

Exercise walk-through

Business communication ■ 7.2

eXercise

You must be able to

- describe the stages of the communication process
- explain common barriers to communication
- analyse and evaluate ways to improve communication in a business

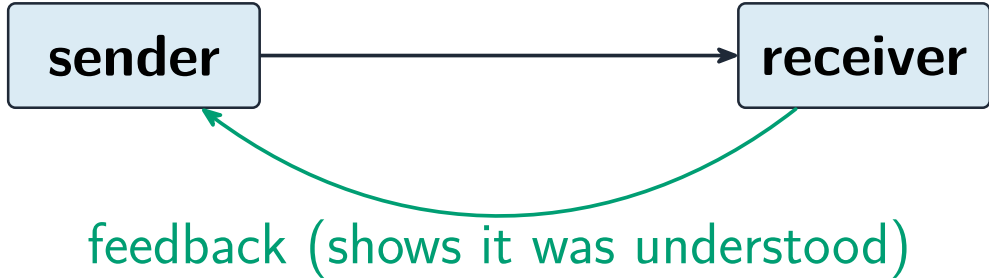
Method — The communication process

- **Process:** a sender sends a message through a medium to a receiver; **feedback** shows it was understood.
- **Barriers:** unclear or long messages, a poor medium, too many hierarchy levels, language/culture, lack of trust.
- **Improve by:** shortening the chain of command, choosing the right medium, keeping messages clear, asking for feedback.

Answer shapes: AO1 + AO2 + AO3 (reasoning chain) + AO4 (a supported judgement *in context*).

Method — The communication process

message (sent through a medium)



The message flows from sender to receiver, and feedback confirms it was understood

Practice 2.1 ■ 2 marks

State the four stages of the communication process.

Solution 2.1

Method: The communication process

Worked steps

sender → medium → receiver → feedback (2 for all four in order; 1 for a partial list).

Practice 2.2 ■ 2 marks

Define the term *barrier to communication*.

Solution 2.2

Worked steps

anything that stops a message getting through clearly from sender to receiver (2 for a clear definition; 1 for a partial idea).

Practice 2.3 ■ 2 marks

State two barriers to effective communication.

Solution 2.3

Method: The communication process

Worked steps

any two of: an unclear or too-long message; a poor medium; too many hierarchy levels; language or cultural differences; lack of trust ($1 + 1$).

Exam-style 3.1 ■ 3 marks

Explain one benefit to a business of good communication.

Solution 3.1

Method: The communication process

Worked steps

[3] **AO1** 1 — name a benefit (higher motivation; fewer mistakes; faster decisions).
AO2 up to 2 — develop it, e.g. clear instructions mean staff know exactly what to do → fewer errors → less waste and rework (2 developed / 1 limited).

Exam-style 3.2 ■ 8 marks

Analyse two **barriers** that could stop a message reaching staff clearly.

Solution 3.2

Method: The communication process

Worked steps

[8] For **each** of two barriers: **AO1** 1 + **AO2** 1 + **AO3** up to 2. Example chains — *too many levels*: the message passes through many managers → it is changed or delayed on the way → staff act on the wrong information. *Poor medium*: an important message sent by a quick text → detail is lost → misunderstanding and mistakes. Maximum 4 per barrier, 8 total.

Exam-style 3.3 ■ 12 marks

A business has slow, unclear communication between its managers and staff. Evaluate how it could improve its communication.

Solution 3.3

Method: The communication process

Worked steps

[12] **AO1** 2 / **AO2** 2 / **AO3** 2 / **AO4** up to 6. Options: **shorten the hierarchy** (delaying speeds messages but raises spans), **choose better media** (cheap but needs training), **encourage feedback** (confirms understanding but takes time), **train staff**. Judgement: the best fix depends on the cause — if the chain is too long, delaying helps most; if messages are unclear, better media and feedback matter more — usually a combination is needed.