

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

[](https://assignbuster.com/)[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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