

Chapter 12: Worksheet mark scheme (29 marks)

- 1 Communication consists of the exchange of information between two or more people. What distinguishes effective communication? (2)
It is two-way, fast and efficient: questions can be asked and feedback given.
- 2 Give **three** reasons why effective communication is important for businesses. (3)
- helps motivate employees
 - slow communication would slow down decision-making
 - reduces errors caused by poor understanding
 - helps interdepartment efficiency of coordination
 - if more ideas are generated and communicated, then this may help problem solving or innovation
- 3 Give **three** examples of communication using each of the following media. (9)
- oral: meetings (individual/group), phone, interviews, presentations
 - written: letter, note, notices on boards, diagrams, plans, reports
 - electronic: email, Skype, video conferences, mobile phones
- 4 Electronic media are sometimes thought to have a negative influence on efficiency. Give **three** reasons why this may be. (3)
- language used may be unclear
 - may need special training: expensive/time consuming
 - security problems
 - reduce social contact
 - information overload: especially when are too many emails mask the important information
- 5 What is the formal business term for hearing information through rumours or ‘on the grapevine’? (1)
Informal communication
- 6 List **six** barriers to effective communication. (6)
- inappropriate medium used
 - oral message too long to remember
 - vagueness
 - receiver does not understand technical language
 - language problems between countries
 - time differences make communication difficult
 - channel of communication too long, so message is changed or lost on the way
 - message is lost among too much information
 - sender not trusted/respected, so is not listened to
 - noise
 - geographic distance may make communication impersonal
 - cultural differences may mean message is interpreted differently

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

(5)

- chain
- integrated
- circle
- wheel
- vertical

Centralised:

- chain
- wheel
- vertical

Decentralised:

- circle
- integrated