PAST COMMUNICATION QUESTIONS

**2016 (ABQ) IMPACT OF NEW TECHNOLOGIES OF BUSINESS COST AND OPPORTUNITIES**

***Costs***  ***Opportunities***

Impact on Finance Impact on Marketing

Impact on Production Impact on Sales

Impact on Staff

Impact on Security

**2019 BARRIER TO EFFECTIVE COMMUNICATION**

1. Language
2. Listening
3. Lack of Trust
4. No feedback
5. Wrong method
6. Information overload
7. Timing

**2019 IMPORTANCE OF EFFECTIVE COMMUNICATION**

1. Productivity Increases
2. Better Industrial Relations
3. Encourage Intraperneurship
4. Team Approach
5. Clear Goals Established
6. Greater Trust
7. Better Decision Making

**2013 IMPLICATION WHEN DEVELOPING A WEBSITE**

1. Communication – instant communication

2. E-business – customer can buy and sell online

3. Reputation – positive image, increase sale, 24/7

4. Growth in customers – Global advertising

5. Staff training

6. Capital investment

**2014 DEVELOPMENT IN ICT BENEFIT A BUSINESS**

1. E-mail/texting
2. Internet
3. Intranet
4. EDI
5. Video Conferencing
6. Robotics
7. CAD/CAM

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**2012 DISTINGUISH BETWEEN THE DUTIES OF A CHAIRPERSONA ND SECETARY**

Chairperson Secretary

Opens Meeting (Quorum) Sends of notice and agenda

Minutes read and adopted Arranges Venue

Follow agenda informs of correspondents

Guide discussion Take minutes and write them up

**2011 DISTINGUISH BETWEEN DIFFERENT MEETING AND THE BENEFITS OF MEETINGS**

Types of meetings Benefits

AGM Clarity

EGM Rapport (Departments)

Board Speed

Ad hoc Feedback

**2012 FACTORS A BUSINESS NEEDS TO CONSIDER WHEN COMMUNICATING WITH VARIOUS STAKEHOLDERS**

1. Appropriate language/ Clarity
2. Confidentiality
3. Cost
4. Urgency
5. Feedback

**2010 (ABQ) IMPACT OF INVETMENT IN ICT**

1. Advertising – promote facilities, Global advertising, databases (Mailing List)
2. ICT – Instant communication (e-mail), Video Conferencing
3. E-Business – EDI, Booking online
4. Competitive advantage – Up-to date technologies
5. Training Staff – up-to-date skills, training (on the job and off the job)
6. Customer Services – efficiencies, customer support

**BARRIERS TO EFFECTIVE OF COMMUNICATION**

**Language** – if too much jargon is used the message might get misunderstood.

**Listening** – if the receiver is not listening/concentrating the message might be lost

**Relationships** – if the relationship between the sender & receiver is poor, communication may be ineffective.

**No feedback** – getting no confirmation the message was received

**Wrong method** – for example using the phone when a letter would be more appropriate.

**Lack of planning** – the message & the reasons for sending the message were not planned in advance

**ELEMENT OF EFFECTIVE OF COMMUNICATION**

**Timely** – The sender must send the message a at the right time. Sending and important message on a Friday before and employee goes home will not be welcomed

**Accurate** – The message should be accurate. Information that is not accurate can lead to misunderstanding and work not getting done. Written and face to face communication is better that telephone.

**Brief** – The message should be to the point. It should give the information that the person needs and less jargon.

**Clear** – The information should be clear to the receiver. It should be in easy to understand

**Appropriate** – The way you give the message is important. Sensitive and private information should use a secure medium. For example, if you are contacting the fire brigade you would use a phone not an email.

**Fast** – If speed is important then a telephone conversation may be appropriate for example booking a travel ticket.

**Low Cost** – The method of communication can vary in cost. For example, writing a letter can take time where a phone call would be quicker.

**Provide a Record** – It is important to keep a written record. This can avoid conflicts and misunderstandings later on if there is a disagreement about what was agreed

**Receiver** – The receiver should always communicate back what was say. This means that any misunderstanding can be cleared up before the leave

**CHOOSING THE METHOD OF COMMUNICATION**

Cost Speed Secrecy Record

Distance Urgency Recipient

**BENEFITS AND RISK OF ICT**

**Benefits Drawbacks**

Faster Communication Security

Advertising 24/7 E- Crime

Enhances shareholder relationship (Email) Business Disruption (Internet Down)

Reduced Marketing costs Expensive

Reduces Travel Costs

Staff Motivation (Teleworking)

**ICT IN BUSINESS**

**Information Communication Technology -** This refers to the use of computers telecommunication an

electronics to gather, store, process and distribute information

**The Internet -** This is an international network of computers connected through the telephone network

**E-mail -** This allows documents to be sent quickly over the internet

**Intranet -** This is an internal computer network. There are networks of computers within the business. They

are known as LAN – Local Ara Networks. It is an internal internet for a business

**EDI -** This is known as Electronic Data Interchange. It is an automatic stock ordering system. It allows stock

to be reorder automatically form one computer to another

**Video Conferencing** - This is like a virtual meeting. People can see and hear each other. an example would be

google hang outs or skype

**Word processing** - This allow the creation of professional looking reports, letters and other relevant documents

**Data bases -** This allows business to store huge amounts of data electronically that can be easy accessed

**DATA PROTECTION ACT**

This requires that any organisation storing information on

other people on computer or in manual files must ensure that the information is

accurate and kept up to date.

**DATA PROTECTION ACT**

DATA PROTECTION ACT

**DATA PROTECTION COMMISSION (DPC)**

1. to impose sanctions including the power to impose fines.
2. the DPC will be able to fine organisations up to €20 million (or 4% of total global turnover) for the most serious infringements.
3. permit individuals to seek compensation through the courts for breaches of their data privacy rights, including in circumstances where no material damage or financial loss has been suffered.

**DATA SUBJECT (INDIVIDUAL)**

1. obtain details about how their data is processed by an organisation or business,
2. obtain copies of personal data that an organisation holds on them,
3. have incorrect or incomplete data corrected,
4. have their data erased by an organisation, where, for example, the organisation has no legitimate reason for retaining the data,
5. obtain their data from an organisation and to have that data transmitted to another organisation (Data Portability),
6. object to the processing of their data by an organisation in certain circumstances.

**DATA CONTROLLER (ORGANISATION)**

1. collect no more data than is necessary from an individual for the purpose for which it will be used
2. obtain personal data fairly from the individual by giving them notice of the collection and its specific purpose
3. retain the data for no longer than is necessary for that specified purpose
4. to keep data safe and secure,
5. provide an individual with a copy of his or her personal data if they request it.

**REPORTS**

**Memo -** This is short for memorandum. This is a short-written note about a particular problem

**Business Letters** - These are used in important situations where a written record of communication is required. They are used for making enquiries, requesting payment and disciplining employees,

**Reports** -This is a formal presentation of written information about a specific topic sent to a particular person or group (NOTE – Need to know layout of each)

**KEY WORDS**

**Communication -** This is the transfer of information between people. It involves sending messages

through a channel to a target group then Receiving some feedback from the recipient that the

message has been understood & acted on. It can visual, written or physical

**Formal** - This communication that is passed through approved channels. For Example, meetings.

**Informal** - his is also known as the grapevine and is communication that doesn’t have a formal setting

and exist in every organisation and industry. For example, chats in the canteen.

**BENEFITS AND DRAWBACK OF MEETINGS**

**Benefit Drawback**

Clarity – promote understanding Cost – Time involved in organising and attending

Rapport – Develops relationship (Depts) Record – harder to remember if no record

Speed – Instead of sending emails Accuracy – if the speaker is unclear it may be hard

Feedback – Easier to get to understand

**ORGANISING A MEETING**

**Chairperson** - They are responsible for the running of a meeting.

**Secretary -** They are responsible for all administration work in the company

**Chairperson duties Sectary Duties**

Plan the meeting time and date Write up the agenda (with the chairperson)

Run the meeting – Quorum. maintain order Send out notice and agenda

Ensures previous minute are read and adopted Read the minutes of previous meeting

Follow agenda Write up minutes of meeting

Allow member to speak Keep a record of members/shareholders

Put motion to the members

Use casting vote

**DOCUMENT FOR A MEETING**

**Notice** - This is a document that is sent to the member before a meeting is to take place. IT contains

the following information the type of Meeting, Place, Date & Time of meeting in question

**Agenda** - This is the programme for the meeting, that is, the list of matters to be discussed and the

order in which it will be discussed (Need to know between 5-7 motions). It is sent with the notice to

the members

**Minutes of a meeting** - This are a brief & accurate record of the business transacted at a meeting.

It should contain details of proposals and decisions made

NOTE – Must be able to draft a set for each – including a new club and business

**MEETINGS**

**Meeting** -This is a gathering of two or more people to

exchange ideas and make suggestions, enabling collective

decision - making.

### Reasons for holding meetings

-Provide information - To give information about decisions

-Discuss an issue - To receive – people’s opinions

-To make decisions

-To achieve co-ordination between different departments

**SKILLS FOR EFFECTIVE**

**COMMUNICATION**

1. Speak clearly
2. Listen Carefully
3. Give/receive feedback
4. Write clearly
5. Read/understand
6. Select best medium
7. Use ICT

**TYPES OF MEETINGS**

**Ad hoc meetings** –This is a once off meeting to help discuss & solve immediate problem that has arisen.

**AGM** – This is a meeting held once a year involving directors, shareholders of a firm discussing events of the previous 12 months & future plans. Annual General Meeting

**EGM (extraordinary general meeting)** - This is a meeting of shareholders to discuss important matters that cannot wait until next AGM

**Formal meeting** - This is a meting such as a staff meeting, meetings of BOD’s, this type of meeting is pre – planned

**Informal Meeting** - This meeting takes place regularly as staff members bounce ideas off each other & listen to each other’s views

**METHOD OF COMMUNICATION**

**External communication -**This takes place between a business and other parties outside the business.

This also includes, banks, suppliers, customers, insurance companies, interest groups, revenue

commissioners, and Government depts.

**Internal communication -** This Is communication between the people in the organisation.

**Downward** -This is Communication between managers dealing with workers. It occurs when

communication is sent down the chain of command in the organisation Chart

**Upward** - This Communication is between workers dealing with supervisors/manager. It occurs when

employees are reporting up the chain of command in the organisation chart

**Horizontal** - This is communication between managers dealing with managers. It is communication that

occurs between managers of the same rank and authority in the organisation chart

**WHY IS COMMUNICATION IMPORTANT**

***Internal* *External***

**Employers** – Correct work in completed **Customers** – Info about product (builds

Prevents confusion loyalty)

**Managers** – To make good decisions **Suppliers** – Know about needs and delays

**Investors** – Accurate information else **Government** – Applying for grants

they won’t invest and reporting breaches of laws