

## Key terms

**Communication channel** – routes through which communication occurs, for example team briefings or work councils

**Downward communication** – top down communication from superior to subordinate

**Formal v. informal communication** – formal communication uses channels of communication established by the firm, e.g. department meetings; informal communication uses workers own channels of communication, e.g. the grapevine

**Information technology (IT)** – the use of electronic mechanics to store, process and distribute information

**Intranet** – an internet service running within a business. It provides e-mail and other internet services, but can only be accessed by company staff.

**Noise** – anything which can interfere with the reception of a message. This may include physical noise (think of the problems you have talking on the phone when the TV is too loud) or the problems associated with too many people trying to talk at once.

**One-way-communication** – communication without any feedback, for example putting a notice on a notice board

**Team briefings** – meetings at which supervisors or team leaders inform their team of their progress to date and set new targets

**Two-way communication** – communication with feedback, for example a discussion

## Essay questions

1. Good communication makes the difference between business success and business failure. Critically assess the view.
2. Consider the view that the effect of the increasing use of information technology simply provides more information rather than better information.
3. Consider the view that effective communication is at the head of successful operations management.
4. Examine the importance of good communication within either a McDonald's restaurant or a supermarket.
5. Discuss the problems which can occur when employees are dissatisfied.