

# [Business: instant messaging and different functional areas](https://assignbuster.com/business-instant-messaging-and-different-functional-areas/)

[Business](https://assignbuster.com/essay-subjects/business/)

Types of information
Complete the table (class discussion)

MethodUses

Verbal
To communicate with staff.
To discuss future developments.
Inform everyone about new ideas at the meeting.
Customer service
Interviews

Written
To communicate internally and externally.
On-Screen
To show presentations.
Multimedia
Video meeting, skype.
Web-based
To promote business on the internet.

Electronic forms of communicationUses
Emails
To inform everyone about staff meeting.
Touch Screens
To scan goods, for example, when customers are paying at the shop. WAP
When you do calls on the internet.
DVD
For staff training.
Text messaging
Short text messages to customers about new products/about discounts at the shop. The internet (websites)
Use their website to promote and advertise their goods.
Digital Broadcasting
Video conference, to communicate with shareholders that are abroad.

Sources of Information

Internal sources
External Sources
Financial Data
Government statistics
Human Resources
Commercial reports ( market research )
Marketing reports
Customer data bases( purchased from other companies or formloyaltycards/online surveys ) Sales figures
Competitor’s annual report
Manufacturing outputs
Trade associations 9 e. g. chamber of commerce)
Different functional areas:

Administration
Customer Service
Production
Research and Development.
Purchasing.
Different functional areas:

Human Resource and Administration
Production
Marketing and sales
Finance

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