

What is Effective Business Communication?

Worksheet

Business communication is sharing information, feedback, and ideas clearly and professionally. It includes written, verbal, and nonverbal channels and is essential for alignment, decision-making, and relationships.

Questions

1. What is the primary goal of business communication?

- A) Sounding professional
- B) Ensuring clear understanding and alignment
- C) Following company rules
- D) Avoiding conflict

2. Which is an example of nonverbal communication?

- A) Email message
- B) Phone call
- C) Eye contact and posture
- D) Memo

3. Active listening means

- A) Staying quiet while the other person talks
- B) Thinking of your response while they speak
- C) Paying attention, asking questions, and reflecting back understanding
- D) Interrupting to clarify

4. Choosing the right communication channel depends on

- A) Your preference
- B) Message urgency, complexity, audience, and need for feedback
- C) Company size
- D) Always use email

5. Manager sends project deadline via email (written), but team misunderstands priority. What should happen next?

6. Salesperson listens actively to client concerns and reflects back understanding. What is the outcome?

7. Presenter uses unclear slides and mumbled words. Audience is lost. How to fix this?

8. Define: What is business communication?

9. Define: Why is active listening important?

10. Define: Three types of business communication?

Answer Key

1. B) Ensuring clear understanding and alignment - The goal is clear understanding and alignment on goals, decisions, and actions.
2. C) Eye contact and posture - Nonverbal = body language, tone, facial expressions, posture - not words.
3. C) Paying attention, asking questions, and reflecting back understanding - Active listening is focused attention, asking clarifying questions, and confirming understanding.
4. B) Message urgency, complexity, audience, and need for feedback - Urgent/complex matters need richer channels (meeting); routine updates can be email.
5. Team interprets email differently; confusion spreads Manager holds clarifying meeting (verbal) with full team All parties now aligned; miscommunication resolved
6. Client feels heard and respected Salesperson proposes tailored solution (not generic pitch) Trust builds; deal closes
7. Poor slides + poor delivery = confusion Rewrites slides for clarity (visuals support, not distract) Practices and speaks with eye contact and clear voice Audience is engaged and retains key messages
8. The exchange of information between people in a professional setting via written, verbal, or nonverbal channels.
9. It shows respect, reduces misunderstanding, and builds trust - critical for teamwork and customer relations.
10. Verbal (face-to-face, calls), written (email, reports), and nonverbal (body language, tone).

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