

COMMUNICATION

- 1 - Speed post
 - Express delivery
 - Post rest ante
 - Business reply services

2. -Speed /fast delivery
 - Safety/Security
 - Direct / door to door delivery
 - Proof of delivery
 - Proof /evidence of sending
 - Insurance-Incase of loss can be compensated
 - Personal touch / contact handle customers
 - Delivery of a variety of items
 - Reliability
 - Direct collection

- 3
 - (i) Use of difficult language/unfamiliar language
 - (ii) Age difference between the sender and the receiver
 - (iii) Negative attitude towards the sender of the message
 - (iv)Un-preparedness on the part of the sender
 - (v)Poor timing of the message
 - (v)Cultural differences between the sender and the receiver

4.
 - The sender
 - The channel
 - The message
 - The receiver

5.
 - Verbal/oral
 - Written
 - Audio-visual

- Audio
 - Visual
6.
 - Where confidentiality is required
 - Where immediate feed back is required
 - Where speed is necessary
 - When it is easier to convince/ persuade
 7.
 - Increase in use of calling cards
 - Use of mobile phones
 - Use of email
 - Use of internet
 - Use of intranet
- Use of cyber cables

COMMUNICATION

- 1
 - Faster communication
 - Can be used to remit/transfer of money
 - Can send written messages
 - They are portable
 - Accessible for 24hrs /continuous
 - You can access internet from anywhere
 - You can use for alteration
2.
 - (i) Better Performance – Goods & objectives will be known hence workers will work towards achieving them.
 - (ii) Efficiency – Workers are able to increase productivity when communication is appropriate.
 - (iii) Better management - The information will be used for better planning / control. (Easy decision making).
 - (iv) Proper use of resources – Thus redeeming time and effort wastage.
 - (v) Improved customer relations – The firm will be able to establish customer needs

/eliminating customer dissatisfaction.

(vi) Coordination – Irrespective of distance /would thus enhancing teamwork.

3.
 - May be difficult to interpret in the absence of written or spoken word
 - May require additional or specialized skills of comprehension and interpretation
 - Expensive way of communication as it needs some skills
 - There is no feed back
 - Limited coverage as it serves small audience who are accessible
 - Meaning of some symbols may not be understood

4.
 - It is portable hence convenient
 - Has short message services
 - Can be used for other purposes e.g. calculator
 - Can be used anywhere when there is network
 - Affordable/ cheap
 - Can be used for strong information

5.
 - Lack of common language for both sender and the receiver
 - Use of technical /difference language-which receiver may not fully understand
 - Wide age gap between the receivers and sender
 - Poor timing-when one may not be ready to receive the message
 - Use of incorrect/inappropriate means-leading to distortion of the message
 - Negative attitudes-of one of the two communication parties
 - Several messages passed through few or one channel
 - Poor listening skills-one of the parties failing to listen properly
 - Bad weather-means being used is affected by bad weather

- Difference in social status of the communicating parties-and are not considered to each other positions
- Unavailability /ineffective infrastructure e.g. land lines/optic cable for cheap internet connections
- Distraction by noise, light smell etc (mention 1mk, explain 1mk,otherwise 2mks)