

2.4 Internal and external communication

Name: _____ Class: _____ Date: _____ **Total: 20 marks**

KEY WORDS communication 沟通 • external 外部沟通 • internal 内部沟通 • suppliers 供应商
• feedback 反馈

Objective

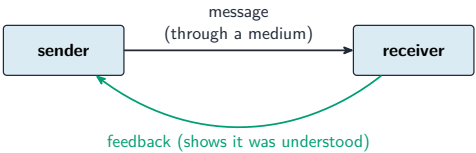
Build the skills to answer exam questions on **internal and external communication** 内部与外部沟通 — the **communication process** 沟通过程, **one-way and two-way** 单向与双向 communication, and **barriers** 障碍.

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 Worked examples

■ The communication process



Sender → message → medium → receiver → feedback

- **Two-way communication** 双向沟通 lets the receiver reply (feedback) — usually better than **one-way** 单向.
- **Internal** 内部沟通: inside the business. **External** 外部沟通: with customers/suppliers.
- **Barriers** 障碍: 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]

Solutions

IGCSE Business answers are marked by **level of response**: award **K** knowledge, **App** application, **An** analysis and **Ev** a justified judgement.

2.1 sender; message; medium; receiver; feedback (2 for all five; 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 internal communication is between people inside the business; external communication is between the business and outside people (customers, suppliers) (2 for a clear difference; 1 for a partial idea).

3.1 any two of: a long/unclear message; a poor medium; language differences; a receiver not paying attention (1 + 1).

3.2 [6] For **each** of two benefits: K 1 + An up to 2 — e.g. *fewer mistakes*: clear instructions mean workers know exactly what to do → less waste and rework. *Motivation*: workers who are kept informed feel valued → they work harder. Maximum 3 each.

3.3 [6] Both sides + judgement. **For two-way**: feedback checks the message was understood, so fewer mistakes, and workers feel involved. **Against**: it is slower, and for a simple instruction or a public notice, one-way is quicker and enough. **Judgement (Ev)**: two-way is better when understanding matters, but one-way is fine for simple, urgent messages — it depends on the message and how important feedback is.