

7.2 Business communication

Name: _____ Class: _____ Date: _____ **Total: 29 marks**

KEY WORDS barrier 障碍 • communication process 沟通过程 • business communication 商务沟通
• communication 沟通 • medium 媒介

Objective

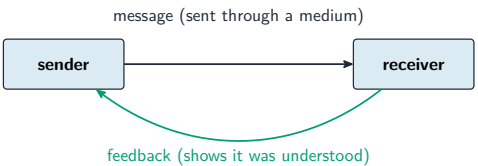
Build the skills to answer exam questions on **business communication** 商务沟通 — the **communication process** 沟通过程 (sender, medium, receiver, **feedback** 反馈), **barriers** 障碍 to communication, and how to improve it.

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

1 Worked examples

■ The communication process



Sender → medium → receiver → feedback

- **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*).

2 Practice

2.1 State the four stages of the communication process. [2]

2.2 Define the term *barrier to communication*. [2]

2.3 State two barriers to effective communication. [2]

3 Exam-style questions

3.1 Explain one benefit to a business of good communication. [3]

3.2 Analyse two **barriers** that could stop a message reaching staff clearly. [8]

3.3 A business has slow, unclear communication between its managers and staff. Evaluate how it could improve its communication. [12]

Solutions

Business answers are marked by **level of response** against the assessment objectives: award **AO1** knowledge, **AO2** application, **AO3** analysis and **AO4** evaluation.

2.1 sender $\rightarrow$ medium $\rightarrow$ receiver $\rightarrow$ feedback (2 for all four in order; 1 for a partial list).

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

2.3 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).

3.1 [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).

3.2 [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.

3.3 [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.