

## 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

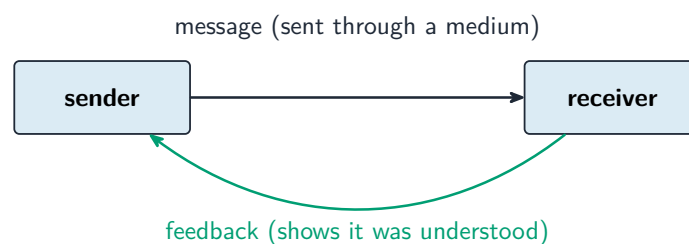
Build the skills to answer exam questions on **business communication** 商务沟通 — the **communication process** 沟通过程 (sender, medium, receiver, **feedback** 反馈), **barriers** 障碍 to communication, and how to improve it.

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

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

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

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**2.3** State two barriers to effective communication. [2]

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## 3 Exam-style questions

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

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

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[12]