

Solutions

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

Each answer shows the steps, then the **result**.

2.1

- **sender, message, medium, receiver, feedback** (K)

2.2

- a **communication barrier** is anything that stops a message getting through **clearly** (K)

2.3

- **internal**: people **inside** the business (K)
- **external**: the business and **outside** people (customers, suppliers) (K)

3.1

- any **two** of: long/unclear message / poor medium / language / receiver not paying attention (K, K)

3.2

- for **each** of two benefits: K + An, max 3 each
- e.g. **fewer mistakes**: clear instructions → less waste
- e.g. **motivation**: workers kept informed feel valued → they work harder

3.3

- **for two-way**: feedback checks understanding; workers feel involved
- **against**: slower; one-way is enough for a simple notice
- **judgement (Ev)**: two-way when understanding matters; one-way for simple, urgent messages