

TB DiSanza Chapter 1

Key: Answer, Type, Learning Objective, Level

Type

A=Applied

C=Conceptual

F=Factual

Level

(1)=Easy; (2)=Moderate; (3)=Difficult

LO=Learning Objective

Multiple Choice Single Select

M/C Question 1

Meanings are defined as:

- a) messages exchanged between people.
- b) involuntary expressions of present emotions.
- c) interpretations we develop for particular experiences.
- d) private associations people have for a symbol.

ANS: c

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What Is Communication?, Difficulty=Easy

M/C Question 2

According to the text, signs are defined as:

- a) involuntary expressions of present emotion.
- b) voluntary expressions that stand for something else.
- c) letters, sounds, words, or mathematical expressions.
- d) the psychological meanings people assign to words.

ANS: a

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What Is Communication?, Difficulty=Easy

M/C Question 3

Symbols are defined as:

- a) involuntary expressions of present emotion.
- b) voluntary expressions that stand for or represent something else.
- c) meanings or interpretations people assign to an event.
- d) a low correspondence between the sender and receiver.

ANS: b

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What Is Communication?, Difficulty=Easy

M/C Question 4

For purposes of simplicity, meanings can be classified into how many categories?

- a) two
- b) three
- c) four
- d) five

ANS: a

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What Is Communication?, Difficulty=Medium

M/C Question 5

What is communication?

- a) It occurs when a message sender's intent and the receiver's interpretation are the same.
- b) It occurs when two people share agreement in their interpretation of an experience or event.
- c) It occurs when there is an exchange of messages between individuals for the purpose of influencing the meaning others assign to events.
- d) It occurs when there is an association of meanings that each person assigns to an activity or event for purposes of interpretation.

ANS: c

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What Is Communication?, Difficulty=Easy

M/C Question 6

_____ is the process of selecting symbols to represent cognitions.

- a) Messaging
- b) Encoding
- c) Decoding
- d) Feedback

ANS: b

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What Is Communication?, Difficulty=Easy

M/C Question 7

_____ includes information about how the first message was received.

- a) Messaging
- b) Encoding
- c) Decoding
- d) Feedback

ANS: d

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What Is Communication?, Difficulty=Easy

M/C Question 8

_____ occurs when the reader selects symbols to attach to the signs and symbols.

- a) Messaging
- b) Encoding
- c) Decoding
- d) Feedback

ANS: c

Skill: Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What Is Communication?, Difficulty=Easy

M/C Question 9

_____ is (or are) composed of signs and symbols that travel along a channel.

- a) Messages
- b) Encoding
- c) Decoding
- d) Feedback

ANS: a

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What Is Communication?, Difficulty=Easy

M/C Question 10

Which of the following represents the definition of roletaking?

- a) Paying attention to the audience and adapting to quizzical looks or signs of boredom
- b) Imagining the audience's reactions or concerns prior to the presentation
- c) Multi-channel messages that help one understand the audience
- d) Selecting meaning from within ourselves to attach to another person's signs and symbols

ANS: b

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic= What Is Communication?, Difficulty=Medium

M/C Question 11

All of the following are useful means to increase shared meaning EXCEPT:

- a) engaging in role-taking.
- b) paying attention to feedback.
- c) using ambiguity.
- d) paying attention to the connotative meanings of words.

ANS: c

Skill=Understand the Concepts, Objective=1.2 Indicate that shared meaning is the goal of most business and professional communication, Topic=Goals of Communication, Difficulty=Medium

M/C Question 12

Cognitions are _____, whereas emotional meanings are _____.

- a) noise; encoded
- b) messages; expressed directly
- c) experiential; feedback
- d) encoded; expressed directly

ANS: d

Skill=Analyze, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What Is Communication?, Difficulty=Medium

M/C Question 13

Jared agrees with his company's goal of providing the safest products on the market. This is an example of:

- a) contractual shared meaning.
- b) ambiguity.
- c) roletaking.
- d) consensual shared meaning.

ANS: d

Skill=Applied, Objective=1.2 Indicate that shared meaning is the goal of most business and professional communication, Topic=Goals of Communication, Difficulty=Medium

M/C Question 14

Roletaking can be thought of as:

- a) guess-work to estimate how an audience will respond to a message.
- b) anticipating a reaction rather than waiting for a person's actual feedback.
- c) a way to understand difficulties or objections to your message.
- d) all of these answers are correct.

ANS: d

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What Is Communication?, Difficulty=Medium

M/C Question 15

John and Alexi don't really care for each other. They take different approaches to most decisions. Yet they can work together because each does his job and they don't try to get closer or become friends. This is an example of:

- a) consensual shared meaning.
- b) ambiguity.
- c) contractual shared meaning.
- d) all of these answers are correct.

ANS: c

Skill=Applied, Objective=1.2 Indicate that shared meaning is the goal of most business and professional communication, Topic=Goals of Communication, Difficulty=Medium

M/C Question 16

You want to persuade a group of people who use one product to switch to your product. What must you learn about these people before selecting persuasive communication tactics?

- a) You need to know what the audience thinks about the product they are now using, as well as what they think of your product.
- b) You need to take an inventory of every available communication tactic.
- c) You need to know about strategic communication.
- d) You need to watch for feedback from your audience.

ANS: a

Skill=Analyze, Objective=1.3: Describe two ways of getting the desired response from an audience, Topic=Effective Communication Is Audience Centered, Difficulty=Difficult

M/C Question 17

Why is communication an art rather than a science?

- a) Because effective communication involves understanding the unique nature of different audiences and selecting strategies to adapt to that uniqueness.
- b) Because effective communication means having a large repertoire of communication behaviors.
- c) Because effective communication involves learning appropriate recipes for success and applying them when circumstances warrant.
- d) Because effective communication means finding out what the audience wants and giving them what they want.

ANS: a

Skill=Analyze, Objective=1.4: Report the need for communicators to adjust their tactics for different audiences and goals, Topic=Effective Communication Is Strategic, Difficulty=Difficult

M/C Question 18

_____ meanings are the private associations that individuals have for a symbol.

- a) Psychological
- b) Contractual shared
- c) Consensual shared
- d) Emotional

ANS: a

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What is Communication?, Difficulty=Easy

M/C Question 19

_____ meanings occur when parties share consensus, agreeing on basic objectives and values.

- a) Psychological
- b) Contractual shared
- c) Consensual shared
- d) Emotional

ANS: c

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What is Communication?, Difficulty=Easy

M/C Question 20

_____ meanings occur when two parties each give up something they would rather not part with to get something valuable from the other person.

- a) Psychological
- b) Contractual shared
- c) Consensual shared
- d) Emotional

ANS: b

Skill=Understand the Concepts, Objective=1.1: Explain how communication occurs due to effective encoding and decoding of messages flowing between the source and the receiver, Topic=What is Communication?, Difficulty=Easy