

1. Employees prefer to receive bad news through the personal medium of email.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

2. A study of the ten characteristics that employers seek in employees identified communications as the number one skill.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communicating in Organizations

OTHER: Bloom's: Knowledge

3. Employers report major deficiencies in the written and oral communication skills of new employees.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communicating in Organizations

OTHER: Bloom's: Knowledge

4. Successful communication involves messages that are sent, received accurately, and understood.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Communicating in Organizations
OTHER: Bloom's: Knowledge

5. The five components of communication are the need for communication, sender, message, audience, and response.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge

6. An internal communication need is one that forms within your own organization.

- a. True
- b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge

7. Facial expressions such as frowns and smiles are nonverbal messages that you formulate in response to a communication need.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

8. Written messages might be conveyed through a brochure, a blog posting, a web page, or a company newsletter.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

9. Individual experiences, culture, and personality affect how the communication need translates into an actual message.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

10. An example of a communication barrier in the communication system is an employee who is too busy to read an important email.
- a. True
 - b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge

11. When you choose the sender, you are deciding how you will decode the message for transmission.
- a. True
 - b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge

12. Email is the most frequently used communication medium but this use is declining.
- a. True
 - b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge

13. Lateral communication typically involves persuading others who report to us.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

14. If you frown as someone speaks to you, you are providing the sender with your response about the message.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

15. Ideally, the communication process is incomplete without a response.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

16. Communication flows in an orderly, linear manner from one stage to the next.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

17. Cascading communication flows upwards and downwards from an important organizational leader.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

18. Using instant messaging at work may annoy some people, but others believe that it saves time.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

19. You have more flexibility in conveying ideas to others when you use oral communication than when you use written communication.
- a. True
 - b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge

20. At work, your personal email is protected free speech, thus shielded from lawsuits.
- a. True
 - b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.4 - 1.4
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Potential Legal Consequences of Communication
OTHER: Bloom's: Knowledge

21. Negative comments about your company, its products, or suppliers are usually acceptable if made in electronic forums not controlled by your employer.
- a. True
 - b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.4 - 1.4
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Potential Legal Consequences of Communication
OTHER: Bloom's: Knowledge

22. You have achieved successful communication when your audience receives your written message, whether or not it is read.
- a. True
 - b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge

23. Audiences may become skeptical if euphemisms are used frequently to avoid giving bad news.
- a. True
 - b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge

24. The organization's formal communication network consists of upward, downward, lateral, and cross-cultural communication.
- a. True
 - b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge

25. Downward communication is used more frequently than upward communication in most organizations.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

26. Upward communication fosters an environment where employees can offer suggestions and feel they are important to the organization.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

27. Lateral communication provides managers at all levels with the information they need to make decisions.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

28. Messages on social media channels are most effective if they are short, personal, and one-way.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

29. Over time, companies that are considered ethical and highly effective communicators provide higher returns to shareholders than companies without these characteristics.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.5 - 1.5

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Ethics and Communication

OTHER: Bloom's: Knowledge

30. Less than half of the information communicated through the grapevine is accurate.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

31. The grapevine is active at every level of the organization, moving information from one manager or employee to the next.
- a. True
 - b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge

32. Managers can stop rumors by counteracting the free flow of information through the grapevine.
- a. True
 - b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge

33. It is good business to share both good news and bad news with employees as quickly and completely as possible.
- a. True
 - b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge

34. The grapevine is most active in an organization when the level of fear is high.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

35. Differences in how the sender and the audience assign meanings to the same word can become a communication barrier.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

36. The term *denotation* refers to "the associations you have with a word."

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

37. The audience might misinterpret a word used by the sender because of the audience's personal reaction to the sender's connotations.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

38. When communicating internationally, you should translate important documents into the second language and then back into English to ensure correct interpretation.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

39. Jargon is an efficient way of communicating specialized information to broad audiences.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

40. Jargon is technical terminology used within specialized groups sometimes called "the pros' prose."

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

41. When writing about a sensitive topic, you might use euphemisms rather than words that could offend your audience.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

42. Wherever possible, you should use abstract rather than concrete words to make your messages easier to understand.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

43. You can avoid polarization if you choose words that take the middle ground rather than words that represent an extreme position.
- a. True
 - b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge

44. Not all communication problems are spoken or written, some are related to how you act.
- a. True
 - b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge

45. If your cover letter states that you have excellent proofreading skills, a typographical error (a nonverbal signal) will overshadow the actual message content.
- a. True
 - b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge

46. Senders filter their perceptions about the audience through differences in interpretation.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

47. If what we say and what we do contradict, observers are likely to believe what we say.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

48. An ethical message is one that is factually correct, even if it leaves out important information.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.5 - 1.5

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Ethics and Communication

OTHER: Bloom's: Knowledge

49. Technology that allows multitasking is likely to result in more efficient and accurate workplace communication.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

50. Lean media are best for routine, neutral, and simple messages.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

51. Research results show that all but which one of the following statements is true of business communications?

- a. The top characteristic sought in job candidates is communication skills.
- b. Communications is the most important area of Bloom's Knowledge for securing employment after graduation and for advancement and promotion once on the job.
- c. As many as one-third of employees write poorly.
- d. Employees who are happy with how their company communicates difficult decisions are much more likely to recommend their company.
- e. Communication skills are more important in corporate settings than in self-employment.

ANSWER: e

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communicating in Organizations

OTHER: Bloom's: Knowledge

52. You will not be able to communicate effectively if
- you convey your message through verbal and nonverbal means.
 - you use lean media choices.
 - your message contains words that the audience cannot understand.
 - you fail to use current technology.
 - you are unaware of your organization's goals.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

53. Which component is *not* required for communication to take place?
- response
 - sender
 - communication need
 - message
 - audience

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

54. Which of the following creates the need for someone to initiate communication?

- a. sender
- b. connotation
- c. message
- d. communication need
- e. denotation

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

55. Which is an example of an internal communication need?

- a. You read a memo from your supervisor requesting sales figures for the past five years.
- b. While photocopying reports, you overhear two managers talking about upcoming layoffs.
- c. Your office is too hot because the air conditioner isn't working properly.
- d. You notice an intern pocketing money from the petty cash fund.
- e. You dream about an idea for a new commercial to promote your company's product.

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

56. A message is not always transmitted accurately because of:

- a. feedback
- b. response
- c. communication barriers
- d. feedback mechanism
- e. communication process

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

57. Which of the following is an example of a response?

- a. personality
- b. culture
- c. socioeconomic status
- d. feedback giving to the sender by the audience
- e. an individual's emotional state

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

58. As a sender, you are encoding when you
- select the medium for transmitting a verbal or nonverbal message.
 - eliminate noise out of an incoming communication need
 - notice and interpret an external or internal communication need
 - observe the destination of the message.
 - formulate a verbal or nonverbal response to a communication need.

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

59. A(n) ____ is considered a conventional channel of communication.
- web seminar
 - instant message
 - email
 - blog
 - tweet

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

60. Which of these statements about the destination component of communication is *not* correct?
- a. The sender loses control once the message enters the audience's sensory environment.
 - b. Communication may not occur even after the message enters the sender's sensory environment.
 - c. The audience might perceive the message but incorrectly interpret its meaning.
 - d. Once the message enters the audience's sensory environment, it becomes a filter for that audience.
 - e. The message is successful if it reaches its destination and the audience interprets it as the sender intended.

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

61. When a message you transmit reaches its destination, it becomes
- a. a response for the audience.
 - b. a communication need for the audience.
 - c. a medium for the audience.
 - d. a filter for the audience.
 - e. a communication channel for the audience.

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

62. If you put on a puzzled look as a coworker tries to explain the company's new sick-leave policy, you are
- using a nonverbal medium to filter the message.
 - adding noise to the communication environment.
 - providing an internal communication need for your audience.
 - simultaneously sending and receiving a message.
 - eliminating the feedback portion of the process.

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

63. A microblog *cannot* help you
- present the company's perspective on a current issue.
 - report breaking news.
 - convey a complex, nuanced message.
 - respond to a customer's questions without delay.
 - connect with customers.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

64. Which of the following statements is *not* true of technology-based communication?
- a. Companies will often use multiple communication channels.
 - b. A podcast provides short text files for downloading.
 - c. Wikis are online spaces where people collaborate.
 - d. Instant messaging allows you to know when someone is available for a quick response.
 - e. Social networking sites are used by people of all ages.

ANSWER: b

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

65. ____ is synchronous, overlapping communication.
- a. Multicommunication
 - b. Geolocating
 - c. Instant messaging
 - d. Posting to Facebook
 - e. Handing out printed flyers

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

66. Which of the following is *not* a relationship consideration helpful in selecting communication media?
- a. Is this message confidential or private?
 - b. Do you need the message documented?
 - c. How urgent is the message?
 - d. Are you building a relationship with the audience?
 - e. How is the audience likely to react?

ANSWER: c

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

67. Which of the following is *not* considered a rich medium for communication?
- a. oral presentation
 - b. email
 - c. phone call
 - d. chat over coffee
 - e. formal department meeting

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

68. Which of the following is *not* a true statement about social media?

- a. It encourages online interaction.
- b. It is widely used among Fortune Global 100 companies.
- c. Most online participants are teens and young adults.
- d. It is based upon second-generation (web 2.0) technologies.
- e. Much of the online content is user-generated.

ANSWER: c

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

69. Texting may be useful for all of the following reasons *except*

- a. providing fast client contact.
- b. advertising your new product or service.
- c. commenting during a speech by a client.
- d. confirming deliveries.
- e. sending important information in a meeting.

ANSWER: c

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

70. A computer-support specialist who sends an email to other computer-support specialists in the same company about the need for training on the latest software is engaging in ____ communication.
- upward
 - downward
 - lateral
 - matrix
 - nonverbal

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

71. As a department head, you *cannot* assume that your downward communication is
- being received and understood by other department heads.
 - offering employees the opportunity to air grievances.
 - received and understood by people who report to you.
 - sharing complete information with your peers.
 - an informal network trusted by employees.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

72. Which of the following is *not* a reason why upward communication is important?
- a. It provides feedback to let receivers know that lateral messages have been received and understood.
 - b. It helps managers recognize whether lower-level employees received and correctly interpreted downward messages.
 - c. It gives managers information they need to make critical decisions.
 - d. It provides opportunities for employees to offer input, make suggestions, and air grievances.
 - e. It allows information to flow from lower levels to higher levels of the organization.

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

73. ____ communication occurs when peers within a department share ideas, coordinate activities, and negotiate differences.
- a. Upward
 - b. Downward
 - c. Lateral
 - d. Vertical
 - e. Outsourced

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

74. Which of the following is an example of lateral communication?
- a. Your supervisor sends you an email that lists your strengths and weaknesses.
 - b. Three state senators discuss the pros and cons of passing new laws against hate crimes.
 - c. The vice president of marketing prepares a report to share with the marketing representatives.
 - d. You respond to an internal survey conducted by a colleague from another department.
 - e. You prepare a year-end sales report for your supervisor's approval.

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

75. You are using the grapevine when you
- a. ask top management, during a company meeting, about the company's recent merger.
 - b. write a memo to your boss suggesting how to publicize the company's recent merger.
 - c. post a news release on your company's website announcing its recent merger.
 - d. write an article for your company's newsletter, quoting the CEO's comments about the recent merger.
 - e. discuss the company's recent merger while you carpool with a coworker.

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

76. Which of the following is another term for the grapevine?

- a. upward communication network
- b. lateral communication network
- c. horizontal communication network
- d. downward communication network
- e. informal communication network

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

77. Which statement about the grapevine is correct?

- a. It moves information rapidly through the organization.
- b. It is less active during times of uncertainty, such as layoffs, mergers, and branch closings.
- c. Most of the information communicated through the grapevine pertains to personal matters.
- d. Information spread through the grapevine is usually incomplete.
- e. It is not an important communication network in large organizations.

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

78. Savvy managers respond to the grapevine in their organization by
- slowing down the free flow of information.
 - identifying the filters that affect employees' perceptions.
 - sharing all news with employees, whether positive or negative.
 - counteracting the horizontal flow of information.
 - extending the network to the top of the organization.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

79. Which of the following is *not* a verbal barrier to communication?
- inadequate Bloom's Knowledge
 - differences in interpretation
 - language differences
 - inappropriate use of expressions
 - specific, concrete words

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

80. Which of the following is a verbal barrier to communication?
- a. A person's body language does not correspond with his spoken message.
 - b. Audience interpretation of a message is not the same as the sender's interpretation.
 - c. Two individuals have differing perceptions of a manager's comments based on their personal experiences with her.
 - d. People are not focusing on a convention speaker because the seats are too small and are placed too close together.
 - e. A customer service representative has a prejudice against customers who have a southern accent.

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

81. Which of the following is the first verbal barrier that can occur in the communication process?
- a. differences in interpretation
 - b. overabstraction and ambiguity
 - c. inappropriate use of expressions
 - d. inadequate Bloom's Knowledge or vocabulary
 - e. polarization

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

82. Which of the following best describes jargon?
- a. a fad expression that is short-lived
 - b. a polite expression that is used to soften the impact of an unpleasant situation
 - c. a cultural tradition
 - d. efficient terminology when communicating within specialized groups
 - e. a denotative phrase that characterizes vertical communication

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

83. Which of the following is an example of slang?
- a. window of opportunity
 - b. applet
 - c. blog
 - d. e-commerce
 - e. spam

ANSWER: a

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

84. Which of the following is an abstract word?

- a. letter
- b. memorandum
- c. email
- d. report
- e. communication

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

85. Which statement contains abstract or ambiguous language?

- a. Antwon's email contains five misspelled words.
- b. More than 76% of the employees belong to a union.
- c. At least eight associates submitted their expense reports after the deadline.
- d. The office manager purchased 15 cartons of paper for delivery on Tuesday.
- e. The customer service department received some complaints today.

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

86. Which of the following is an example of environmental noise?
- a. You are expected to attend two different meetings that overlap each other.
 - b. You miss half the presentation because the speaker is not using a microphone.
 - c. You have ten minutes to read two reports before you prepare a summary for your boss.
 - d. You are closing a big sale to one client as another client calls with a question.
 - e. You receive urgent instant messages from several colleagues who need information right away.

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

87. Which of the following is *not* a typical reason for unethical behavior?
- a. We rationalize that what is ethical depends upon the circumstances.
 - b. We do what we must to win.
 - c. We rationalize that everyone is doing it.
 - d. We enjoy the thrill of "getting away with it."
 - e. We take the easy route to accomplish our goal.

ANSWER: d

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.5 - 1.5

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Ethics and Communication

OTHER: Bloom's: Knowledge

88. The triple bottom line includes all of the following *except*:

- a. people
- b. profit
- c. purpose
- d. planet
- e. none of these

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.5 - 1.5

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Ethics and Communication

OTHER: Bloom's KnowledgeBloom's: Knowledge

89. Which of the following questions is *not* a part of The Framework for Ethical Decision Making?

- a. How will others be affected by my decision?
- b. How likely am I to be discovered doing something unethical?
- c. How will I feel after the decision is known?
- d. Is this action legal?
- e. Is this decision in line with my personal values?

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.5 - 1.5

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Ethics and Communication

OTHER: Bloom's: Knowledge

90. Which of the following is an example of professional ethics?
- a. A belief that discrimination is wrong based upon an experience with negative stereotyping.
 - b. Legal requirements that employees must be US citizens or have a US work visa.
 - c. The expectation of gifts to potential clients in a foreign country.
 - d. An understanding with other company salespeople that you will not attempt to sell to each other's current clients.
 - e. A company policy that prohibits attending sporting events with suppliers.

ANSWER: e

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.5 - 1.5

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Ethics and Communication

OTHER: Bloom's: Knowledge

91. Which of the following statements about a strategic communication plan is *not true*?
- a. It may involve both lean and rich media channels.
 - b. It is typically created by corporate leaders.
 - c. It is sequenced so that one message never overlaps another.
 - d. It helps the company reach multiple audiences.
 - e. It typically involves multiple messages in face-to-face and technology-assisted formats.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

92. Which of the following is *not* an example of synchronous communication?
- a. You send a text while watching a video-conference presentation.
 - b. You IM the corporate delivery service while talking to a customer about his missing delivery.
 - c. You deliver a speech with PowerPoint slides while watching the reaction of your manager out of the corner of your eye.
 - d. You read email with both text and video components open at the same time.
 - e. You attend a web seminar while forwarding slides to a coworker who is not participating in the seminar.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

93. Which of the following would be the best action for building a relationship with a manager in another division?
- a. an emailed report on your responsibilities and accomplishments
 - b. a voice message left on the manager's phone
 - c. a face-to-face meeting in a neutral meeting room
 - d. an invitation to download your vlog
 - e. a Facebook friend request

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

94. A private company network for people outside of the company is a(n)
- a. Internet.
 - b. extranet.
 - c. blog.
 - d. intranet.
 - e. tweet.

ANSWER: b

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

95. Which of the following is *not* a true statement about print communication?
- a. It is considered official and formal.
 - b. Its use is declining.
 - c. Some companies no longer use it for internal communication.
 - d. It is still used for individual pay or benefit information.
 - e. It is not appropriate for job applications.

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

96. Which of the following guidelines for online communication is *least likely* to protect both you and your employer from problems?
- In your message, you identify yourself as a company employee but add "my opinion only" to messages and posts.
 - You don't cite or reference customers or suppliers without their prior approval.
 - You avoid sharing proprietary company information about products or strategies with anyone outside of the company.
 - You don't insult or disparage your employer or any specific employee, even if specific names are not mentioned.
 - You avoid doing anything online that would not be acceptable in a face-to-face situation in your workplace.

ANSWER: a

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.4 - 1.4

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Potential Legal Consequences of Communication

OTHER: Bloom's: Knowledge

97. When clothing retailer Gap Inc. discovered that some suppliers allegedly used under-age workers to make its clothing, the company quickly stopped selling these products, launched an investigation, and publicly committed to sever ties to any implicated suppliers. These actions are an example of
- situational ethics.
 - corporate whitewashing.
 - religious ethics.
 - corporate social responsibility.
 - minimal compliance with the law.

ANSWER: d

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.5 - 1.5

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Ethics and Communication

OTHER: Bloom's: Knowledge

98. Which one of the following is a true statement about a personal code of ethics?
- They parallel or mirror the legal rules of society.
 - They are typically formed in childhood.
 - They are universal and apply across all cultures.
 - They represent our beliefs about whether an action will benefit us or others.
 - They are primarily defined by the organizations we work for.

ANSWER: b
POINTS: 1
DIFFICULTY: Moderate
LEARNING OBJECTIVES: BCIP.NEWM.13.1.5 - 1.5
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Ethics and Communication
OTHER: Bloom's: Knowledge

99. Companies use ____ to provide portable audio or video content about their products and services.
- wikis
 - microblogs
 - voice mail
 - podcasts
 - texting

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge

100. Describe the importance of communication in today's business world.

ANSWER: Communication is important to share information, coordinate activities, and make decisions. In order for an organization to succeed, people must be able to communicate effectively with each other to achieve common goals. Effective communication is needed to prepare well-written correspondence (both in print and online) and reports. Communication is important to convey ideas effectively and to prevent misunderstandings.

POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: - Communication
STATE STANDARDS: United States - AK - DISC.1 - Purpose
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge

101. Identify three of the research findings about the status of communications in today's businesses. Why are they significant?

ANSWER:

1. Communication is number one among the top ten characteristics sought by employers.
2. Communications skills are critical for securing a job, as well as for advancement and promotion.
3. Poor communication is the most annoying habit of American bosses.
4. Every year, corporate vice presidents spend the equivalent of three months writing.
5. The most frequent cause of workplace resentment is poor communications.
6. Reading and following directions are top skills in the contemporary workplace.
7. 80% of managers say most of their employees need to improve their writing skills.
8. The number one source of employer dissatisfaction with their employees is poor written communications.

POINTS:

1

DIFFICULTY:

Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

102. List and briefly describe the five components of communication.

ANSWER:

- a. The **communication need** is an event that creates the need to communicate. It can be external (coming through sensory organs), or it can be internal.
- b. The **sender** creates the message, selects the medium, determines objectives, analyzes the audience, and interprets the context.
- c. The **message** is the information that needs to be communicated.
- d. The **audience** is the receiver of the message.
- e. The **response** has to do with the audience interpreting the message and continuing the communication process.

POINTS:

1

DIFFICULTY:

Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

103. Why is Bloom's Knowledge of the audience directly related to the purpose of the message?

ANSWER: How well you know your audience and how you tailor a message to your audience are as important as the purpose and content of your message. How well you communicate depends on all of these factors.

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

104. Describe at least three advantages that oral communication has over written communication. Provide an example of a situation in which oral communication would be more effective than written communication.

ANSWER: Oral communication allows more ways to get your message across to the receiver. You have the opportunity to clarify confusing or misleading statements or comments. The audience has the opportunity to provide immediate feedback. You can use nonverbal clues while communicating with your audience. Providing additional information orally is easier than providing it in writing. Using oral communication, you can pause, accent, and change your voice tone to stress or play down certain points. For example, when assigning a task to a subordinate, a supervisor can stress certain factors that she wants the employee to cover in his report. He can immediately ask questions so that she can clarify the project or provide additional suggestions or requirements.

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

105. List the three directions of communication and describe the types of communication that occur in each. Explain one problem that can occur in each direction.

ANSWER:

Downward communication. Information flows from a superior to an employee. Downward communication includes information about job performance, daily operations, and other organizational business. One major problem is that managers tend to simply assume that their audiences receive and thoroughly understand their messages.

a. **Upward communication.** Information flows from an employee to a supervisor or to someone else with higher authority. Upward communication includes statistics and information that is requested by upper management for decision making. Also included are employee suggestions and grievances.

b. **Lateral communication.** Information flows horizontally among individuals of generally equal status. Employees may coordinate work, share plans and activities, negotiate differences, and develop interpersonal support. It may be challenging to influence people without management authority over them.

c.

POINTS:

1

DIFFICULTY:

Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

106. Briefly describe a personal example of upward, downward, and lateral communication in your life.

ANSWER:

Answers will vary. An **upward** communication example might involve the student's communication with a professor, supervisor, or parents. A **downward** communication example might be directed to younger siblings or interns at a lower level. Lateral communication might involve team projects for a college assignment.

POINTS:

1

DIFFICULTY:

Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

107. Describe the formal and informal communication networks.

ANSWER: The formal communication network of an organization utilizes downward, upward, and lateral, communications within the structure of the company. In contrast, the informal communication network, or grapevine, is the movement of information through unofficial channels.

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

108. What is the informal communication network? How effective is it? How does an effective manager deal with it?

ANSWER: The informal communication network is the formal name for the grapevine. Information flows through random, nonofficial channels, such as when people are carpooling, making photocopies, taking breaks, and the like. Most of the information conveyed through the informal communication network is accurate, and information travels very quickly from one person to another, especially when major changes such as layoffs are taking place. Effective managers do not try to manipulate the grapevine. Instead, they try to act promptly to minimize the effects of negative information and to clarify misunderstandings or false rumors.

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

109. Discuss what causes differences in interpretation. Provide an example of communication that involves interpretation problems.

ANSWER: Differences in interpretation occur when senders and receivers assign different meanings to the same word or phrase. People often attach different connotative meanings to words. These connotations have subjective, emotional meanings, and thus they cause different personal reactions. Student examples will vary but should clearly indicate an interpretation problem.

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

110. Explain the difference between denotation and connotation when referring to the meaning of a word. Give an example of each.

ANSWER: Denotation is the literal dictionary definition of a term. Connotation is a subjective, emotional meaning attached to a word. The denotative meaning of heap is "a pile of some material." But connotatively, you might refer to your car as a heap either affectionately or in a negative sense.

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

111. Do you agree with Oliver Wendell Holmes Jr. that "A word is not a crystal, transparent and unchanged, it is the skin of a living thought and may vary greatly in color and content according to the circumstances and time in which it is used." Why or why not?

ANSWER: Holmes expresses the idea that language is constantly changing and it is. Just think of the new words added each year because of technology alone and the number of words that pass into disuse because of change. Students' answers will vary.

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

112. Define the terms slang, jargon, and euphemism. When is each type of expression appropriate? When do problems arise?

ANSWER:

- Slang** is a short-lived expression that is used for a specific group of people. For example, teenagers use certain expressions that many adults do not fully understand. Slang is appropriate when the sender and receiver are members of the same group (e.g., construction workers, surfers, and so on).
- Jargon** is specialized terminology or expressions used by people in a particular group or field. For example, in drawing up financial statements, accountants use particular language or abbreviations that many people would not understand. The use of jargon is appropriate only when you are communicating with others in your field or area of expertise.
- A **euphemism** is a polite or inoffensive expression used to sugarcoat or soften the blow of an otherwise negative, blunt expression. Euphemisms are used to avoid hurting people's feelings or to convey bad news as gently as possible. Problems arise when receivers do not understand the slang, jargon, or euphemism they are reading or hearing.

POINTS:

1

DIFFICULTY:

Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS:

Communication Barriers

OTHER:

Bloom's: Knowledge

113. Give an original example of a nonverbal message that reinforces a verbal message and of a nonverbal message that contradicts a verbal message.

ANSWER:

Students will have a variety of answers. Here are a couple of examples.

- Looking a student in the eye and smiling while praising the student
- A business executive maintaining eye contact, smiling, and shaking hands firmly when greeting a client
- Saying "Good morning" in a somber tone without smiling
- Acting extremely nervous and not maintaining eye contact during an important job interview

POINTS:

1

DIFFICULTY:

Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS:

Communication Barriers

OTHER:

Bloom's: Knowledge

114. Identify nonverbal barriers to communication. Give an example of each.

ANSWER: 1. Inappropriate or conflicting signals, such as typographical errors on a job application
2. Distractions, such as uncomfortable seating
3. Differences in perception, such as believing certain people and not others
4. Inappropriate emotions, such as excessive anger

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

115. In what circumstances should you choose traditional oral communication for your message?

ANSWER: This form of communication is rich rather than lean, allowing people to develop trust and judge credibility. It also allows two-way communication, so it is appropriate for situations in which the audience might need to ask questions. It is the best choice for building relationships.

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

116. Describe the potential benefits and drawbacks of texting at work.

ANSWER: This technology can provide quick, relevant information. It allows the users to know if someone is available for a quick response, and thus saves time. On the other hand, some people dislike what they may view as an interruption, and others may resent it if you text in front of them. Avoid texting in situations that demand your full attention elsewhere.

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

117. Blogs that allow open comments may generate negative responses from consumers. Why do many companies view them as worth the risk?

ANSWER: Blogs allow companies to connect with employees and customers, and to convey relevant, timely information. The best blogs encourage interactivity and thus develop relationships beyond one-way messaging. Even negative comments allow company representatives to respond quickly, mitigate the situation or provide the company's point of view and perhaps repair the relationship. Good companies use customer feedback to identify areas for improvement.

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

118. Give examples of situations that might require selecting rich media. Give examples of situations that might require lean media.

ANSWER: Answers will vary. In general, rich media are best for difficult, complex, or emotional messages. Examples might include providing negative performance reviews, explaining a new strategic direction, or meeting with a key client who is unhappy with her service. Lean media are best for routine, neutral, or simple messages. Examples might include weekly progress reports, product updates, simple service bulletins, or brief news reports.

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

119. How can an employee avoid negative legal consequences of his or her communication?

ANSWER: First, be aware of, and follow, any company policies concerning communication, including policies that forbid the sharing of company information. Next, consider that anything you write at work is a reflection on your professionalism and may be read by others. Never break copyright, fair use, or financial disclosure laws. And it's always better to communicate with utmost respect for individuals who are part of, or mentioned in, your communication.

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.4 - 1.4

NATIONAL STANDARDS: United States - BUSPROG: - Communication

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Potential Legal Consequences of Communication

OTHER: Bloom's: Knowledge