

## Chapter 4: Research and presenting of data and information formats

**1 Define the term “Business Communication”**

---

---

---

---

---

---

**Name FOUR types of barriers to communication and give an explanation of each.**

a

---

---

---

b

---

---

---

c

---

---

---

d

---

---

---

**2 Discuss FIVE reasons why Communication skills are important in a business context.**

a

---

---

---

b

---

---

---

c

---

---

---

d

---

---

---

e

---

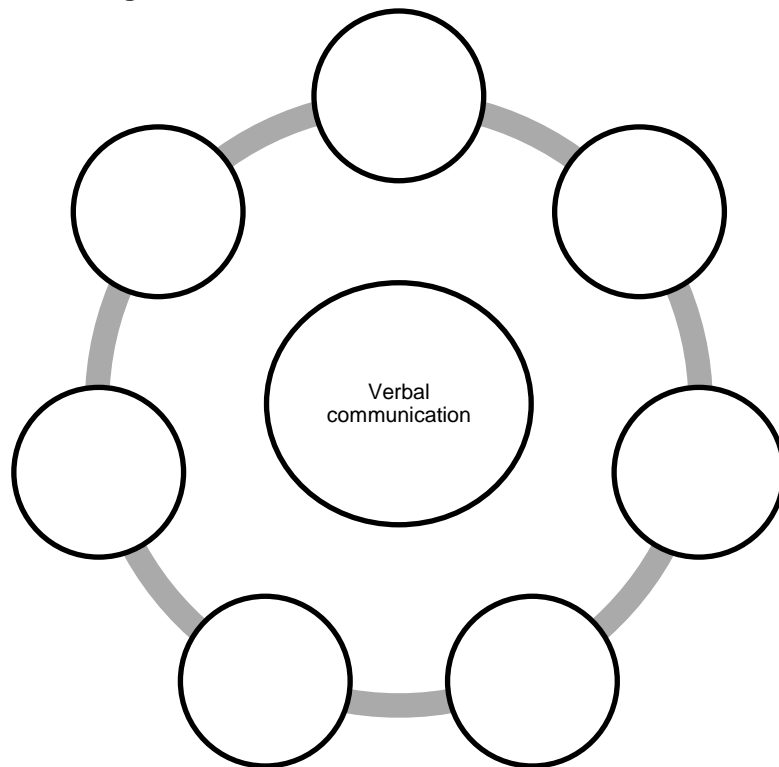
---

---

**3 Differentiate between verbal and non-verbal communication**

Verbal communication	Non-verbal communication

**3.1 Complete the following illustration of different formats of verbal communication:**



**Which aspects are important when we look at the structure of a business report?**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Explain each of the following categories of mark allocation on the Higher Order Thinking (HOT) rubric of a business report:

<b>Substantiation</b>	
<b>Application to context</b>	
<b>Creative problem solving</b>	
<b>Synthesis</b>	

**What is the purpose of a Business plan?**

---

---

---

---

---



