

2.4 Internal and external communication

Name: _____ Class: _____ Date: _____

Total: 20 marks

KEY WORDS communication • external • internal • suppliers
• feedback

Objective

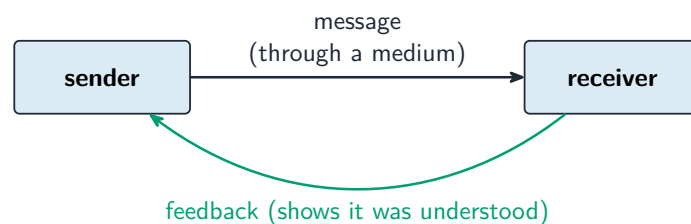
Build the skills to answer exam questions on **internal and external communication** – the **communication process**, **one-way and two-way communication**, and **barriers**.

You must be able to:

- describe the communication process (sender, message, medium, receiver, feedback)
- distinguish one-way from two-way, and internal from external communication
- explain barriers to communication and how to reduce them

1 Key knowledge and worked examples

■ The communication process



Sender → message → medium → receiver → feedback

- **Two-way communication** lets the receiver reply (feedback) – usually better than **one-way**.
- **Internal** : inside the business. **External** : with customers/suppliers.
- **Barriers** : a long/unclear message, a poor medium, language differences, inattention.
- **Reduce them:** keep messages short and clear, choose the right medium, ask for

feedback.

Answer shapes: K + App + An + Ev (a justified judgement, for “do you think” questions).

2 Practice

2.1 State the five parts of the communication process. [2]

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

2.3 State the difference between *internal* and *external* communication. [2]

3 Exam-style questions

3.1 Identify two barriers to effective communication. [2]

3.2 Explain two benefits to a business of good communication. [6]

3.3 Do you think two-way communication is always better than one-way communication?
Justify your answer. [6]
