



Exploring Business Effective Business Communication Suggested Responses

Comprehension Questions

1. a) staff/employees, managers, leadership team etc.
b) Suggestions include:
 - Online tools
 - Meetings
 - Workshops
 - Written information
 - Working groups
 - Project boards
 - Email
2. a) the public, customers, suppliers etc.
b) Suggestions include:
 - Public relations consultants
 - Public exhibitions of projects
 - Public consultations
 - Press releases
 - Interviews
 - Website updates
 - Social media
 - Public speaking/conferences
 - Promotional videos
3. Effective communication happens when businesses ensure the **message** they deliver is on target and appropriate for the **audience**. Businesses need to match their **language** to the communication method. For example, a tweet will be written differently to a press release. Using technology, businesses can deliver messages **immediately** and use **segmentation** to ensure the information the audience receives is relevant to them. **Social** media allows businesses to have a two-way **dialogue** with their audience.
4. a) ii) face-to-face communication
b) i) written communication
c) i) written communication
d) i) written communication
e) i) written communication
f) ii) face-to-face communication





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5. A combination of communication methods is important to ensure the message is received quickly and appropriately for the target audience, and in a way that it is least likely to be overlooked. Different messages may need to be delivered to different audiences, and businesses should use the communication method(s) that most resonate with that audience.

Evaluating Communication Methods – Student responses will vary.

Master the Message – Student responses will vary.

Transcript – For student and teacher use.

