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(data)

Klasa/Grupa:.....

Imię i nazwisko:.....

## **Kartkówka z tematu: business communication**

### **1. Match a word/phrase and a definition**

consumer behavior	the transmission and reception of business information within a company
advertising	a form of marketing communication used to encourage, persuade, or manipulate consumers to take some action
business communication	the whole process of managing communication between the corporate organization and its employees, media and the general public so that they know and understand the company's plans
internal communication	the study trying to understand the decision-making processes of buyers (both individual and group) and the impact of their choices on the society
corporate communication	a communication which is neither clear nor adequate
miscommunication	the information sharing between people within and/or outside the organization, performed for the organization's commercial benefit

### **2. Choose the correct word/phrase:**

I. a group of people organized into ranks or grades due to level of importance:

- a) hierarchy
- b) chain of command



II. to put into effect according to a plan:

- a) implement
- b) encompass

III. coherent and uniform, in agreement with itself:

- a) consistent
- b) concise

IV. communicated in secret

- a) conditional
- b) confidential

### 3.Fill in the gaps in the text with one of the words/phrases from the box:

implemented	internal communication (x2)	confidential	hierarchy
encompasses	concise	communication	miscommunication

Business communication is used to promote a product, service, or organization; relay information within a business; or deal with legal and similar issues. It \_\_\_\_\_ a variety of topics including: consumer behavior, advertising, public relations, corporate communication, research and measurement, reputation management, and event management. Business communication may also refer to \_\_\_\_\_ : a communications director will typically manage \_\_\_\_\_ and craft messages sent to employees. It is vital that internal communications are managed properly because a poorly crafted message could foster distrust or hostility among employees.

Failures of human communication can become amplified in professional settings. In business transactions, especially those involving large amounts of money, a small \_\_\_\_\_ can have devastating effects. For this reason, clarity is absolutely essential. Communication must be consistent, concise, and honest in order to ensure the intended message is received.

### Barriers to Clarity in Business Communication

- Complex messages: The use of complex technical terms can result in a lack of clarity. The solution is to stick to the point by using clear and \_\_\_\_\_ messages that are easy to understand.



- Withholding information: Within an organization, some information is kept \_\_\_\_\_ due to company policies. Make sure the information that is needed is readily available and easily accessible.
- Chain of command: The maintenance of an organization's \_\_\_\_\_ is essential, but its very presence can reduce the flow of the communication. It is therefore essential to reduce hierarchical levels and increase departmental interaction and communication.
- Lack of trust: The most important cause of a lack of communication within an organization is competition, which leads to a lack of trust among employees. Therefore, employees should share information, communicate openly and honestly, and involve others in decisions.

## Customer Relationship Management

Customer relationship management (CRM) is a widely \_\_\_\_\_ model for managing a company's interactions with customers, clients, and sales prospects. It is needed because there are often multiple business associates that come into contact with a client. CRM involves using technology to organize, automate, and synchronize business processes—principally sales activities, but also those for marketing, customer service, and technical support. CRM helps everyone in a business stay on the same page and promotes clarity of \_\_\_\_\_ with those outside the organization.

Source: Boundless. “The Importance of Clarity in Professional Settings.” *Boundless Business*. Boundless, 20 Sep. 2016. Retrieved 01 Dec. 2016 from <https://www.boundless.com/business/textbooks/boundless-business-textbook/business-writing-5/introduction-to-business-communications-42/the-importance-of-clarity-in-professional-settings-218-3434/>

