

1 HSN uses batch production to make breakfast cereals. The products are sold using several distribution channels. HSN employs 600 production workers. HSN has problems with many employees leaving. Following the dismissal of the Operations Manager, the Human Resources Director has to recruit a new manager. She said: 'The person must have good communication skills to help solve the communication barriers HSN has with employees.' The Human Resources Director has to decide whether to use internal recruitment or external recruitment for the new manager.

(d) Explain how each of the following could cause communication barriers within HSN.

Language: *Use of technical terms*

when using batch production so employees may not understand the message.....
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Medium of communication:

The wrong channel may be used so all if the 600 employees may not be able to access the message if they send a message by email and not all workers have access to a computer.....
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[6]