

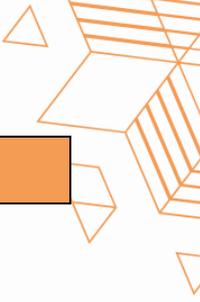
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Chapter 15 The Importance of Communication





15.1 Explain the importance of communication in an organisation.

HL Paper 2 Q4 (c)

(c)



Glanbia place a keen emphasis on communication through actively engaging with employees, farmers, and suppliers. By maintaining open dialogue and using feedback mechanisms, Glanbia reduces the potential for points of tension.

Explain **three** reasons, apart from avoiding conflict, why effective communication is important in an organisation.

1
2
3





15.2 Identify different modes of communication and analyse the efficacy of each mode as an approach within an organisation.

HL Paper 2 Q5 (a) (i)

- (a) (i) Outline **two** considerations that should be taken into account when choosing an appropriate mode of communication in a business setting.



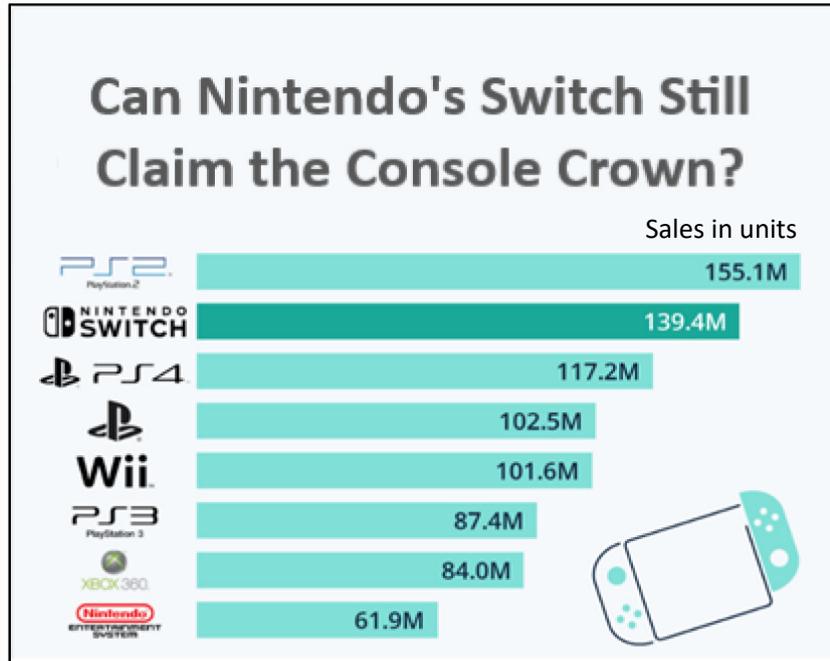
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OL Paper 2 Q5 (c)

(c)



(i) How many more units did the PS2 sell compared to the PS4?

Workings:	Answer:
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15.3 Discuss how technology enables communication in organisations.

OL Paper 1 Q1 (g)

EverGlow Organics Ltd Poised for Global Expansion

Irish Skincare Success Story Eyes Europe and Asia

EverGlow Organics Ltd is a successful Irish company specialising in organic skincare for men and women. The business has grown steadily in Ireland and now plans to expand into Europe and Asia. The company is motivated by a growing demand for organic products and the potential to save money through economies of scale.

Adapting to New Markets

While their products have been well-received in Ireland, the company's management team is mindful of differences in culture, language, traditions, and income levels in the new markets. The business may need to adjust elements of its marketing mix to appeal to international consumers. The company recognises that conducting market research will be crucial before entering these markets. They will need to receive direct feedback from potential consumers and analyse existing data on market trends in each country.

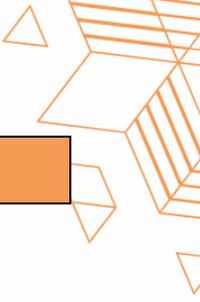


Funding and Financial Considerations

EverGlow Organics Ltd is considering various financing options, such as applying for a long term loan or seeking investors. In addition to the financial risk, the company is concerned about changing exchange rates and established businesses in the new countries.

Investing in People and Technology

To support its growth, the business will hire freelance content creators to promote its products to new audiences. The company also plans to invest in new technology to handle increased demand and ensure effective communication. Recently, the team conducted a force field analysis to examine the driving and restraining forces related to the expansion.



15.4 Discuss how communication might be improved in an organisation.

HL Paper 2 Q5 (a) (ii)

(ii) Explain **two** ways, apart from choosing the correct mode, how communication might be improved in an organisation.

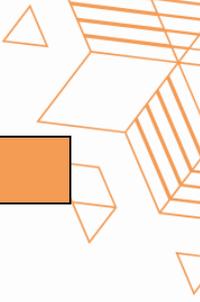
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Chapter 15 The Importance of Communication SOLUTIONS





15.1 Explain the importance of communication in an organisation.

HL Paper 2 Q4 (c)

(c)



Glanbia place a keen emphasis on communication through actively engaging with employees, farmers, and suppliers. By maintaining open dialogue and using feedback mechanisms, Glanbia reduces the potential for points of tension.

Explain **three** reasons, apart from avoiding conflict, why effective communication is important in an organisation.

Supports collaboration

Clear communication ensures everyone understands their roles, responsibilities, and shared goals. When information is passed accurately and on time, teams can coordinate tasks more effectively and achieve better results.

Helps manage change

When staff are kept informed about what is happening and why, they are more likely to understand and accept new directions. Good communication reduces uncertainty and helps the organisation adapt smoothly to change.

Promotes innovation

Open communication creates an environment where people feel comfortable sharing ideas and suggesting improvements. This encourages creativity and helps the business find new ways to work efficiently and stay competitive.



15.2 Identify different modes of communication and analyse the efficacy of each mode as an approach within an organisation.

HL Paper 2 Q5 (a) (i)

- (a) (i) Outline **two** considerations that should be taken into account when choosing an appropriate mode of communication in a business setting.



Urgency of the message

If the information is time-sensitive, a faster verbal method such as a phone call, meeting, or instant message is usually most effective. Less urgent messages can be sent through email or written reports.

Complexity of the information

Detailed or technical messages often need a written format so they can be reviewed and referenced later. Simple updates or reminders may be best delivered verbally.

Formality required

Formal issues, such as policy changes or legal matters, should be communicated in writing. Informal updates can use less formal channels like team chats or short meetings.

Audience size and location

Communicating with large or remote groups may require digital platforms or multimodal methods (video call, presentation, written summary). Small teams may benefit more from face-to-face discussions.

Confidentiality and sensitivity

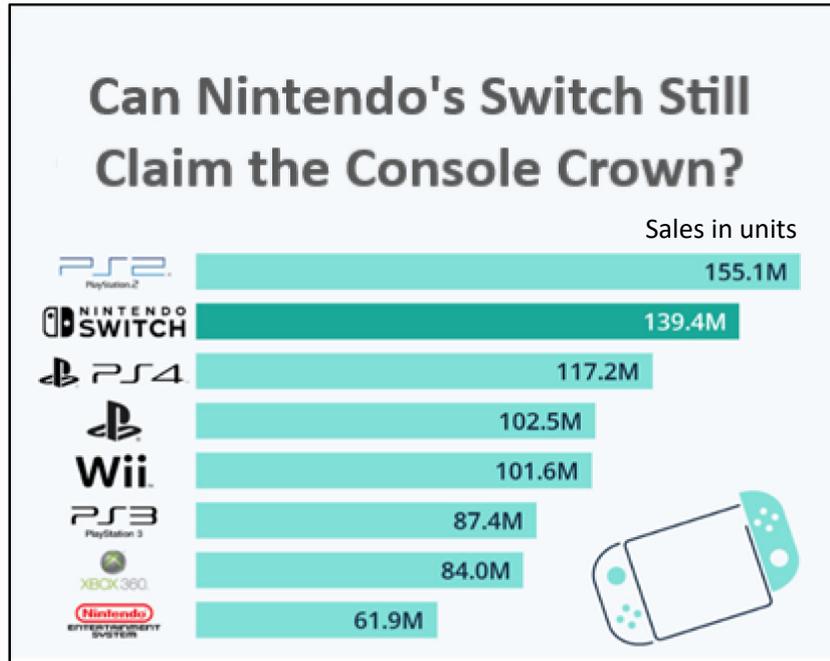
Sensitive issues, such as redundancies or performance reviews, should be handled privately using a secure and respectful approach, often face-to-face.

Need for a record

When a permanent record is required, written communication such as emails, signed documents, or reports should be used to ensure accountability and reference.

OL Paper 2 Q5 (c)

(c)



(i) How many more units did the PS2 sell compared to the PS4?

PS2: 155.1M

PS4: 117.2M

Answer = $155.1 - 117.2 = 37.9\text{M}$

15.3 Discuss how technology enables communication in organisations.

OL Paper 1 Q1 (g)

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Funding and Financial Considerations

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Investing in People and Technology

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(g)



Managers at EverGlow Organics Ltd are concerned about communication challenges in the expanded business. Employees will be based in different countries. While managers value personal interaction, they acknowledge that in-person meetings are impractical. The company is now facing the difficulty of communicating with consumers all over the world.

Discuss the ways EverGlow Organics Ltd can use technology to overcome the potential communication challenges as described above.

Challenge 1 – Communicating effectively with employees based in different countries

As EverGlow expands, teams will be spread across Europe and Asia, making face-to-face meetings difficult and costly. This could lead to misunderstandings, slower decisions, and weaker team relationships.

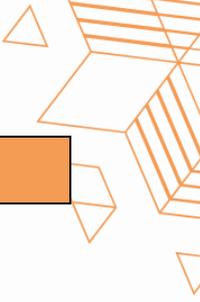
EverGlow can use video conferencing tools such as Zoom or Microsoft Teams to hold regular virtual meetings that maintain personal interaction and allow staff to share updates in real time.

Shared platforms like Slack or Google Workspace can be used for ongoing communication, file sharing, and feedback. These tools help ensure everyone stays informed, regardless of location or time zone.

Challenge 2 – Communicating effectively with international consumers

Expanding into new markets means EverGlow must adapt its messages to different languages, cultures, and communication styles.

To address this, EverGlow can use digital marketing tools with localisation features, such as AI-based translation software.



15.4 Discuss how communication might be improved in an organisation.

HL Paper 2 Q5 (a) (ii)

- (ii) Explain **two** ways, apart from choosing the correct mode, how communication might be improved in an organisation.

Set clear goals

Communication improves when every message has a clear purpose. Defining what needs to be achieved helps staff focus on the key information, reduces confusion, and ensures everyone understands what action is required.

Listen actively

Managers should make time to hear staff opinions and ask follow-up questions to confirm understanding. Active listening helps identify problems early, makes employees feel valued, and builds trust across the organisation.

Ensure ongoing engagement

Regular updates and team meetings keep employees informed about changes and progress. Continuous two-way communication helps maintain motivation and prevents issues from being overlooked.

Seek feedback

Asking for feedback on how information is shared allows the organisation to identify weaknesses in its communication methods. Acting on this feedback shows that management values staff input and is willing to adapt for improvement.

