Communication project

Business Communication questionnaire Affiliation Business Communication questionnaire Questionnaires depend on information, and opinion supplied directly by people in response to a set of questions asked by researcher (Denscombe, 2007). For this research, permission had to be requested from management to allow the employees sufficient time to complete the questionnaires. The factory environment was not conducive, and employees were not willing to spend their break responding to the research. A total of eleven questions were posed to the respondents, all designed to collect fundamental factors about business communication dynamics. In addition, the questionnaires had an open section where the employees and employers discussed their experiences with customers during transactions. Besides communication, this research also focused on employee relationships within the organization, and required the respondents to state their expectations from both management and colleagues. This paper therefore, will access the exposure level of intercommunication in the business community, and identify with the real impact of the business communication attitudes in 2 Sisters Food Group.

Based on the literature review and groups, a self-constructed five-item structured questionnaire became imperative. The questionnaire was prepared to use 5- point Likert scale. Employees and employers expressed a broad range of opinions in the focus groups on the key issues, in discussion. The use of the structured questionnaire was inspired by cost effectiveness and relative convince of the method. Qualitative and quantitative methods were used to increase the quality of date and findings, and the respondents were required to show to what measure or extent they agreed with the

statements in the scale. The responses ranged from: agreeing strongly, disagreeing strongly. In addition, respondents had to respond to items such as; internal organizational politics can escalate communication barriers within the organization. This was followed by; inadequate skills in English language hinder effective communication in 2 sisters Food Group. The last section dealt much of the demographic factors and information of the employees and employers. The questionnaire was subjected to a pilot test to increase its reliability and appropriateness.

Strengths

It is cost effective.

It provides anonymity to the user and thus gives more honest responses.

Information can be gathered from a large number of people.

The results are easily analysed and quantified.

Since the questions are uniform and if conditions under which they are answered are controlled then information gathered is standardised.

Weaknesses

It is not possible to explain to the respondents any point that they may misinterpret in a question. Giving a pilot test to a few respondents could partially solve this.

It is possible for a respondent to be dishonest in case they do not feel comfortable. Assuring the respondent of their privacy can minimize this.

Respondents can be superficial especially if they feel the questionnaire is wasting their time. Creating an environment where they do not feel inconvenienced could solve this.

To minimize the on the above weakness, the questionnaire design should;

use a simple language that is easily understood by both parties. In addition,

time for completion should be reasonable and one should identify the target

population so as to yield useful data for the research (Gillham, 2004).

Table 1: Questionnaire

Thank you for participating in the 2 Sisters Food Group Company information

audit for communication purposes. If you have any questions regarding the

completion of this questionnaire please contact: Mohammed Abrar Khan

2 SISTERS FOOD GROUP COMPANY INFORMATION QUESTIONNAIRE

Firmly agree

Agree

Neutral

Disagree

Firmly disagree

1.

The fact that the language used by most customers is not my first language

makes communication ineffective

2.

Customers find it difficult to understand what I say to them

3.

Customers are satisfied when I accompany verbal communication with

gestures

4.

Customers praise my social interactivity during communication

5.

My employers have expressed interest at my rate of learning the new

language

6.

I would be a better employee and offer better customer service if the language of customers was my first language

7.

I am stressed at work because of communication barriers

8.

I see communication experience as a learning process

9.

I am undertaking personal skill development and training to equip my communication skills

10.

Language barrier is not the only communication problem I face at work

Please rate the importance of the following resources that are made available by the Information Unit.

Table 2: Questionnaire

Factor

Firmly agree

Agree

Neutral

Disagree

Firmly disagree

1.

Sex

2.

English skills

3.

Local tone

4.

Contents page service

5.

Temperament

6.

Technology

7.

Technical jargon

8.

Personal life

9.

Monotony

10.

Politics

10.

Any other

Discussion of Observations

Observing communication barriers and effectiveness at 2 Sisters Food Group collected data. This involved looking at the conduct of communication trends and comparing them with the observations made in the other similar organizations, including the nature of communication with clients, the length of interactions and the general observations. According to the literature

review, the psychological communication barriers arise from psychological distance between communicating parties. Psychological counselling deals with the issue of bad temperaments. In an organizational set up, the sender is expected to be rational and should dwindle before passing any information. Based on this, the questionnaires address all possible angle of communication within the two companies; the barriers that pose a threat to flawless communication, and possible remedies from respondents view.

Results

Table 3

Communication Barriers (%)

In firm

Agreement

Agree

Neutral

Disagree

Firmly

Disagree

Poor English knowledge

18

42

14

14

10

Local accents

4. 7

33. 3

12. 7

30. 7

14. 7

Opposite sex

2. 6

10. 0

18. 0

40. 0

29. 3

Bad temperament

17. 3

38. 0

26. 0

14. 7

4. 0

Out-dated technology

14. 0

52. 0

25. 3

6. 0

2. 7

Technical jargon

7. 3

32. 7

28. 0

27. 3

4. 7

Personal life

2. 0

27. 3

28. 0

30. 7

12. 0

Monotony

8. 0

44. 7

28. 7

14. 7

4. 0

Internal politics

19. 3

37. 3

28. 0

13. 3

2. 0

Data analysis

The respondents were requested to rate the impact of communication of barriers in the process of communication. 18 per cent agreed that lack of English skills had a negative impact in communication, 42. 6 per cent

disagreed. Less than 50 per cent thought that the local accents develop communication barriers, more than half of the respondents disagreed. Most of the respondents are comfortable with communicating with members of the opposite sex. 38 per cent thought bad temperament is a potential communication barrier, 17 per cent agreed strongly. More than half of the respondents said defective communication technology is responsible communication barriers. 32 per cent of the respondents had difficulty in technical jargon used in the food industry. Nearly 50 per cent of respondents blamed job monopoly for communication process inconsistencies. The same percentage blamed internal politics for communication barriers in organization. The first part of the questionnaire inquired on the respondents' perception of how their language prowess affected their communication with customers and whether it affected their performance.

Discussion of findings

According to the research, organisational barriers constitute 15. 8 points variance. According to the results of the research, job barriers constitute 18. 20 per cent variance. They include organisational policy, ethics, technology and organisational culture. Employees must be trained to understand the strength of diversification while at the same time overcome the barriers of globalised environments.

The findings show that fostering an ambiance that enhances team work in organisations is critical. The literature review and the findings show a common ground when it comes to the impact of the communication barriers in organisational setups. This creates a way of addressing the communication barriers as stated in the research questions and aims.

Since technical jargon in the food industry has to be used, teaching the

employees important jargon is important to ensure clarity in communication,

especially with clients. It is vital that the correct message is successfully sent

to its intended audience. In the end, for the organisation to realize its

objectives effective communication tools such as proper technology use

should be used. Furthermore, elements of communication such as good

listening, and understanding the audience as indicated in the findings are a

necessity (Brace, 2008).

References

Brace, I. (2008). Questionnaire Design. London, United Kingdom: Kogan Page

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Denscombe, M. (2007). The Good Research Guide. New York: Open

University press.

Gillham, B. (2004). Developing a Questionnaire. London, United Kingdom:

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