>	<b>100</b>

**Sources:** Research Field Survey, 2025

This table show that the age distribution in percentage of the respondents. The age ranging from students to staff of Gtbank Ilorin out of all forty respondents, 10% were between the age range of 18-25 40% between 26.35 and 50% represents from 36 years and above.

**TABLE 4.3   DISTRIBUTION OF RESPONDENT BY MARITAL STATUS**

<b>Status</b>	<b>No of Respondent</b>	<b>Percentage</b>
Single	8	20%
Married	32	80%
<b>Total</b>	<b>40</b>	<b>100</b>

**Sources:** Research Field Survey, 2025

The total number of married respondents outweighs that of the single by 80-20%. This explains that the researcher received No of Respondent from the married than then the singles.

**TABLE 4.4 DISTRIBUTION OF RESPONDENT BY OCCUPATION**

<b>Options</b>	<b>No of Respondents</b>	<b>Percentage</b>
Trading	20	25%
Civil servant	15	27%
Self employed	5	11%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Sources:** Research Field Survey, 2025

From table 4.2.4 above, out of the 40 respondents 25% (20) were traders, were civil servants 27%(15), while the remaining 11% (5) were made up of self employed people. This means that student and civil servant conditions the bulk of those who responded to the questionnaires.

**TABLE 4.5 DISTRIBUTION OF RESPONDENT BY EDUCATIONAL QUALIFICATION**

<b>Qualification</b>	<b>No of Respondent</b>	<b>Percentage</b>
SSCE	4	10
ND	12	30
Bsc/HND	20	50
Master & above	4	10
<b>Total</b>	<b>40</b>	<b>100%</b>

**Sources:** Research Field Survey, 2025

The No of Respondent here suggest that, we have more of respondents with B.sc/HND than others, they have the 50% of No of Respondent while the other qualification shares the second.

In the table above 55% of the respondent has the opinion that oral method of communication in an organization is more important that the written while 45% believes otherwise.

How would you rate the effectiveness of communication in Gtbank Ilorin?

50% as in 10% for SSCE holder, 30% for ND holder, and 10% for people with masters and above.

## **SECTION B**

### **QUESTION**

**TABLE 4.6 DO YOU BELIEVE IN THE POWER OF COMMUNICATION?**

<b>Option</b>	<b>No of Respondent</b>	<b>Percentage</b>
Yes	38	95%
No	2	5%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Sources:** Research field survey, 2025

It is not a new thing that so many people believe so much on what communication could 20 toward the effective performance of an organization 95% of the respondents affirms this while just 5% of them disagrees.

**TABLE 4.7. CAN BAD COMMUNICATION AFFECT THE EFFECTIVENESS OF AN ORGANIZATION?**

<b>Option</b>	<b>No of Respondent</b>	<b>Percentage</b>
Yes	38	95%
No	2	5%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Sources:** Research field survey, 2025

Like as in the case of the No of Respondent we have above thirty-eight out of forty believes that bad communication could affect how well an institution performs.

**TABLE 4.8 WHAT METHOD OF COMMUNICATION WORKS EFFECTIVELY?**

<b>Method of communication</b>	<b>No of Respondent</b>	<b>Percentage</b>
Oral	22	55%
Written	18	45%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Sources:** Research field survey, 2025

From the table 4.4 oral communication is 22, while written communication is 18 respondent which is shows that oral communication is plenty than written communication.

**TABLE 4:9 WHAT MEDIUM IS THE BEST?**

<b>Medium</b>	<b>No of Respondent</b>	<b>Percentage</b>
Interpersonal	18	40%
Print medium	10	25
Electronic	12	30%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Sources:** Research field survey, 2025

From this table sixteen respondents believes in the effectiveness of interpersonal communication, ten respondents believes in print medium while fourteen of the forty respondent think electronic medium is most effective.

**TABLE 4.10 DO YOU KNOW GTBANK ILORIN?**

<b>Option</b>	<b>No of Respondent</b>	<b>Percentage</b>
Yes	40	100%
No	0	0%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Sources:** Research Field Survey, 2025

All the respondents knows so much about Gtbank Ilorin, it is not a surprise as most of them are either staff or students there.

**TABLE 4.11 HOW WOULD YOU RATE THE EFFECTIVENESS OF COMMUNICATION IN GTBANK ILORIN?**

<b>Effectiveness</b>	<b>No of Respondent</b>	<b>Percentage</b>
Good	20	50%
Fair	14	35%
Bad	6	15%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Sources:** Research Field Survey, 2025

With the No of Respondent of the people, half of them thinks Gtbank Ilorin communication is effective enough while fourteen and believers that it is fair and bad respectively.

**TABLE 4.12 IF BAD RESPECTIVELY WHAT SHOULD BE ZONE?**

<b>Effectiveness</b>	<b>No of Respondent</b>	<b>Percentage</b>
Employ a public Relation officer if none	20	50%
Allow the free flow to the school student through the Sug	20	50%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Sources:** Research Field Survey, 2025

This table shows that the introduction of the alternative will be helpful toward communication effectiveness in the institution, the options has equal halves of the percentage No of Respondent 50-50%.

**TABLE 4.13 DO YOU THINK GTBANK ILORIN NEEDS A TRANSMITTING STATION**

<b>Necessity of transmitting station</b>	<b>No of Respondent</b>	<b>Percentage</b>
Yes	26	65%
No	14	35%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Sources:** Research Field Survey, 2025

Respondents to a larger extent believe that having a transmitting station which be of help to the institution of established. This will have seen the in No of Respondent of 65% of the feedback from the respondents.

**TABLE 4.14 IF YES WHICH OF THESE MEDIA?**

<b>Media</b>	<b>No of Respondent</b>	<b>Percentage</b>
Print	25	65%
Radio	10	35%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Sources:** Research Field Survey, 2025

In no of Respondent to this question, respondents think having a radio transmitting station will help more effectively than having a print medium 65% - 35%.

**TABLE 4.15 CAN EFFECTIVE COMMUNICATION BE LEARNT?**

<b>Effective of communication</b>	<b>No of Respondent</b>	<b>Percentage</b>
Yes	36	90%
No	4	10%
<b>Total</b>	<b>40</b>	<b>100%</b>

**Sources:** Research Field Survey, 2025

The table above explains that 90% of the No of Respondent from the people believes that the art communication can be learnt.

Therefore, if the institution has a problem of bad communication training of people in the art will help in enhancing effective communication in Gtbank Ilorin which will in turn give room for speedy growth of the educational institution.

#### **4.3 DISCUSSION OF FINDINGS**

This research study was aimed evaluating the impact of effective communication in an organizational profitability in Gtbank Ilorin services provides and to ascertain the efficiency of effective communication in an organizational profitability. The research work was conducted in Nigeria a telecommunication service provides, however, information was also gathered from Ilorin branch and Lagos branch only.

With reference top data collection for empirical study and the subsequent analysis of such data,

The following findings were made.

1. The majority of executive senior staff of the Gtbank Ilorin services has put in not less than nine years of services.



2. The general school certificate of education, A-level Nigeria certificate in education, ordinary national diploma (OND), higher national diploma (HND) and first degree form of major qualification of the staff.
3. The management achieved its set goals and objectives through the effective of the workers also through communication between the senior staff to the lower staff which creates provision for back (Respondent)
4. Improvement and adjustment made from the analysis of the view of employee of the communication services in Nigeria and communication practice in the company before a reasonable conclusion.
5. Finally it was found out that the communication sector is better supervised through the aid of computer.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 SUMMARY OF FINDINGS**

The topic of the study is basically on the impact of effective communication on organizational profitability. It also delves into the breakdown in communication between management and employees as a great implication towards achievement of the organization's profitability. This research was geared towards communication services providers in Nigeria could be influenced positively by good and effective communication both at the interpersonal and organization level.

The importance of communication on organizational profitability and objectives cannot be over emphasizing. Earlier in this work it was pointed out that often time in an organization only employee on the lower levels as we move down the organizational hierarchy ladder, even where management communication is clear and concise, a lot of barriers work against the transmission of the information network to rule over the actions that goes on day in the organization. Consequently, if management must achieve its set goals and objectives, it must be through the effect of the workers and effective communication, there is also the need to make provisions for feedback. It is not only the management that can check the effectiveness of communication in an organization, necessary improvement and adjustment can also be made from analysts of the view of employees of the communication services providers in Nigeria on communication practices in the company before a reasonable conclusion can be reached.

## **5.2 CONCLUSION**

Having critically examined the impact of communication on any given organization profitability in this project work, I therefore conclusively opined that before any given business organizational profitability scan be adequately maximized, the management of such organization must place high premium through which both the superior and subordinate workers can make a meaningful suggestion to the management. And such useful suggestion when taken introduce consideration can to some extent and is a way affect the policy formulation of such organization which in the final analysis help in the raising of the stamina and as well help in maximizing the profit margin of such business organization. But when reserve is the case and necessary measures are not concern will experience total collapse.

## **5.3 RECOMMENDATIONS**

The achievement of the objectives of any given organization depends on the ability of its workers to perform efficiently, and workers can only perform efficiently only if they know what to do and how is to be done, and also have knowledge of the work to be done in an environment which gives a sense of belonging and friendly as well in order to create an enabling atmosphere for workers to perform well and yield good output towards the advancement of the organization.

The following are measures used in accomplishing set goals in an organization;

1. Set goals are accomplished by good communication. Having discovered that communication determined to a large extent, the success of the management team ant it is based on my findings. I wish to make the following recommendation; special

attention should be given to the provision of timely information so that employees will have accurate information of the time it is revealed for action. Concerted effort should also be made to eliminate bureaucratic bottleneck which result to delay in communication.

2. Management must not under estimate or attach less importance to information which are of great importance to employees from personal interview held with same members of stand regular meetings need to be held on a day-to-day basis in order to enhance a mutual understanding of the organization objectives.
3. Formal channels if upward communication such as suggestion scheme should not only be established but be made functional. A committee should also be set criticism from employees and make recommendation to management. Any employee who makes a reasonable suggestion which is adopted by the management should be rewarded adequately.
4. The principles of the possibility of effective communication should be made practice as possible. Management should be brief and concise when constructing any type of information that is intended to be disseminated to the employees in an organization.
5. The overall availability of communication can be improved by the application of research finding in the field of communication as published from time to time in Journals, such Journals in Nigeria is published usually by the Nigeria institute of management. All staff in this organization should be regularly exposed to such information that will enhance their output towards the realization of set goals in the organization in order to maximize project.

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