

# Chapter 15

## Ordinary Level Questions

Q1. Match each reason to how communication supports it.

Reason to communicate	Description of the reason
A. Helps managing change	1. Makes staff feel included and reduces their uncertainty
B. Encouraging innovation	2. Encourages people to share new ideas and feel safe speaking up
C. Promoting a positive culture	3. Helps employees understand how their work matters
D. Increasing engagement	4. Builds trust and mutual respect

A	B	C	D
1	2	4	3

Q2. (i) Explain why supporting collaboration is important for communication in an organisation.

Supporting collaboration helps everyone stay aligned around shared goals and responsibilities.

When information flows clearly between team members, it reduces confusion and allows people to share ideas and solve problems efficiently.

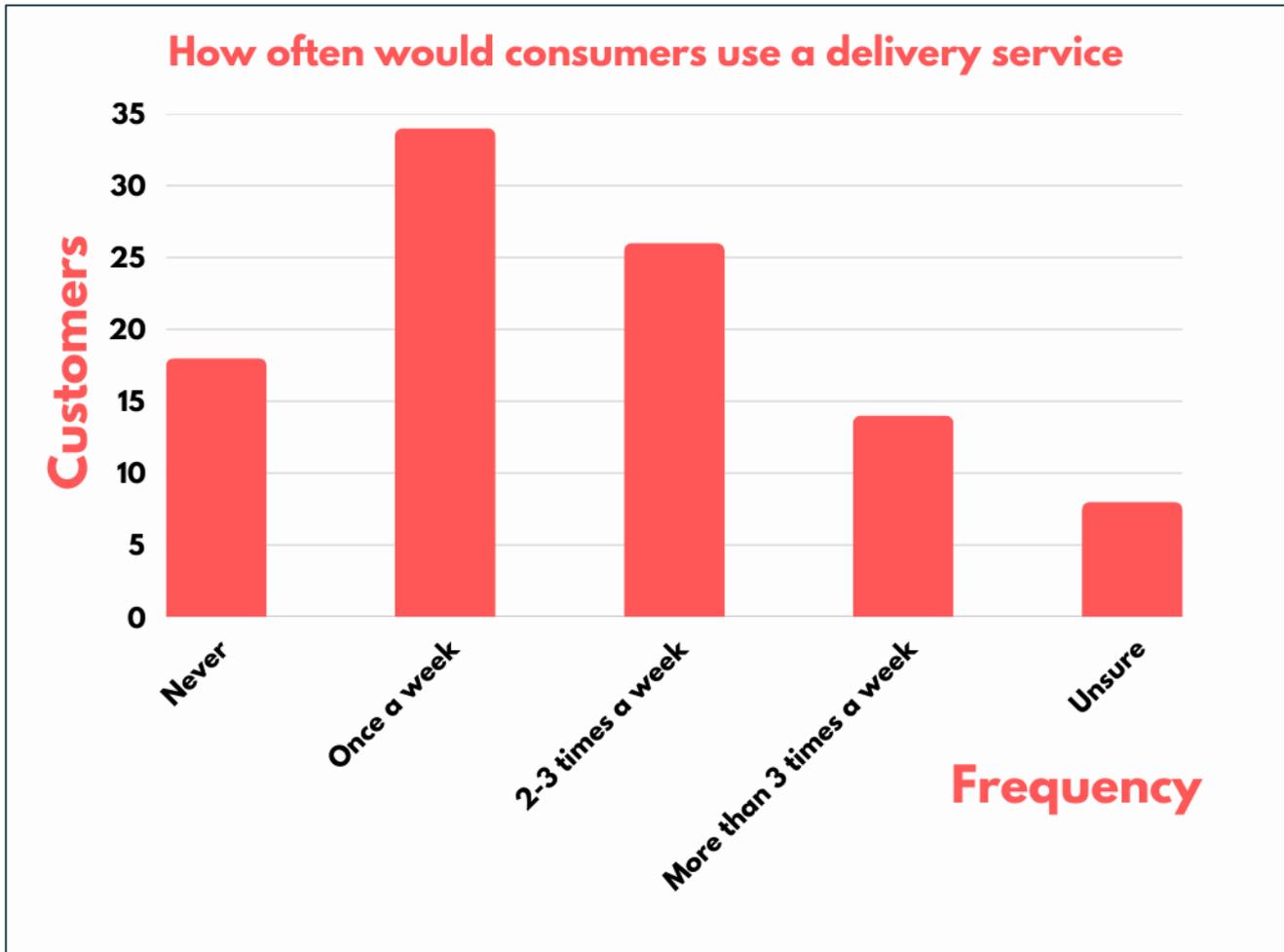
This leads to stronger teamwork and faster progress on projects.

(ii) Outline two other reasons why effective communication is important in an organisation.

**1. Helps manage change** – Good communication keeps staff informed about what is happening and why, reducing uncertainty during periods of change.

**2. Promotes innovation** – When people feel open communication is allowed they are more likely to share new ideas and challenge existing ways of working, creativity and improvement increase across the organisation.

Q3. (i) From the information in the graph below, calculate how many of the 100 customers surveyed would use a delivery service more than once a week.



$$26+14+8= 48 \text{ people}$$

(ii) Analyse two benefits of using non-verbal communication (such as a bar chart) for a business.

**1. Simplifies complex information**

Visual tools like bar charts make large amounts of data easier to understand at a glance, helping staff and managers make quicker decisions.

**2. Improves clarity and engagement**

Non-verbal formats can highlight trends or comparisons more effectively than text, reducing misunderstandings and making reports more engaging to read.

**Q4.** Outline one consideration that should be taken into account when choosing an appropriate mode of communication to make an employee redundant.

**Consideration: Sensitivity / confidentiality**

**Reason to use to make an employee redundant**

Because redundancy is a personal and sensitive issue, the communication should be handled privately and respectfully.

A face-to-face meeting allows empathy and privacy, which would not be achieved through written communication such as an email.

**Q5.** Discuss how technology enables communication under the headings: **speed, cost, access**

**Speed**

Technology allows instant communication through tools like Slack, Teams, or email.

Messages and updates can be shared quickly between teams, helping decisions to be made faster and projects to stay on track.

**Cost**

Online platforms such as Google Docs or Microsoft Teams reduce printing, postage, and travel costs.

Teams can share and edit files digitally, saving time and money compared with traditional communication methods.

**Access**

Shared online spaces like Notion or Teams allow employees to access messages, policies, and files anytime and from any device.

This means staff can stay informed and connected whether they are in the office or working remotely.

## Higher Level Questions

**Q1.** Explain **three** reasons, apart from increasing engagement, why effective communication is important in an organisation.

### **Supports collaboration**

Clear communication helps everyone understand their roles and shared goals. When information is exchanged easily, teams stay aligned, share ideas, and solve problems more efficiently.

### **Helps manage change**

Good communication keeps staff informed about what is happening and why. This reduces uncertainty, builds trust, and makes it easier for employees to accept and adapt to change.

### **Promotes innovation**

When open communication is encouraged, people feel confident sharing new ideas or suggesting improvements. This supports creativity and helps the organisation stay competitive.

**Q2.** Analyse **three** benefits of using verbal communication for a business.

### **Quick feedback and clarification**

Verbal communication allows people to ask questions and respond immediately. This helps clear up misunderstandings, solve problems faster, and make decisions more efficiently.

### **Builds relationships and trust**

Speaking directly helps to create a personal connection between staff and management. A respectful tone and active listening build stronger relationships and improve teamwork.

### **Flexible and adaptable**

When speaking, people can adjust their tone, pace, and wording depending on how others respond. This flexibility makes it easier to ensure the message is understood correctly.

**Q3.** Discuss the ways a business can use technology to overcome communication challenges.

### **Improves collaboration**

Tools like Microsoft Teams or Slack allow staff to message, call, and share files in real time. This helps reduce delays and keeps everyone informed, even when working remotely.

### **Increases accessibility**

Cloud-based platforms such as Google Drive or Notion store documents and updates in one central place. Employees can access information anytime, from any device, which reduces confusion and missed messages.

### **Supports clear and consistent messaging**

Video conferencing and shared digital workspaces make it easier for managers to explain complex information clearly. Screen sharing and visual tools ensure everyone receives the same message, improving understanding across teams.

**Q4.** A company needs to inform an employee that they are being made redundant.

(i) Analyse three factors that should be considered when choosing a suitable communication method for this situation.

### **Sensitivity and confidentiality**

Because redundancy is a personal and emotional issue, the communication should be private and respectful. A face-to-face or secure video meeting allows the employee to ask questions and receive clear information.

### **Need for a record**

A written follow-up such as an email or letter should confirm the details of the meeting. This ensures there is a formal record of what was discussed for both the employer and the employee.

### **Clarity and tone**

The method chosen should allow the message to be delivered clearly and with empathy. Speaking directly helps reduce the risk of misunderstanding and shows the decision is being handled professionally.

(ii) Evaluate how tone and clarity can affect the outcome of this interaction.

Tone

A calm and respectful tone helps the employee feel valued, even in a difficult situation. It can reduce tension, show professionalism, and protect the business's reputation. A harsh or insensitive tone, on the other hand, could cause upset and damage trust.

## Clarity

Clear communication ensures the employee fully understands the reasons for redundancy and the supports available to them. If the message is unclear or confusing, it can lead to misunderstanding, frustration, or even legal issues later on.

Q5. (i) Discuss the impact of technology on any **four** of the following areas:

**Speed, Cost, Collaboration, Sustainable business practices, Productivity, Security**

## Speed

Technology has transformed how quickly information moves through an organisation. Tools such as Slack, Teams, and instant messaging allow staff to share updates or make decisions in real time. This reduces waiting times for responses and helps teams react quickly to customer or business needs.

## Cost

Digital tools significantly cut costs related to communication and operations. Video calls and shared drives remove the need for printing, postage, and travel expenses. While setup costs for software may exist, the long-term savings from reduced materials and time make communication more efficient and affordable.

## Collaboration

Platforms like Google Workspace or Trello make it easier for teams to work together, even when based in different locations. Shared access to files and task boards helps everyone stay aligned on goals and deadlines, improving teamwork and reducing duplication of effort.

## Sustainable business practices

Technology supports sustainability by reducing the environmental impact of communication. Using tools such as DocuSign or Zoom lowers paper use and business travel, helping the organisation reduce emissions and demonstrate environmental responsibility.

## Productivity

Software such as Asana and Google Calendar allows employees to manage workloads more effectively. Automatic reminders, task tracking, and clear schedules help reduce wasted time and ensure work is completed efficiently. This increases overall output and focus.

## Security

Businesses depend on secure technology to protect sensitive data. Encrypted platforms such as Signal and DocuSign ensure that messages and files cannot be easily accessed by outsiders. Strong security builds trust with customers and reduces the risk of costly breaches.

(ii) Evaluate one potential risk of relying too heavily on digital communication in an organisation.

**Q6.** A small business is struggling with poor internal communication, leading to missed deadlines and team frustration.

(i) Suggest and explain **three ways**, apart from choosing the correct mode of communication, that the business could improve communication.

## Set clear goals

Defining clear objectives for meetings, messages, or updates helps staff understand what needs to be achieved. When everyone knows the purpose of communication, it reduces confusion and ensures tasks are prioritised correctly.

## Listen actively

Managers should show they value feedback by asking questions, giving staff time to respond, and acting on suggestions. Active listening helps identify problems early and makes employees feel heard and respected.

## Ensure ongoing engagement

Regular check-ins and team discussions keep information flowing both ways. This helps prevent misunderstandings and ensures issues are spotted and resolved before they grow into bigger problems.

(ii) For one of your suggestions, explain how it could promote a more positive workplace culture.

**Active listening** encourages openness and trust between staff and management. When employees feel that their views are listened to and valued, morale improves, relationships strengthen, and the overall culture becomes more supportive and inclusive.