

Exam

Name _____

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

1) The primary audience receives the message first and routes it to other audiences. 1) _____

Answer: True ☒ False

2) A watchdog audience has the power to stop a message. 2) _____

Answer: True ☒ False

3) Messages are transmitted via channels. 3) _____

Answer: ☒ True ☐ False

4) In the communication process, channel overload occurs when more messages are transmitted than the human receiver can handle. 4) _____

Answer: True ☒ False

5) Different frames of reference frequently cause miscommunication. 5) _____

Answer: ☒ True ☐ False

6) One must know and understand the audiences to identify the information that will attract and hold their attention, and motivate them to comply with a message. 6) _____

Answer: ☒ True ☐ False

<https://sellidocx.com/products/business-communication-building-a-successful-business-communication-plan>
7) Critical thinking involves gathering as much information as you can about someone or something, and then making decisions based on that information. 7) _____

Answer: ☒ True ☐ False

8) Demographic factors are subjective and measureable. 8) _____

Answer: True ☒ False

9) A discourse community is a group of people who share assumptions about their particular culture and values. 9) _____

Answer: ☒ True ☐ False

10) Within a given industry, such as banking, companies share a similar organizational culture. 10) _____

Answer: True ☒ False

11) When addressing a business audience, avoid using conversational language in your message as it will generate a negative reaction from the audience. 11) _____

Answer: True ☒ False

- 12) When addressing a business audience, unintentional cultural, gender, religious, and economic assumptions in messages can offend readers and cost you business. 12) _____
Answer: ☒ True ☐ False
- 13) When addressing a business audience, use headings and bullet lists to use up white space in formal documents. 13) _____
Answer: ☐ True ☒ False
- 14) Choose channels that best suit your purposes and audience needs. 14) _____
Answer: ☒ True ☐ False
- 15) In oral communication, meaning and morale can be jeopardized when people choose efficiency and formality over real communication. 15) _____
Answer: ☒ True ☐ False

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 16) The _____ audience receives the message first and routes it to other audiences. 16) _____
A) initial B) primary C) watchdog D) secondary
Answer: A
- 17) The _____ audience makes the decision to act on a message. 17) _____
A) watchdog B) primary C) initial D) secondary
Answer: B
- 18) In which of the following situations would your manager be considered both the primary and initial audience? 18) _____
A) Your manager asks you to compile the latest sales figures and put them in an informative report so she can decide if your new marketing strategies have paid off.
B) Your manager asks you to compile sales figures for the last fiscal year so she can send them to her boss, who needs the information to prepare himself for an upcoming board meeting.
C) You write a proposal to your manager suggesting a new promotional idea in the hope 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 company's newsletter needs information on your department's softball team, which your manager wants to see before it's passed on to the editor.
Answer: A
- 19) The _____ may be asked to comment on your message or to implement your ideas after they've been approved. 19) _____
A) primary audience B) initial audience
C) secondary audience D) gatekeeper
Answer: C

- 20) In terms of the types of audiences, a supervisor or executive assistant who decides whether or not you can speak to your manager is _____. 20) _____
 A) the neutral audience B) the secondary audience
 C) a gatekeeper D) a watchdog
 Answer: C
- 21) A _____ pays close attention to the communication between the communicator and the primary audience and may base future actions on its evaluation of the communicator's message. 21) _____
 A) initial audience B) secondary audience
 C) gatekeeper D) watchdog audience
 Answer: D
- 22) In the communication process, _____ occurs when the communication medium cannot handle all the messages being sent. 22) _____
 A) noise B) feedback
 C) channel overload D) information overload
 Answer: C
- 23) In the communication process, _____ occurs when more messages are transmitted than the human receiver can handle. 23) _____
 A) noise B) feedback
 C) channel overload D) information overload
 Answer: D
- 24) "I couldn't understand a word they were saying. They spoke all at once." This is an example of which of the following elements of the communication process? 24) _____
 A) Channel overload B) Noise
 C) Decoding D) Frames of reference
 Answer: A
- 25) _____ is the ability to put yourself in someone else's shoes, to feel with that person. 25) _____
 A) Empathy B) Critical thinking
 C) Apathy D) Intuitiveness
 Answer: A
- 26) _____ involves gathering as much information as you can about someone or something, and then making decisions based on that information. 26) _____
 A) Perceptiveness B) Multi-tasking
 C) Critical thinking D) Formal logic
 Answer: C
- 27) _____ characteristics can be objectively quantified, or measured, and include age, gender, and religion. 27) _____
 A) Demographic B) Behavioural C) Psychographic D) Cognitive
 Answer: A

- 28) Audience reaction is strongly influenced by: 28) _____
A) Weather conditions
B) Time of day the message is received
C) Objective logic
D) Personal, social, political, religious, and class associations
Answer: D
- 29) Which of the following must you consider when doing an audience analysis? 29) _____
A) Their favourite places of interest.
B) Their current knowledge of your topic.
C) Their physical characteristics, such as weight and height.
D) Their preferences for places to hold meetings.
Answer: B
- 30) Which are some of the ways you can find out what matters within your organization? 30) _____
A) Ask your boss
B) Observe who is fired
C) Listen to colleagues stories around the water cooler (rumours)
D) Pay attention to who is disciplined
Answer: A
- 31) How is an organization's culture expressed? 31) _____
A) Through their office décor and furniture
B) Through their frequency of social gatherings after work
C) Through their choice of meeting venues and frequency of meetings
D) Through values, attitudes, and philosophies
Answer: D
- 32) When writing to both external and internal audiences, which of the following language styles is most suitable? 32) _____
A) A more formal style in third person
B) An informal style to relate to more people
C) A more formal style using elaborate vocabulary
D) An informal style written in first person to have a more personal feel
Answer: A
- 33) Communication channels should be selected based on the factor(s) of: 33) _____
A) Physical capabilities of sender and receiver.
B) Speed and efficiency.
C) Environmental influence such as weather and temperature.
D) Receiver's ability to read and write.
Answer: B

- 34) _____ characteristics are qualitative rather than quantitative and include values, beliefs, goals, and lifestyles. 34) _____
A) Demographic B) Geographic
C) Psychographic D) Geodemographic
Answer: C
- 35) The advantage of writing is primarily to be on record. Why is this important? 35) _____
A) To show that you are sensitive to the emotional needs of people
B) To present the big picture first and emphasize your major point
C) To make sure people know where you stand and how you feel
D) To present your reasoning or details step by step
Answer: D
- 36) When trying to reach a larger audience: 36) _____
A) Use multiple channels and multiple media.
B) Simplify your communication as much as possible.
C) Deliver your communication repeatedly to ensure everyone has had equal opportunity.
D) Make sure everyone is at the same educational level.
Answer: A
- 37) _____ data is used by marketers to analyze and appeal to audiences according to where they live and what they buy. 37) _____
A) Cognitive B) Behavioural
C) Geodemographic D) Psychographic
Answer: C
- 38) Which of the following must you avoid when developing a message? 38) _____
A) Mix of paragraph lengths to create white space
B) Bias-free photographs
C) Conversational language
D) Unintentional cultural assumptions
Answer: D
- 39) When you are writing to audiences with different needs, it is better to: 39) _____
A) Use a variety of styles to accommodate everyone.
B) Meet the needs of the gatekeepers and primary audiences first.
C) Get straight to the point of your message instead of starting with an introduction.
D) Use technical terms and jargon instead of simple words.
Answer: B
- 40) Oral communication is suitable: 40) _____
A) When you want to present complex financial data.
B) When you want to create a permanent record of your message.
C) When you need to send routine business messages.
D) When you want an immediate response.
Answer: D

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

41) How do different frames of reference cause miscommunication? 41) _____

Answer: Miscommunication frequently occurs because every individual makes meaning using different frames of reference. We always interpret messages in the light of our perceptions, based on personal experiences, our cultures and subcultures, and the time in which we live.

42) Since audience analysis is central to the success of your message, what information do you need to consider about your audience? 42) _____

Answer: You will need to consider the following pertinent information about the audience:

- Their knowledge about your topic
- Their demographic factors, such as age, gender, education, income, class, marital status, number of children, home ownership, location
- Their personality
- Their attitudes, values, and beliefs
- Their past behaviour

43) What is organizational culture? 43) _____

Answer: An organization's culture is its values, attitudes, and philosophies. Once established, organizational or corporate culture can shape members' attitudes and behaviours, and become very difficult to change. Organizational or corporate culture reveals itself verbally in the organization's myths, stories, and heroes, and non-verbally in the allocation of space, money, and power.

44) What are some strategies you can use to choose the appropriate medium for your communication? 44) _____

Answer: -Choose the channels that best suit your purposes and audience needs: sensitive information requires face to face communication; complicated information needs written and/or visual support.
-Use multiple channels whenever possible.
-Choose the medium that best suits your purposes, your relationship with the audience, and audience needs: when you know your audience, and you're sending a simple message, texting is fine; however, effective crisis communication requires a variety of media.

45) What are the advantages of oral communication?

45) _____

Answer: Speaking is easier and more efficient when you need to do any of the following:

- Answer questions, resolve conflicts, and build consensus
- Use emotion to help persuade the audience
- Provoke an immediate action or response
- Focus the audience's attention on specific points
- Modify a proposal that may not be acceptable in its original form