

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Chapter 12: Base knowledge worksheet

Full sentence answers are **not** required: SL/HL 29 marks, 29 minutes

- 1 Communication consists of the exchange of information between two or more people. What distinguishes effective communication? (2)
  
- 2 Give **three** reasons why effective communication is important for businesses. (3)
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- 3 Give **three** examples of communication using each of the following media. (9)
  - oral
  
  - written
  
  - electronic
  
- 4 Electronic media are sometimes thought to have a negative influence on efficiency. Give **three** reasons why this may be. (3)
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- 5 What is the formal business term for hearing information through rumours or 'on the grapevine'? (1)

6 List **six** barriers to effective communication.

(6)

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7 Arrange the list of communication networks below into two groups: centralised and decentralised.

(5)

- chain
- integrated
- circle
- wheel
- vertical

Centralised:

Decentralised: