Investigating Businesses

Table 1: Types of Communication for Coca-Cola

Format	Example? How is it is used?	Which functional area uses it? For what purpose?
Oral		
Written Internal (3 examples) External (3 examples)	**Memo –** This is a short note written in a concise manner to convey information quickly to employees	HRM dept may use this to inform staff of a pay rise
ICT based (3 examples)		
Graphical (3 examples)		

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comment

Table 2: Strengths and Weaknesses or Advantages and Disadvantages

Type of communications	Strengths/Advantages	Weaknesses/Disadvantages
Oral/Verbal eg Telephone eg Meetings eg Face to face eg Interviews	Can transmit simple messages throughout the depts. very quickly. Relatively cheap. The feedback or response is immediate. Eg 'Hello, it's Mr Collins from the HRM dept. Can you get Mr Roger's Timesheets?' Mrs Peters from the Admin. Dept answers, 'Yes they will be ready for you this afternoon'.	Not the ideal form of communication if you want to convey complex information. Clear speech is essential for messages to be conveyed properly. After, the message has been delivered the details can easily be forgotten. Like Chinese Whispers it can get distorted the number of channels it passes through.
Written eg Memo <choose three more examples>	It is formal and can be kept as a permanent record; information can be studied at leisure. It can be photocopied. It can include visual information like diagrams & graphs	Takes a long time to produce. The writing must be legible Delivery takes a long time and the feedback response is delayed.
ICT bases <choose three examples>		
Graphical <choose three examples>		