**Task 2: In your jotters answer the following questions:**

1 For each of the following scenarios, identify which methods of communication would be used by the Administrative Assistant:

a) Claire, the receptionist for Allied Domeq Ltd, needs to get an answer to a delivery problem from the Sales and Finance managers, as well as let the Distribution Manager know that the delivery will be delayed. **What method of communication would she use and why? 2**

b) Salman, the Sales Manager, has changed the sales prices and taken new photos of the products that they wish to sell. **What method of communication would he use and why? 2**

ii) Salman also wishes to send the new price lists and the photographs to all the managers of the organisation and to get the approval. **What method of communication would he use and why? 2**

c) Melissa, receptionist at Home 4 U needs to set up a meeting with the Area Managers of Shawlands, West End and Paisley for a meeting to be held next month. **What method of communication would she use and why? 2**

2 Give 2 advantages of using emails as methods of communication. **2**

3 Other than selling products, give a reason for an organisation to use a website for communication purposes. **2**

4 Explain why email is good method of communication. **2**

**Task 3: In your jotters answer the following questions:**

1 Explain why a business uses of Twitter, Facebook and LinkedIn. **3**

2 Explain the benefits to a business of using blogs/discussion groups as a method of communication. **2**

3 Describe the use of Virtual Learning Environments (VLE). **1**

4 Describe a situation as to when instant messaging would be used by a business, and give an advantage of using this type of communication. **2**

5 Give 2 advantages to a business of using social media as a method of communication. **2**

6 Copy the table into your jotters and write beside each scenario, which emerging technology is being used: **7**

|  |  |  |
| --- | --- | --- |
|  | **Scenario:** | **Emerging Technology:** |
| 1 | Amanda, bank clerk at RBS in Glasgow, wants to discuss the new account that is being launched with her fellow bank clerk, who works in Paisley – using the secure online service. |  |
| 2 | Alana has posted comments about her new chocolate cake recipe and would like other people to try it and make comments on it. |  |
| 3 | Harris has decided to follow the Financial Times newspaper, so that he can get the recent news about the stock exchange. |  |
| 4 | Barrs Ltd are about to launch a new drink and have created the drinks own page to find out what people think about it. |  |
| 5 | Shawlands Academy has set up live link to certain classes that pupils can participate in, while at home. |  |
| 6 | Sending out information to all employees working in the Marketing department. |  |
| 7 | Meeting scheduled for all directors, next week. |  |