



Exploring Business Effective Business Communication Comprehension Questions

View the programme attentively. As you watch, complete the following comprehension questions and tasks.

1. a) Finish this sentence. The audience of internal business communication includes:

- b) List six (6) methods of internal communication.

2. a) Finish this sentence. The audience of external business communication includes:

- b) List six (6) methods of external communication.

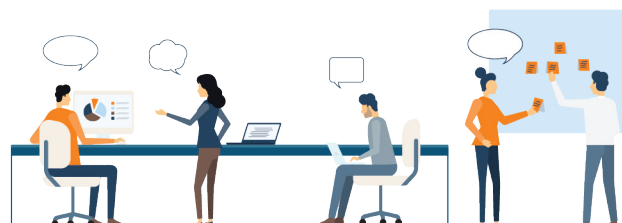
3. Fill in the missing words from the word bank. Use each word once only.

audience
dialogue
segmentation

message
immediately

social
language

Effective communication happens when businesses ensure the _____ they deliver is on target and appropriate for the _____. Businesses need to match their _____ to the communication method. For example, a tweet will be written differently to a press release. Using technology, businesses can deliver messages _____ and use _____ to ensure the information the audience receives is relevant to them. _____ media allows businesses to have a two-way _____ with their audience.





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4. Link the advantages and disadvantages below to the type of communication they refer to.
- a) Establishes relationships and better understanding
 - i) written communication
 - ii) face-to-face communication
 - b) Allows time for review
 - i) written communication
 - ii) face-to-face communication
 - c) Takes time to prepare
 - i) written communication
 - ii) face-to-face communication
 - d) Cuts down time spent in meetings
 - i) written communication
 - ii) face-to-face communication
 - e) Audience can feel disengaged
 - i) written communication
 - ii) face-to-face communication
 - f) Requires coordination of schedules
 - i) written communication
 - ii) face-to-face communication

5. Explain why using a combination of communication methods is key to a business' success.

