

Investigating Businesses

For Mark Band 1, you have to explain, using examples, how each different functional area communicates with each other, and external contacts.

To get Mark Band 2, you need to say how effective communications can help a business to meet its aims and objectives.

DELETE ANYTHING IN RED BEFORE YOU PASTE INTO COURSEWORK

Task 1

To begin with, write a definition for communications. Look back at your notes for the communications definition. There are different ways to describe the kind of communication that is taking place, ie formal, informal, internal and/or external.

Task 2

As you know from your knowledge there are four main methods of communications: Oral communications, eg telephone conversations; Written, eg sending letters; ICT based, eg using video conferencing and Graphical communication, eg producing graphs.

Explain in detail these different methods of communications. You must include 3 paper-based types of communications - use a Letter, Memo and Report and include ICT methods of communications - to cover these different types of communications. For ICT methods you can use Emails, Video conferencing, Internet or Intranet. You have to give details on how it works, whether the communication is for internal or external use and whom it is for within the organisation. You need to say why this method of communication is appropriate and whether there are advantages and disadvantages of the type of communication. You could also explain how the communication meets the aims and objectives of the business.

This task can be undertaken in a table form ie look back at class notes and handout as a guide. But you need to put more information in the table on which business departments use the particular method of communication and also state whether it is effective ie you will be looking advantages and disadvantages of each type: oral, written, IT, and visual communications.

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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Table 1: Types of Communication for small business

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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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>		