

Exercise walk-through

Internal and external communication ■ 2.4

eXercise

You must be able to

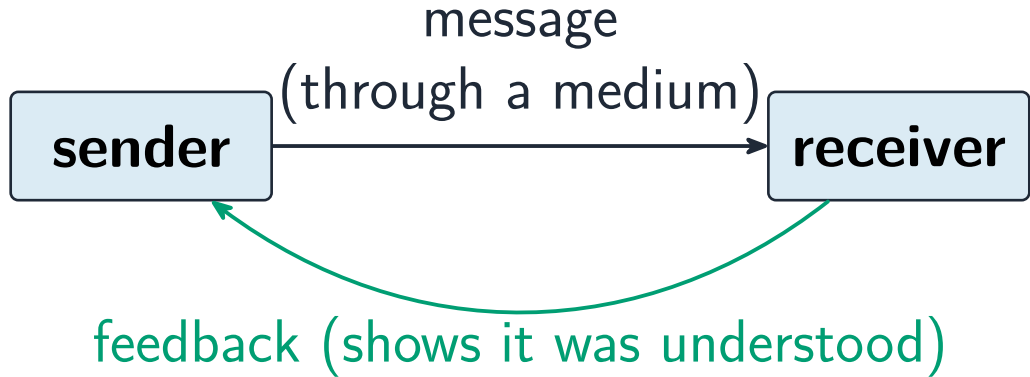
- describe the communication process (sender, message, medium, receiver, feedback)
- distinguish one-way from two-way, and internal from external communication
- explain barriers to communication and how to reduce them

Method — The communication process

- **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).

Method — The communication process



The message flows from sender to receiver, and feedback confirms it

Practice 2.1 ■ 2 marks

State the five parts of the communication process.

Solution 2.1

Method: The communication process

Worked steps

sender; message; medium; receiver; feedback (2 for all five; 1 for a partial list).

Practice 2.2 ■ 2 marks

Define the term *communication barrier*.

Solution 2.2

Worked steps

anything that stops a message getting through clearly from sender to receiver (2 for a clear definition; 1 for a partial idea).

Practice 2.3 ■ 2 marks

State the difference between *internal* and *external* communication.

Solution 2.3

Method: The communication process

Worked steps

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).

Exam-style 3.1 ■ 2 marks

Identify two barriers to effective communication.

Solution 3.1

Method: The communication process

Worked steps

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

Exam-style 3.2 ■ 6 marks

Explain two benefits to a business of good communication.

Solution 3.2

Method: The communication process

Worked steps

[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.

Exam-style 3.3 ■ 6 marks

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

Solution 3.3

Method: The communication process

Worked steps

[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.