

Chapter 1 Multiple Choice Questions

1. Communication skills are prized by
 - a. employers.
 - b. co-workers.
 - c. family.
 - d. all of the answers provided.*Answer: d; Page: 3-4; Difficulty: 1; Skill: Conceptual*
2. According to the text, what is the most important skill in business according to numerous industry surveys?
 - a. computer applications
 - b. actuarial expertise
 - c. interpersonal, group and presentation communication skills
 - d. who you know, not what you know*Answer: c; Page: 3; Difficulty: 2; Skill: Conceptual*
3. Communication is defined as
 - a. process of understanding one another.
 - b. the process of understanding and sharing meaning.
 - c. the process of verbal and nonverbal interaction.
 - d. a process of interaction involving symbols and codes.*Answer: b; Page: 4; Difficulty: 1; Skill: Factual*
4. The four models of communication include:
 - a. one way, two way, interactive and transactional
 - b. linear, two way, interactive and constructivist
 - c. linear, constructivist, transactional and interactional
 - d. one way, two way, transactional and constructivist*Answer: c; Page: 4-6; Difficulty: 1; Skill: Factual*
5. Essential components of communication include
 - a. sender, receiver, message, channel and feedback
 - b. source, listener, message, channel and feedback
 - c. sender, listener, message, channel, feedback, environment, context and interference
 - d. source, receiver, message, channel, feedback, environment, context and interference*Answer: d; Page: 6-8; Difficulty: 1; Skill: Factual*
6. In the communication process, the message is
 - a. the stimulus or meaning produced by the source.
 - b. the words used by the sender to communicate meaning.
 - c. the verbal and nonverbal way a source communicates meaning.
 - d. the words, language, and way a sender communicates meaning.*Answer: a; Page: 6-8; Difficulty: 2; Skill: Factual*
7. In the communication process, feedback is
 - a. the noise created when a microphone gets too close to a speaker
 - b. the response to a source, verbal and nonverbal.
 - c. the response to a receiver.
 - d. unintended responses from both sender and listener.

Answer: b; Page: 6-8; Difficulty: 1; Skill: Factual

8. In the communication process, environment is
- tables, chairs and lighting.
 - the degree to which the communication is formal or informal.
 - the same as habitat.
 - the space between source and receiver.

Answer: a; Page: 6-8; Difficulty: 2; Skill: Conceptual

9. In the communication process, interference is
- physical and psychological interruption in the communication process.
 - loud noises.
 - listening to your own internal monologue.
 - none of the options available.

Answer: a; Page: 6-8; Difficulty: 3; Skill: Conceptual

10. Intrapersonal communication involves communication:
- within one's self
 - between two people
 - between three or more people
 - in a public setting.

Answer: a; Page: 10-11; Difficulty: 2; Skill: Conceptual

11. Interpersonal communication involves communication
- within one's self.
 - between two people.
 - between three or more people.
 - in a public setting.

Answer: b; Page: 10-11; Difficulty: 2; Skill: Conceptual

12. Group communication is
- communication between people in a group setting.
 - a dynamic process in which a small group of people engage in a conversation.
 - a static process in which a small group of people engage in a conversation.
 - an interactive conversation involving three people.

Answer: b; Page: 11; Difficulty: 2; Skill: Conceptual

13. Public communication is
- a conversation between two people in a public setting.
 - a conversation between three people in a public setting.
 - a public-speaking situation where one person speaks to a group of people.
 - a public-speaking situation where people interact based on a common theme.

Answer: c; Page: 12; Difficulty: 2; Skill: Conceptual

14. Mass communication is
- big or large communication
 - involves communicating a message to a large group of people in the same general area.
 - involves communicating a message to a large group of people not in the same physical location.
 - a form of communication which allows us to communicate our message to a large number of people.

Answer: d; Page: 12; Difficulty: 2; Skill: Conceptual

15. In terms of the basic principles of communication, communication is
- constant.
 - inconsistent.
 - complicated.
 - hard to draw.

Answer: a; Page: 12; Difficulty: 1; Skill: Factual

16. In terms of the basic principles of communication, communication is
- natural.
 - consistent.
 - easy.
 - constant.

Answer: d; Page: 12; Difficulty: 1; Skill: Factual

17. In terms of the basic principles of communication, you can stop communicating when
- you are alone.
 - when you choose not to speak.
 - when you choose not to establish eye contact.
 - none of the options available.

Answer: d; Page: 12-13; Difficulty: 3; Skill: Applied

18. In terms of the basic principles of communication, you can stop communicating when
- when you do not want to speak.
 - when you choose to speak
 - when you are less than one year old.
 - none of the options available. You cannot NOT communicate.

Answer: d; Page: 12-13; Difficulty: 3; Skill: Applied

19. In terms of the basic principles of communication, communication is
- constant, transactional, a process, irreversible, and learned.
 - inconsistent, dynamic, complicated, and a process.
 - learned, interactional and reversible.
 - none of the options available.

Answer: a; Page: 12-15; Difficulty: 2; Skill: Factual

20. In terms of the basic principles of communication, communication is
- constant, reversible, and learned.
 - inconsistent, complicated, and reversible.
 - learned and irreversible.
 - none of the options available.

Answer: c; Page: 12-15; Difficulty: 3; Skill: Factual

21. In terms of the basic principles of communication, communication is
- reversible
 - irreversible
 - dynamic
 - static

Answer: b; Page: 14; Difficulty: 1; Skill: Factual

22. In terms of the basic principles of communication, communication is:
- something once expressed you can take back, or reversible.
 - something once expressed you cannot take back, or irreversible.
 - fun and natural
 - none of the options available

Answer: b; Page: 14; Difficulty: 3; Skill: Applied

23. In terms of the basic principles of communication, communication is
- inherited.
 - environmental.
 - culturally bound.
 - learned.

Answer: d; Page: 15; Difficulty: 1; Skill: Factual

24. In terms of the basic principles of communication, communication is
- something you know how to do the moment you are born.
 - something you learn around age six.
 - fun and natural
 - learned.

Answer: d; Page: 15; Difficulty: 2; Skill: Applied

25. In terms of the basic principles of communication, communication is
- a repeatable process.
 - a process we can replicate exactly.
 - generally predictable.
 - never the same twice.

Answer: d; Page: 15; Difficulty: 3; Skill: Applied

Chapter 1 True/False Questions

- Communication skills are prized by employers, co-workers and family.
Answer: True; Page: 3-4; Difficulty: 1; Skill: Conceptual
- The most important skill in business, according to numerous industry surveys, is actuarial expertise.
Answer: False; Page: 3-4; Difficulty: 2; Skill: Conceptual
- Communication is defined as a process of understanding and sharing meaning.
Answer: True; Page: 4; Difficulty: 1; Skill: Factual
- The four models of communication include linear, constructivist, transactional and interactional.
Answer: True; Page: 4-6; Difficulty: 1; Skill: Factual
- Essential components of communication include sender, listener, message, channel, feedback, environment, context and interference.
Answer: False; Page: 6-8; Difficulty: 1; Skill: Factual
- In the communication process, the message is the stimulus or meaning produced by the source.

Answer: True; Page: 6-8; Difficulty: 1; Skill: Factual

7. In the communication process, feedback is the noise created when a microphone gets too close to a speaker.

Answer: False; Page: 6-8; Difficulty: 3; Skill: Applied

8. In the communication process, environment is the degree to which the communication is formal or informal.

Answer: False; Page: 6-8; Difficulty: 2; Skill: Conceptual

9. Intrapersonal communication involves communication between two people.

Answer: False; Page: 10-11; Difficulty: 2; Skill: Factual

10. Interpersonal communication involves communication between two people.

Answer: True; Page: 10-11; Difficulty: 2; Skill: Factual

Chapter 1 Short Answer/Essay Questions

1. List and describe the eight basic components of communication.

Answer: Answers will vary but should include source, receiver, message, channel, feedback, environment, context and interference; Page: 6-8; Difficulty: 3; Skill: Applied

2. Label and describe one principle of communication.

Answer: Principles of communication include: constant, transactional, process, irreversible, and learned. Page: 12; Difficulty: 2; Skill: Applied

3. Label and describe one context of communication.

Answer: Contexts include intrapersonal, interpersonal, group, public, and mass communication. Page: 10-12; Difficulty: 2; Skill: Applied

4. Define communication and explain the three main points of the definition.

Answer: Communication is defined as a process of understanding and sharing meaning. Three main points: Process, Understanding, and Sharing; Page: 4; Difficulty: 3; Skill: Applied

5. Describe the linear model of communication and its main components.

Answer: One way, source to receiver with a message across a channel. Interference is also present.; Page: 5; Difficulty: 2; Skill: Applied

6. Describe the interactive model of communication and its main components.

Answer: Two way, source to receiver to source, with a message across a channel. Feedback and interference are present.; Page: 5-6; Difficulty: 2; Skill: Applied

7. Describe the transactional model of communication and its main components.

Answer: Two way, source/receiver to receiver/source, with messages/feedback across channel(s). Context, interference, and environment are present.; Page: 6; Difficulty: 2; Skill: Applied

8. Describe the constructivist model of communication and its main components.

Answer: Two way interactive, source/receiver to receiver/source, with negotiated meaning.; Page: 6-7; Difficulty: 3; Skill: Applied