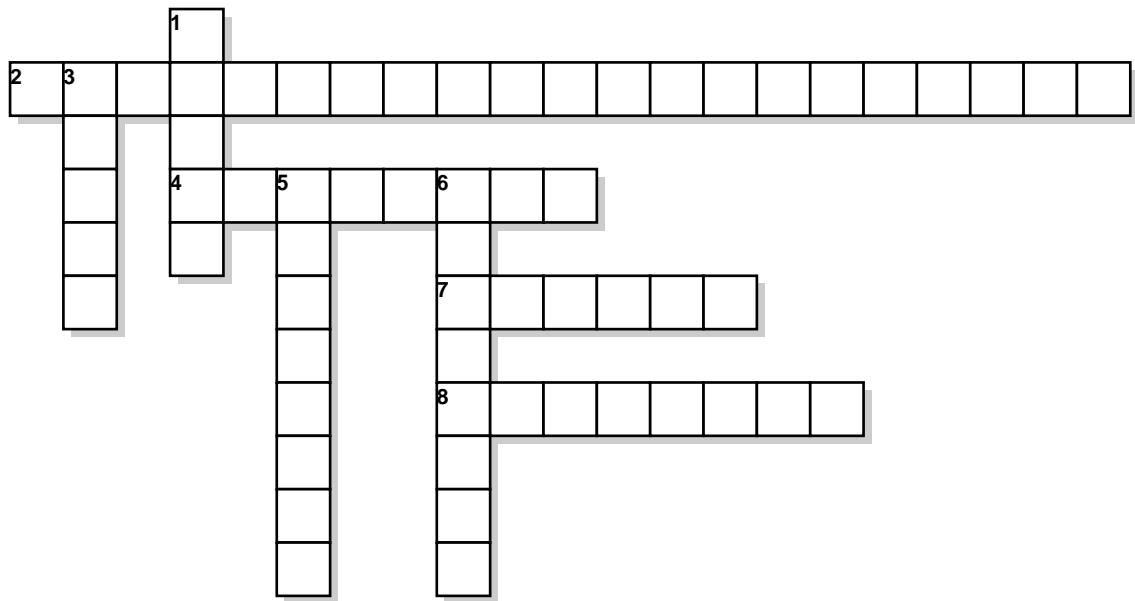


Kellogg's



Across

- 2 Communication within a business
- 4 A more spontaneous form of communication
- 7 The communications process starts with this
- 8 Communication should be tailored to a target _____

Down

- 1 A television advert, leaflet and personal letter are examples of _____
- 3 Barriers to communication
- 5 Used to evaluate the effectiveness of a communication campaign
- 6 Communication is about transmitting _____