

Unit 1 Exploring Business

Learning Aim A: Part 3

A3: Effective business communications

In this section of work, you are going to investigate the types of communication used by both the profit and non-profit businesses that you have chosen.

Linked questions: These questions are designed to help you apply your knowledge.

Q1

What is the difference between a formal and informal report?

Q2

How would the businesses that you have chosen, communicate with the following stakeholders?

Managers

Employees

Shareholders

Customers

Main task: This task is designed to help you to improve your independent research skills. This skill is very important in Business Studies.

For both your profit and not for profit organisation, explain how the use of methods of communication such as social media and virtual communities aid the success of the business. Make sure that you provide evidence from both businesses to support your answers. You could even include screen shots as part of your answer.

Please submit both the linked task and the main task for marking to Ms McGowan at mcgowane@wallingfordschool.com on Monday 29th June.

