



Chapter 15 Class Exam

Name: _____

Score: _____

Answer all questions
Suggested Exam Length: 30 minutes

Student Input (Pre-exam)



How confident are you about this exam?

What topic am I worried about before I look at the exam? Why?

What strategies did you use to study for this exam? What was the best one?

Which activities in class did you most enjoy for this topic?

Student Reflection (Post-exam)



How happy were you with your result?

What were the hardest questions? Why?

Is there any exam technique I should change/use again for my next exam?

What topics should I look over again?



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Chapter 15 Marking Scheme – Total 56 marks

(a) Explain three reasons, apart from supporting collaboration, why effective communication is important in an organisation.

15m - 3 @ 5m (3+2)

Helps avoid conflict

Open and respectful communication prevents misunderstandings between staff and management. When expectations are clear and issues are discussed early, disagreements are less likely to escalate into conflict.

Increases engagement

When employees understand their roles, receive feedback, and feel their opinions are valued, their motivation and sense of belonging improve. This leads to higher morale and better performance across teams.

Promotes a positive culture

Fair and transparent communication builds trust and mutual respect. Over time, this creates a supportive work environment where staff feel comfortable contributing ideas and taking responsibility.

Helps manage change

During periods of organisational change, clear communication explains what is happening and why. This reduces uncertainty, builds confidence in leadership, and makes it easier for employees to adapt to new systems or structures.

(b) (i) Outline two considerations that should be taken into account when choosing an appropriate mode during a conflict between a manager and a staff member.

8m - 2 @ 4m (2+2)

Confidentiality and sensitivity

Conflict is a personal and sensitive matter, so communication should be handled privately and respectfully. A face-to-face or secure video meeting is more appropriate than sending an email.

Complexity of the discussion

A workplace conflict may involve emotion, misunderstanding, or several related issues. A verbal mode allows tone, body language, and clarification to be used to avoid further confusion.



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Need for a record

After the discussion, it may be important to have a written summary or follow-up email confirming what was agreed. This creates a clear record in case the issue arises again.

Urgency of response

If the conflict is affecting team performance or morale, it should be addressed quickly. A prompt meeting allows both sides to express their views before the situation escalates.

(ii) Identify two challenges of verbal communication as a mode of communication during a conflict between a manager and a staff member.

6m - 2 @ 3m (2+1)

Emotional influence

Tone or language can be affected by emotion, especially during a disagreement. This may lead to misinterpretation or an escalation of tension between the parties.

No permanent record

Verbal communication does not provide a written record of what was said. Important details or agreements may be forgotten or remembered differently later, which could cause further misunderstanding.

Misunderstanding or lack of clarity

If either person is unclear or does not listen carefully, messages may be misunderstood. This can make it harder to reach agreement or resolve the issue effectively.

(c) Discuss how technology can positively impact any three of the following:

Speed of communication, Cost of communication, Collaboration, Sustainable Business Practices

15m - 3 @ 5m (3+2)

Speed of communication

Technology allows instant sharing of messages and updates across teams. Tools such as Slack, Microsoft Teams, and email enable real-time discussions and quick decision-making, reducing delays and improving responsiveness.

Cost of communication

Digital tools reduce expenses linked to printing, travel, and postage. For example, video meetings on Zoom or Teams remove the need for travel, while shared drives eliminate paper-based communication, saving both time and money.

Collaboration

Platforms like Google Workspace, Notion, or Trello make it easier for employees to work



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together on shared files and projects. Teams can edit, comment, and track progress in real time, improving coordination and teamwork.

Sustainable business practices

Virtual meetings and cloud-based storage reduce paper waste and business travel, helping to lower the company's carbon footprint. Using digital signatures and online reports also supports environmentally responsible communication.

(d) Explain three ways, apart from listening actively, how communication might be improved in an organisation.

12m - 3 @ 4m (2+2)

Setting clear goals

Each message should have a clear purpose so staff understand exactly what needs to be achieved. Focused communication reduces confusion and helps employees prioritise key tasks.

Ensuring ongoing engagement

Regular check-ins, team meetings, and updates keep staff informed and involved in business decisions. This continuous two-way communication helps prevent misunderstandings and strengthens trust.

Choosing the correct mode of communication

Selecting the most suitable method for the message ensures it is received clearly. For example, sensitive matters are best handled face-to-face, while detailed updates may be better in writing to provide a record.

