

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

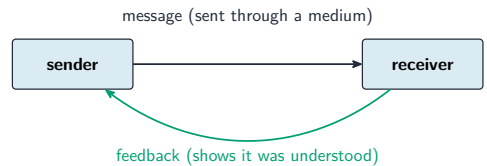
Build the skills to answer exam questions on **business communication** 商务沟通 — the **communication process** 沟通过程 (sender, medium, receiver, **feedback** 反馈), **barriers** 障碍 to communication, and how to improve it.

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]

[12]