

Module 02 Adapting Your Message to Your Audience

True / False Questions

1. (p. 19) Understanding your audience is important but not fundamental to the success of any message.

FALSE

*AACSB: Comprehension
Difficulty: Easy*

2. (p. 19) Criticizing your boss as sharply as you would a younger sibling is generally a bad idea.

TRUE

*AACSB: Comprehension
Difficulty: Easy*

3. (p. 19) Since customers usually have few options for products and services, there's no need to treat them politely.

FALSE

*AACSB: Comprehension
Difficulty: Easy*

4. (p. 19-20) Audience analysis and adaptation are important for speakers but not for writers.

FALSE

*AACSB: Knowledge
Difficulty: Easy*

Module 02 - Adapting Your Message to Your Audience

5. (p. 19-20) If you don't know your audience, your best strategy is to write to yourself.

FALSE

AACSB: Comprehension
Difficulty: Easy

6. (p. 19-20) Most people imagine themselves as the audience for messages, which is an effective way to analyze audiences.

FALSE

AACSB: Comprehension
Difficulty: Easy

7. (p. 20) A gatekeeper has no power to keep your message from getting to the primary audience.

FALSE

AACSB: Knowledge
Difficulty: Easy

8. (p. 20) The spouse of your employee could be a secondary audience.

TRUE

AACSB: Application
Difficulty: Easy

9. (p. 20) There are seven types of audiences.

FALSE

AACSB: Knowledge
Difficulty: Easy

Module 02 - Adapting Your Message to Your Audience

10. (p. 21) It's possible for someone to be a part of more than one audience for your message.

TRUE

AACSB: Knowledge
Difficulty: Easy

11. (p. 21-22) There is no need to adapt a message to an audience—humans by nature are adaptable and will find a way to understand your message.

FALSE

AACSB: Comprehension
Difficulty: Easy

12. (p. 21-22) PAIBOC is useful in audience analysis.

TRUE

AACSB: Knowledge
Difficulty: Easy

13. (p. 22) The specific questions you need to answer about an audience may vary depending upon the situation and your purposes.

TRUE

AACSB: Comprehension
Difficulty: Easy

14. (p. 22) The benefits that work for one audience in your message may not appeal to another of its audiences.

TRUE

AACSB: Comprehension
Difficulty: Easy

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15. (p. 23) Noise helps the receiver to decode a message.

FALSE

AACSB: Comprehension
Difficulty: Easy

16. (p. 23) Most noise in business messages is avoidable.

TRUE

AACSB: Comprehension
Difficulty: Easy

17. (p. 24) Channel overload occurs when the channel cannot handle all of the message being sent.

TRUE

AACSB: Knowledge
Difficulty: Easy

18. (p. 24) Miscommunication can occur because people have different ways of interpreting messages.

TRUE

AACSB: Comprehension
Difficulty: Easy

19. (p. 25) Empathy is crucial to good audience analysis.

TRUE

AACSB: Knowledge
Difficulty: Easy

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20. (p. 25-26) If it weren't for diversity in such areas as age, race, and gender, analyzing audiences in business would be simple.

FALSE

AACSB: Analysis
Difficulty: Easy

21. (p. 25-26) Demographic characteristics include attitudes about politics and religion.

FALSE

AACSB: Knowledge
Difficulty: Easy

22. (p. 27) Psychographic characteristics are useless in audience analysis.

FALSE

AACSB: Comprehension
Difficulty: Easy

23. (p. 30-31) The most important audience in business communication is the watchdog audience.

FALSE

AACSB: Analysis
Difficulty: Easy

24. (p. 19) To be realistic, you should analyze your audience in a cynical way. After all, the world is a cruel place.

FALSE

AACSB: Comprehension
Difficulty: Medium

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25. (p. 19) It's perfectly acceptable to criticize your boss the way you would a friend or sibling; after all, it's more honest.

FALSE

AACSB: Comprehension
Difficulty: Medium

26. (p. 19) Choosing to defer to authority is a sign of weakness, and something that compromises ethics.

FALSE

AACSB: Comprehension
Difficulty: Medium

27. (p. 20) The most important audience in any communication situation is the primary audience.

FALSE

AACSB: Analysis
Difficulty: Medium

28. (p. 20) However important a watchdog audience might be, it never has the power to stop a message.

TRUE

AACSB: Knowledge
Difficulty: Medium

29. (p. 22-23) While noise can be physical, the majority of noise is actually psychological.

FALSE

AACSB: Analysis
Difficulty: Medium

30. (p. 23) Hearing is a form of perception; so is seeing.

TRUE

AACSB: Comprehension
Difficulty: Medium

31. (p. 23-24) If your message is effective, you can expect little or no feedback.

TRUE

AACSB: Comprehension
Difficulty: Medium

32. (p. 25) One way to remind readers of information in a tactful way is to preface statements with "As you may know."

TRUE

AACSB: Comprehension
Difficulty: Medium

33. (p. 25) In general, age is a very important demographic factor to consider in your audience for communication.

FALSE

AACSB: Knowledge
Difficulty: Medium

34. (p. 26) Unlike extraverts, introverts are more likely to make decisions based on the impact on people.

FALSE

AACSB: Comprehension
Difficulty: Medium

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35. (p. 27) How people have behaved in the past often predicts how they will behave in the future.

TRUE

AACSB: Knowledge
Difficulty: Medium

36. (p. 20) The secondary audience has the power to stop your message from getting to the primary audience.

FALSE

AACSB: Comprehension
Difficulty: Medium

37. (p. 20-21) A reader of your document can be part of your primary audience and part of your initial audience.

TRUE

AACSB: Comprehension
Difficulty: Medium

38. (p. 21-22) Always expect audiences to be hostile to your message—that way, you can spend time in your message deflecting their criticisms.

FALSE

AACSB: Comprehension
Difficulty: Medium

39. (p. 21-22) Knowing all you can about your audience improves the chances the message will work.

TRUE

AACSB: Analysis
Difficulty: Medium

40. (p. 26) Demographics like age and race provide an excellent means to determine your audience's attitude and behavior.

FALSE

AACSB: Analysis
Difficulty: Medium

41. (p. 27) Psychographic characteristics are qualitative, meaning that they reflect such factors as values and beliefs.

TRUE

AACSB: Comprehension
Difficulty: Medium

42. (p. 27) VALS stands for Values and Living Standards and are profiles developed by the SRI research firm.

FALSE

AACSB: Knowledge
Difficulty: Medium

43. (p. 29) Researcher Jennifer Chatman found that new hires that "fit" the company's culture were less likely to stay with the job because they got bored faster.

FALSE

AACSB: Knowledge
Difficulty: Medium

Multiple Choice Questions

44. (p. 20) Which audience may stop your message from getting to its intended audience?

- A. Primary audience.
- B. Secondary audience.
- C. Initial audience.
- D. Watchdog.
- E.** None of the above.

AACSB: Knowledge
Difficulty: Easy

45. (p. 22) Which of the following is NOT a component of the communication model?

- A. Sender.
- B. Receiver.
- C. Message.
- D. Channel.
- E.** None of the above.

AACSB: Knowledge
Difficulty: Easy

46. (p. 33) Oral messages make it easier to

- A. Answer questions.
- B. Use emotion to help persuade the audience.
- C. Get immediate action or response.
- D.** All of the above.
- E. Only two of the above.

AACSB: Comprehension
Difficulty: Easy

47. (p. 20) A gatekeeper audience has

- A. The authority to keep your message from getting to the primary audience.
- B. The ability to act on your message in lieu of the primary audience.
- C. The ability to cancel your message from the start.
- D. Political, social, or economic power.
- E. None of the above.

AACSB: Knowledge
Difficulty: Medium

48. (p. 20) As an auditor in an accounting firm, you sit down to write a report to your client as soon as you complete the audit. Your client would be classified as what kind of audience?

- A. Primary audience.
- B. Initial audience.
- C. Secondary audience.
- D. Gatekeeper.
- E. None of the above.

AACSB: Application
Difficulty: Medium

49. (p. 20) You are presenting a proposal to the City Council at a public meeting. Your primary audience is

- A. The TV journalists filming your presentation.
- B. The council members who will vote on your proposal.
- C. Your boss, who has promised you a raise if your proposal is accepted.
- D. The speakers who follow you who will have a chance to criticize your proposal.
- E. None of the above.

AACSB: Application
Difficulty: Medium

50. (p. 20) In which of the following situations would the boss be considered BOTH a primary audience and an initial audience?

- A. Your boss asks you to compile sales figures for the last fiscal year so she can send them on to her boss, who needs the information to prepare him for an upcoming board meeting.
- B. Your company's newsletter needs information on your department's softball team, which your boss wants to see before it's passed on to the editor.
- C. You write a proposal to your boss suggesting a new promotional idea in hopes that she will like it enough to pass it on to the division chief, who has the power to implement a new plan.
- D.** Your boss asks you to compile sales figures and put them in an informative report so she can decide if your new marketing strategies have paid off.
- E. None of the above.

AACSB: Application
Difficulty: Medium

51. (p. 23) Person A decides to send a message to Person B. Person A first perceives a stimulus and then interprets that perception. What is the next stage in the communication process?

- A.** Choosing the information to send to Person B.
- B. Encoding, or putting ideas into symbols.
- C. Decoding the proposed message.
- D. Offering feedback.
- E. None of the above.

AACSB: Knowledge
Difficulty: Medium

52. (p. 24) You are in the audience for a panel of top business executives who are engaged in a heated debate. Some members are talking over one another, one is pointing to her visual aids, and yet another is trying to answer audience questions. You can't keep up. What is the BEST explanation for your difficulty?

- A. Channel overload.
- B.** Information overload.
- C. Misperception.
- D. Transmission interruption.
- E. None of the above.

AACSB: Analysis
Difficulty: Medium

Module 02 - Adapting Your Message to Your Audience

53. (p. 25) To remind readers of information in a tactful way, you can
- A. Give a brief definition in the text.
 - B. Ask the readers if they need or want additional information.
 - C. Spell out acronyms the first time you use them.
 - D. All of the above.
 - E. Only A and C.

AACSB: Knowledge
Difficulty: Medium

54. (p. 24-27) Which of the following concepts is LEAST likely to help in audience analysis?
- A. Past behavior.
 - B. Demographics.
 - C. Psychotherapy.
 - D. Knowledge.
 - E. None of the above will help.

AACSB: Synthesis and Evaluation
Difficulty: Medium

55. (p. 25) Which of the following is NOT an example of demographic data?
- A. Number of children.
 - B. Age.
 - C. Interests.
 - D. Education level.
 - E. None of the above.

AACSB: Knowledge
Difficulty: Medium

56. (p. 26) According to Myers-Briggs, the personality type most likely to seek harmony is

- A. Introvert.
- B. Extravert.
- C. Intuitive.
- D.** Feeling.
- E. Judging.

AACSB: Knowledge
Difficulty: Medium

57. (p. 26) According to Myers-Briggs, the personality type most likely to talk rather than write when communicating is

- A. Introvert.
- B.** Extravert.
- C. Intuitive.
- D. Feeling.
- E. Judging.

AACSB: Knowledge
Difficulty: Medium

58. (p. 27) You'll be most persuasive if you play to your audiences

- A. Egos.
- B. Weaknesses.
- C.** Strengths.
- D. Attitudes.
- E. None of the above.

AACSB: Application
Difficulty: Medium

59. (p. 27) Your reader's reaction to a message is affected not just by his or her personal preferences, but also by

- A. Feelings.
- B. Discourse community.
- C. Organizational culture.
- D. All of the above.
- E. Only A and B.

AACSB: Comprehension
Difficulty: Medium

60. (p. 27) Which of the following is NOT an advantage of using psychographic information?

- A. It is less expensive than interviews.
- B. It shows what the audience finds important.
- C. It helps a communicator choose the best appeal for the audience
- D. It offers objective, measurable data about the audience.
- E. None of the above.

AACSB: Comprehension
Difficulty: Medium

61. (p. 27) Which of the following is NOT an example of a VALS category?

- A. Thinker.
- B. Believer.
- C. Achiever.
- D. Survivor.
- E. All of the above are examples.

AACSB: Knowledge
Difficulty: Medium

62. (p. 27) The VALS categories are

- A. Thinkers, Believers, Achievers, Experiencers, Marketers, and Survivors.
- B. Thinkers, Believers, Achievers, Exciters, Makers, and Survivors.
- C. Thinkers, Benefactors, Achievers, Experiencers, Makers, and Survivors.
- D. Thinkers, Benefactors, Achievers, Exciters, Makers, and Survivors.
- E. None of the above.

AACSB: Knowledge
Difficulty: Medium

63. (p. 28) You've noticed that your company has very little turnover and promotes people to management positions who have been there longer than others. What aspect of culture is most likely at work?

- A. Independence.
- B. Team player.
- C. Seniority.
- D. Technical knowledge.
- E. None of the above.

AACSB: Synthesis and Evaluation
Difficulty: Medium

64. (p. 28-29) As a new hire, you've noticed that your bosses expect more formality than those in your previous job. For instance, rather than addressing a boss by his or her first name, you must use a title and the last name. Which of the following audience concepts BEST accounts for the difference?

- A. Values.
- B. Discourse community.
- C. Organizational culture.
- D. Strategy.
- E. None of the above.

AACSB: Synthesis and Evaluation
Difficulty: Medium

65. (p. 28) Which of the following questions is among those that can help you to analyze an organization's culture?

- A. What are the organization's goals.
- B. How do people get ahead?
- C. How formal are behavior, language, and dress?
- D.** All of the above.
- E. Only A and B.

AACSB: Knowledge
Difficulty: Medium

66. (p. 28) Which of the following does NOT reveal organizational culture?

- A. Myths.
- B. Clientele.
- C. Budget.
- D.** Mailing Address.
- E. None of the above.

AACSB: Comprehension
Difficulty: Medium

67. (p. 29-30) As a manager, you have to write to the workers' union persuading the union members to accept a wage freeze so that the company can save money. You know that the union members dislike management, and that the union leader you are writing to especially dislikes you. Which technique is LEAST likely to persuade your audience?

- A. Use empathy to show common ground.
- B.** Use a harsh, Anno-nonsense@ tone.
- C. Admit the flaws of your solution, but show that it is the best solution possible.
- D. Respond to the specific objections you anticipate from your audience.
- E. None of the above.

AACSB: Synthesis and Evaluation
Difficulty: Medium

68. (p. 20) Which of the following is NOT a gatekeeper?

- A. An account executive that approves a marketing plan before it's submitted to the client.
- B. A receptionist who routinely opens the mail for a small business and passes each piece on to its owner.**
- C. A program director at the National Science Foundation who screens all grant applications to ensure conformity to the application criteria before forwarding them to the review board.
- D. The personnel director of a large university who screens all internal applicants for eligibility before sending applications to the interviewers for a specific position.
- E. None of the above.

AACSB: Analysis
Difficulty: Hard

69. (p. 29-30) Carla conducts a three-day training session for new employees. On the evaluation at the end of the session, one participant writes, "You told us you were a feminist, but I thought you were very professional." This comment shows that the participant

- A. Sees the term "feminist" as highly negative.**
- B. Does not yet understand the organization's corporate culture.
- C. Thinks that the session would have been better if a man had conducted it.
- D. Has never heard the term "feminist" before.
- E. None of the above.

AACSB: Analysis
Difficulty: Hard

Short Answer Questions

70. (p. 20) List and explain the five kinds of audiences.

Answer may vary

AACSB: Knowledge
Difficulty: Easy

Module 02 - Adapting Your Message to Your Audience

71. (p. 25) List and define the four dimensions of the Myers-Briggs Type Indicator.

Answer may vary

AACSB: Knowledge
Difficulty: Easy

72. (p. 21-22) Discuss how PAIBOC relates to audience analysis.

Answer may vary

AACSB: Application
Difficulty: Medium

73. (p. 23-24) List and define each component of the communication model.

Answer may vary

AACSB: Knowledge
Difficulty: Medium

74. (p. 25-27) Discuss the limitations to using demographics and psychographics in audience analysis.

Answer may vary

AACSB: Application
Difficulty: Medium

75. (p. 30) Briefly explain what "red flag" words are and why they should be avoided. Give three examples of such words.

Answer may vary

AACSB: Application
Difficulty: Hard

Fill in the Blank Questions

76. (p. 20) You must reach the _____ audience to fulfill your purposes in any message.
primary

AACSB: Knowledge
Difficulty: Medium

77. (p. 20) A _____ has the power to stop your message instead of sending it on to other audiences.
gatekeeper

AACSB: Knowledge
Difficulty: Medium

78. (p. 29) _____ is the ability to put yourself in someone else's "shoes."
Empathy

AACSB: Knowledge
Difficulty: Easy

79. (p. 21-22) _____ characteristics are measurable features that can be counted objectively, such as age, sex, race, education level, and income.

Demographic

AACSB: Knowledge
Difficulty: Medium

80. (p. 33) Important messages should use more _____ channels, whether they're oral or written.

Formal

AACSB: Knowledge
Difficulty: Medium

81. (p. 33) The bigger your audience, the more _____ channel choice becomes because few channels reach everyone in your target audience.

Complicated

AACSB: Knowledge
Difficulty: Medium