

Business Communication Essentials, 8e (Bovee/Thill)

Chapter 1 Understanding Business Communication in Today's Workplace

1) How does communication affect the leadership process?

- A) The higher in the organization one moves, the more employees, and therefore more possible communication issues.
- B) The lower in the organization one is, the more one is judged on communication skills.
- C) The lower in the organization one is, the more often one's work is reviewed for accuracy and attention to basic communication conventions.
- D) The higher in the organization one moves, the more time one spends on the task of communicating.
- E) The higher in the organization one moves, the less time one spends on the task of communicating.

Answer: D

Explanation: If you launch a company or move into an executive role in an existing organization, you can expect communication to consume the majority of your time. Top executives spend most of their workdays communicating, and businesspeople who can't communicate well don't stand much chance of reaching the top.

Learning Obj: LO: 1.1: Define communication, and explain the importance of effective business communication.

Difficulty: Moderate

Question Cat.: Application

AACSB: Interpersonal relations and teamwork

2) Which of the following is promoted when you use effective communication skills?

- A) Faster problem solving
- B) Less trust between you and your coworkers
- C) Minimal engagement between workers
- D) Independent decision making
- E) Increase business costs on safety issues

Answer: A

Explanation: Effective communication strengthens the connection between a company and all of its stakeholders. One benefit of effective communication is increased productivity and faster problem solving.

Learning Obj: LO: 1.1: Define communication, and explain the importance of effective business communication.

Difficulty: Moderate

Question Cat.: Application

AACSB: Written and oral communication

3) Which of the following best describes the process of communication?

- A) Transferring of information between senders and receivers
- B) Using digital media to convey data
- C) Providing inspiration to others
- D) Agreeing upon meaning
- E) Selling an idea to those who may need it

Answer: A

Explanation: Communication is the process of transferring information and meaning between senders and receivers using a variety of methods and resources. It may or may not inspire others, and meaning may not be agreed upon. The essence of communication is sharing in a way that benefits both the sender and the receiver.

Learning Obj: LO: 1.1: Define communication, and explain the importance of effective business communication.

Difficulty: Easy

Question Cat.: Concept

AACSB: Application of knowledge

4) Which of the following best supports the need for effective communication in a person's career?

- A) The more technical the position, the less likely the employee will need to communicate outside of the organization.
- B) The higher in the organization an employee is, the more likely the employee will need to communicate effectively both internally and externally to the organization.
- C) The higher in the organization an employee is, the less likely the employee will need to communicate effectively both internally and externally to the organization.
- D) Top executives spend very little of the workday communicating with others.
- E) Top executives spend more time listening than communicating.

Answer: B

Explanation: As one moves into leadership position, more time is consumed by the communication process, including written, verbal, and listening skills.

Learning Obj: LO: 1.1: Define communication, and explain the importance of effective business communication.

Difficulty: Easy

Question Cat.: Concept

AACSB: Written and oral communication

- 5) Which of the following is the result of using an effective communication process in an organization?
- A) An effective communication process slows down the problem-solving time, allowing for better analysis of options before decisions are made.
 - B) An effective communication process hampers employee satisfaction and increases employee turnover.
 - C) An effective communication process increases timely, reliable information, leading to "information overload" during the decision-making process.
 - D) An effective communication process is more costly than other communication processes.
 - E) An effective communication process provides the ability to influence conversations, perceptions, and trends.

Answer: E

Explanation: Effective communication allows for timely and reliable information, allowing for greater influence over conversations, perceptions, and trends. Effective communication often saves time and resources and allows for a better decision making process.

Learning Obj: LO: 1.1: Define communication, and explain the importance of effective business communication.

Difficulty: Moderate

Question Cat.: Application

AACSB: Written and oral communication

- 6) Which of the following least supports the purpose of communication?
- A) Providing data
 - B) Providing information
 - C) Providing inspiration
 - D) Providing control
 - E) Providing insight

Answer: D

Explanation: The essence of communication is sharing—providing data, information, insights, and inspiration in an exchange that benefits both you and the people with whom you are communicating.

Learning Obj: LO: 1.1: Define communication, and explain the importance of effective business communication.

Difficulty: Moderate

Question Cat.: Application

AACSB: Written and oral communication

7) In which of the following fields would the ability to share complex ideas about a project be most critical?

- A) Engineering
- B) Sales
- C) Human resources
- D) Entrepreneurial start ups
- E) Independent contractors

Answer: A

Explanation: While strong communication skills in any field are often critical to success, the ability to present complex ideas in a clear and easy to understand manner is most important in technical fields such as engineering and finance.

Learning Obj: LO: 1.1: Define communication, and explain the importance of effective business communication.

Difficulty: Moderate

Question Cat.: Application

AACSB: Interpersonal relations and teamwork

8) Crafting a message to generate a specific response from an audience requires the use of what type of information?

- A) Practical
- B) Factual
- C) Concise
- D) Clear
- E) Detailed

Answer: D

Explanation: Clarifying expectations and responsibilities will generate a specific response from a specific audience, and should clearly state what is expected from them. This is different than a persuasive message that explains the benefits of the desired response.

Learning Obj: LO: 1.1: Define communication, and explain the importance of effective business communication.

Difficulty: Moderate

Question Cat.: Application

AACSB: Reflective thinking

9) When developing a recommendation for action that might be construed negatively by stakeholders, what technique should be incorporated in the communication?

- A) Practical and useful information only
- B) Factual information that supports the opinion
- C) Conciseness to save people's time
- D) Clearly identified concepts
- E) Detailed information that explains every possible opinion

Answer: B

Explanation: Even when an opinion is called for, presenting compelling evidence to support the opinion is necessary. When presenting information that may be considered negative, an objective, fact-based argument will aid in objectivity in the decision-making process.

Learning Obj: LO: 1.1: Define communication, and explain the importance of effective business communication.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Analytical thinking

10) Giving opinions as vague impressions allows the reader to form their own opinion about the validity of information provided.

Answer: FALSE

Explanation: Use concrete language, specific detail and information that is clear, convincing, accurate and ethical. When an opinion is called for, present compelling evidence to support your conclusion.

Learning Obj: LO: 1.1: Define communication, and explain the importance of effective business communication.

Difficulty: Easy

Question Cat.: Application

AACSB: Written and oral communication

11) Strong communication skills provide an opportunity to stand out from the competition.

Answer: TRUE

Explanation: The ability to write, speak well, and listen well and the ability to recognize the appropriate way to communicate in any situation will help create a major advantage throughout one's career.

Learning Obj: LO: 1.1: Define communication, and explain the importance of effective business communication.

Difficulty: Easy

Question Cat.: Concept

AACSB: Written and oral communication

12) An audience-centered approach means focusing on what?

- A) The corporation's needs
- B) The sender's needs
- C) Technology use
- D) The audience's needs
- E) Time

Answer: D

Explanation: Successful communication is based on providing information based on the audience's needs and level of understanding, not the sender's needs and level of understanding. If the audience does not understand and accept a message, the communication has failed, regardless of the sender's needs to communicate.

Learning Obj: LO: 1.2: Explain what it means to communicate as a professional in a business context.

Difficulty: Moderate

Question Cat.: Application

AACSB: Reflective thinking

13) Using concrete and specific language and including evidence to support a conclusion is an example of what type of information?

- A) Practical
- B) Factual
- C) Concise
- D) Clear
- E) Persuasive

Answer: B

Explanation: Using concrete language, specific detail, and information that is clear, convincing, accurate and ethical helps support factual information in any communication.

Learning Obj: LO: 1.2: Explain what it means to communicate as a professional in a business context.

Difficulty: Moderate

Question Cat.: Application

AACSB: Reflective thinking

14) Performing at a high level and conducting oneself with purpose and pride is an example of what?

- A) Ethical behavior
- B) Strong communication skills
- C) Being a team player
- D) Ethics
- E) Professionalism

Answer: E

Explanation: Professionalism is the quality of performing at a high level and includes making meaningful contributions. Distinct traits of professionalism include striving to excel, being dependable and accountable, being a team player, demonstrating etiquette, making ethical decisions and maintaining a positive outlook.

Learning Obj: LO: 1.2: Explain what it means to communicate as a professional in a business context.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Interpersonal relations and teamwork

15) Professionalism includes knowing how to contribute to a larger cause, and includes knowing how to resolve conflicts and interacting with a variety of personalities, which is referred to as what?

- A) Being positive
- B) Being ethical
- C) Being a team player
- D) Being dependable
- E) Being respectful

Answer: C

Explanation: Professionalism includes being a team player, which includes contributing to a larger cause and making others around them better. To be a team player, you have to be able to collaborate, resolve conflicts, and interact with a wide variety of personalities.

Learning Obj: LO: 1.2: Explain what it means to communicate as a professional in a business context.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Interpersonal relations and teamwork

16) A communicator's ability to listen, understand and meet the needs of others is an example of what type of communication?

- A) Audience-centered
- B) Etiquette-based
- C) Digital
- D) Chain of command
- E) Ethical

Answer: A

Explanation: Audience-centered communication focuses on understanding and meeting the needs of the reader and listener. Audience-centered communication involves elements such as the sender's ability to listen, style of writing and speaking, and the ability to maintain positive work relationships.

Learning Obj: LO: 1.2: Explain what it means to communicate as a professional in a business context.

Difficulty: Easy

Question Cat.: Concept

AACSB: Written and oral communication

17) Which of the following represents the expected norms of behavior in a particular situation?

- A) Ethics
- B) Professionalism
- C) Being a team player
- D) Etiquette
- E) Communication

Answer: D

Explanation: Etiquette is an important element of an audience-centered communication and is different than ethics in that ethics represent moral values, and etiquette is an expected behavior, such as using email communications that are well written, spell checked, etc.

Learning Obj: LO: 1.2: Explain what it means to communicate as a professional in a business context.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Interpersonal relations and teamwork

18) Digital information fluency is often expected of employees by employers.

Answer: TRUE

Explanation: Given the importance of communication in business, employers expect employees to be competent at a wide range of communication tasks. Recognizing information needs, using efficient search techniques and using gathered information ethically are often referred to as digital information fluency.

Learning Obj: LO: 1.2: Explain what it means to communicate as a professional in a business context.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Information technology

19) Audience-centered communication is based on objective, fact-based information, not etiquette or other social norms.

Answer: FALSE

Explanation: An important element of audience-centered communication is etiquette, the expected norms of behavior in a particular situation. Etiquette is as important to effective communication as objective, fact-based information.

Learning Obj: LO: 1.2: Explain what it means to communicate as a professional in a business context.

Difficulty: Moderate

Question Cat.: Application

AACSB: Written and oral communication

20) Describe the six distinct traits of professionalism.

Answer: The trait of being the best includes striving to excel and be the best at everything one does. It is important to excel at every level to build a strong career. The trait of being dependable includes keeping promises and meeting commitments. It is important to learn from mistakes and take responsibility for errors. The trait of being a team player includes knowing how to contribute to a larger cause and making others around them better. The trait of being respectful includes knowing good business etiquette, showing respect for those around them. Respecting others is not only good etiquette, it is essential for one's career. Being ethical includes working to avoid personal ethical lapses and weighing options carefully when facing ethical dilemmas. Being positive includes believing in what one is doing and the ability to get the job done. This includes finding and solving problems instead of complaining about them.

Learning Obj: LO: 1.2: Explain what it means to communicate as a professional in a business context.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Interpersonal relations and teamwork

21) Discuss ways in which mobile technology is challenging the way in which businesses communicate.

Answer: Employees are having an increasingly difficult time disengaging from the workplace, while also having more flexibility in meeting personal and professional obligations. Mobile technology reduces operating costs through telecommuting and other nontraditional work models. Mobile use often occurs in environments with multiple distractions and barriers to successful communication. The use of text messaging has changed the way some users write, allowing for potential miscommunication between the sender and receiver. Also, privacy and security issues must be considered when using technology.

Learning Obj: LO: 1.2: Explain what it means to communicate as a professional in a business context.

Difficulty: Moderate

Question Cat.: Synthesis

AACSB: Information technology

22) The motivation for writing a business message will help determine and shape which of the following?

- A) Audience reaction to the message
- B) Audience acceptance to the message
- C) Audience understanding of the message
- D) The idea of the sender
- E) The transmittable medium

Answer: D

Explanation: Whether a communication effort will ultimately be effective begins when the sender has an idea, and depends on the nature of the idea and the motivation for sending it.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Written and oral communication

23) When a communicator expresses an idea with words or images, they are doing which of the following?

- A) Encoding the idea as a message
- B) Writing the idea into a message
- C) Sharing the idea as a message
- D) Transmitting the idea to the audience
- E) Developing the idea they want to communicate in the message

Answer: A

Explanation: When someone puts an idea into a message, he or she is encoding it, or expressing it in words or images.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Written and oral communication

24) The method used to share an idea with an audience is called what?

- A) Channel
- B) Encoding
- C) Medium
- D) Decoding
- E) Delivery

Answer: C

Explanation: The medium is the delivery method used to shape the communication. It can include anything from a phone call to an instant message to a slideshow presentation.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Written and oral communication

25) When using a PowerPoint presentation to develop a sales message, the communicator is using PowerPoint as which of the following?

- A) Random noise
- B) Channel
- C) Delivery system
- D) Medium
- E) Encoding device

Answer: B

Explanation: The channel is the system used to deliver the message, which is different than the medium, which is the form a message takes.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Application of knowledge

26) The ability of the receiver to determine the main idea of the message is known as what?

- A) Encoding
- B) Channel
- C) Medium
- D) Reading
- E) Decoding

Answer: E

Explanation: When receiving a message, the receiver needs to extract the idea from the message, a step known as decoding.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Moderate

Question Cat.: Synthesis

AACSB: Application of knowledge

27) Evaluating the effectiveness of a message is most often accomplished in which stage of the Communication Process Model?

- A) The sender has an idea.
- B) The sender produces the message in a transmittable medium.
- C) The audience receives the message.
- D) The audience decodes the message.
- E) The receiver provides feedback.

Answer: E

Explanation: When the receiver provides feedback, the sender can evaluate the effectiveness of the communication effort.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Easy

Question Cat.: Application

AACSB: Reflective thinking

28) The influence of culture, thinking styles and moods can have the greatest impact on what step of the Communication Process Model?

- A) Encoding the message
- B) Transmitting the message
- C) Decoding the message
- D) Responding to the message
- E) Providing feedback

Answer: C

Explanation: Extracting the meaning of a message is a highly personal process that is influenced by culture, experience, learning and thinking styles, hopes, fears and even temporary moods. Audiences tend to extract the meaning they expect to get from a message, even if it is the opposite of what the sender intended.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Moderate

Question Cat.: Application

AACSB: Reflective thinking

29) During what step of the Communication Process Model does the receiver's motivation and ability to remember to act on a message become most important?

- A) When providing feedback
- B) When responding to the message
- C) When receiving the message
- D) When decoding the message
- E) When selecting the message

Answer: B

Explanation: Whether a receiver responds as the sender hopes depends on the receiver remembering the message long enough to act on it, being able to act on it and being motivated to respond.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Moderate

Question Cat.: Application

AACSB: Application of knowledge

30) A communication method/model that is open to all who wish to participate is considered which of the following?

- A) Communication Process Model
- B) Web-based Communication Model
- C) We Talk, You Listen Model
- D) Social Communication Model
- E) Broadcasting Model

Answer: D

Explanation: The social communication model is interactive, conversational and usually open to all who wish to participate. Audience members are no longer passive recipients of messages but active participants in a conversation.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Application of knowledge

31) Which of the following would be an example of an effective use of the Social Communication Model?

- A) Using email to send interoffice memos
- B) Sharing information on a blog
- C) Using instant messaging to update team members on the status of a project
- D) Using virtual meetings
- E) Town hall meetings for new product launches

Answer: C

Explanation: A sender in social media environments initiates a conversation by sharing information. This information is often revised and reshaped by participants as they share it and comment on it. The communication should be available to all those who wish to participate, not just those invited to participate.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Written and oral communication

32) Which of the following is an advantage of using the Social Communication Model in shaping messages?

- A) People can take pieces of the communication based on interest.
- B) The message is well controlled by the sender.
- C) There is less information overload.
- D) There is increased productivity and increased employee engagement.
- E) Conversational threads are easier to respond to.

Answer: A

Explanation: Potential problems with the Social Communication Model include information overload, fragmented attention, security risks, distractions that hurt productivity and the need to monitor and respond to numerous conversational threads. The advantage is that people can take information that is of greatest interest to them, and disregard the rest.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Information technology

33) Which of the following is one of the most common uses of social media among U.S. businesses?

- A) Starting conversation threads to end users
- B) Communicating with stakeholders
- C) Allowing employees to voice concerns
- D) Monitoring online discussions about a company
- E) Increasing the publishing mindset amongst employees

Answer: D

Explanation: Social media have given customers and other stakeholders a new voice. One of the most common uses of social media is the monitoring of online discussion forums about the company or its brands.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Moderate

Question Cat.: Application

AACSB: Information technology

34) When a receiver offers a smile when reading a message, the sender can be assured the message has been well received.

Answer: FALSE

Explanation: Nonverbal signals such as gestures and facial expressions can have many different meanings and must be decoded carefully.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Analytical thinking

35) The potential for failure in the Communication Process Model can happen anywhere during the process.

Answer: TRUE

Explanation: The communication process can fail at any point in the process based on both the sender and the receiver's motivation and needs during the process.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Moderate

Question Cat.: Synthesis

AACSB: Analytical thinking

36) Discuss ways and examples of how Social Media has changed the way businesses interact with employees and stakeholders.

Answer: Audience members are no longer passive recipients of messages but active participants in a conversation. Social media have given customers and other stakeholders a voice they did not have in the past, and businesses are listening to that voice. In fact, one of the most common uses of social media among U.S. businesses is monitoring online discussions about a company and its brands. Inside companies, social media make it easier for employees to voice concerns and frustrations, increasing the chances that managers will address problems that are getting in the way of people doing their jobs.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Moderate

Question Cat.: Synthesis

AACSB: Analytical thinking

37) Describe the Communication Process Model and identify potential areas that might cause a failure in the communication process.

Answer: The Communication Process Model begins with the sender having an idea. There is the potential for failure in this step if the idea is merely a complaint, or the sender does not fully understand the goal of their message. The second step of the model is encoding the idea as a message. Encoding is based on the sender's beliefs and culture and may not be applicable to the receiver. The third step of the process is producing the message. The potential for error is in not considering what is most appropriate for the audience and their preferences. The fourth step of the process is transmitting the message. The potential for communication breakdown could be the result of technology errors, information overload or a lack of understanding on the part of the receiver. The fifth step of the process is when the audience receives the message. The audience must find value in the message, and find a way to assign value to it. Next, the audience decodes the message. Decoding is done based on the audience's beliefs and values, which may be different from the senders. The seventh step is the receiver's response to the message. The potential for failure in this step is the receiver's ability to remember, act or be motivated to respond. The last step in the process is providing feedback. Feedback can be misinterpreted, incomplete or decoded incorrectly.

Learning Obj: LO: 1.3: Describe the communication process model, and explain how social media are changing the nature of business communication.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Analytical thinking

38) What percent of Internet access occurs via a mobile device?

A) More than 50 percent

B) More than 60 percent

C) More than 70 percent

D) More than 80 percent

E) More than 90 percent

Answer: A

Explanation: More than half of all Internet access occurs via mobile devices now, with smartphones as the most used platform.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Easy

Question Cat.: Concept

AACSB: Information technology

39) Which of the following has contributed to the rise in social communications?

- A) Uniformity of documents
- B) Limited ability to multitask
- C) Connectivity on mobile devices
- D) Increased network security
- E) Wearable technology

Answer: C

Explanation: Much of the rise in social communication can be attributed to the connectivity made possible by mobile devices. Companies that work to understand and embrace mobile, both internally and externally, stand the best chance of capitalizing on this monumental shift in the way people communicate.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Easy

Question Cat.: Concept

AACSB: Information technology

40) Which of the following is a primary result of the change in the nature of communication as a result of mobile technology?

- A) Spelling and grammar skills have improved.
- B) The relationship between senders and receivers has been altered.
- C) There are fewer opportunities to create new business.
- D) There are fewer communication challenges between the sender and receiver.
- E) Businesses place less emphasis on writing skills.

Answer: B

Explanation: The use of mobile devices has resulted in a change in the nature of communication, including an altering of the relationship between the sender and receiver, while creating opportunities, new challenges and forcing professionals to learn new communication skills.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Moderate

Question Cat.: Synthesis

AACSB: Information technology

- 41) Which of the following is an outcome of trying to read large files on mobile devices?
- A) Readers take more time to read a message thoroughly.
 - B) Senders and receivers expect immediate feedback.
 - C) Receivers will attempt to verify information using video and other apps.
 - D) It is easier to misinterpret the message.
 - E) There are fewer distractions when reading the files allowing for increased comprehension.

Answer: D

Explanation: Documents that are easy to read on paper or on large screens can become quite difficult to read on a smartphone—and the more difficult the reading experience, the more likely that readers will misinterpret the message or simply stop reading.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Information technology

- 42) The ability to send vast amounts of data instantly, constantly, and globally, and the expanding role of social media is referred to as what?

- A) Radical connectivity
- B) Mobile first
- C) Publishing
- D) Wearable technologies
- E) Location aware content

Answer: A

Explanation: Nicco Mele coined the term "radical connectivity" in reference to the vast amounts of data instantly available. Mobile plays an expanding role by keeping people connected 24/7.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Information technology

43) Which of the following is a disadvantage of mobile connectivity?

- A) Mobile connectivity can blur the boundaries of personal and professional time and space.
- B) Mobile connectivity gives employees less flexibility in meeting personal obligations.
- C) Mobile connectivity increases operating costs.
- D) Mobile connectivity does not support nontraditional work models.
- E) Mobile connectivity limits multitasking efforts.

Answer: A

Explanation: The disadvantages of mobile connectivity include blurring the boundaries of personal and professional time and space, preventing people from fully disengaging from work during personal and family time.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Moderate

Question Cat.: Application

AACSB: Information technology

44) Which of the following is true when formatting messages for mobile devices?

- A) Messages should contain more graphics to aid in readability.
- B) Messages should be short with several web links embedded in them.
- C) Messages should be written in a traditional format to aid in understanding.
- D) Messages should be based on location-aware technology.
- E) Messages should be formatted differently to make reading easier on mobile devices.

Answer: E

Explanation: Mobile form factors present challenges for creating and consuming content. Email messages need to be written and formatted differently to make them easier to read on mobile devices.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Information technology

45) Why would an organization develop a policy prohibiting the use of personal devices at the worksite?

- A) To increase the employee's ability to spend time on personal business
- B) To encourage employees to use corporate owned equipment
- C) To encourage the use of equipment that has met corporate security standards
- D) To limit access to corporate networks and data
- E) To encourage accessibility for customers and clients

Answer: C

Explanation: Mobile devices create several security and privacy concerns for end users and corporate technology managers alike. These devices don't always have the rigorous security controls that corporate networks need and users don't always use them in secure ways.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Information technology

46) Which of the following is true regarding mobile connectivity in the workplace?

- A) Mobile connectivity increases decision-making time as more research becomes available.
- B) Mobile connectivity allows for additional research to be conducted during meetings.
- C) Mobile communication limits quality customer service.
- D) Mobile communication decreases accuracy of crisis communication efforts.
- E) Mobile communication requires more engaging experiences for users.

Answer: B

Explanation: Mobile connectivity can accelerate decision making and problem solving by providing information to the right people at the right time. If more information is needed, mobile connectivity allows additional research on the spot.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Information technology

47) Location-aware content includes things such as maps and property information that enhance the mobile experience.

Answer: TRUE

Explanation: Location-aware content can help people experience more of their environment (such as augmented reality apps that superimpose information on a live camera view) and have instant access to information without relying on faulty and limited human memory.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Easy

Question Cat.: Concept

AACSB: Information technology

48) More than 65 percent of all Internet access occurs via mobile devices.

Answer: FALSE

Explanation: More than half of all Internet access occurs via mobile devices now, with smartphones making up most of that.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Easy

Question Cat.: Concept

AACSB: Information technology

49) Today, because of the use of smartphones, mobile communication often resembles a continuous stream of conversations that never end.

Answer: TRUE

Explanation: Smartphones have become intensely personal devices in ways that PCs never did. As a result, mobile communication can start to resemble a continuous stream of conversations that never quite end, which influences the way businesses need to interact with their stakeholders.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Easy

Question Cat.: Concept

AACSB: Information technology

50) Because of the ability to multitask, mobile users become more productive and focused on their work.

Answer: FALSE

Explanation: Because mobile users are often multitasking, they don't give full attention to the information on their screens. Mobile use often occurs in environments with multiple distractions and barriers to successful communication.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Moderate

Question Cat.: Application

AACSB: Information technology

51) Companies who limit the use of mobile technology, both internally and externally, stand the best chance of capitalizing on the way people communicate.

Answer: FALSE

Explanation: Companies must understand and use mobile technology to best capitalize on the way people communicate both internally and externally to the organization.

Learning Obj: LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Application of knowledge

52) Which of the following should be included in a well-developed, ethical communication?

- A) Copyrighted material
- B) Someone else's creative product, but only in your own words
- C) All relevant information, even if it may be negative
- D) Visual aids that emphasize some information while minimizing other information
- E) Statistics and other relevant data that support the reason for the communication

Answer: C

Explanation: Ethical messages should include all relevant information, be true in every way and not deceptive in any way. Unethical communication distorts the truth or manipulates the audience or data.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Ethical understanding and reasoning

53) Which of the following best describe transparency in a communication?

- A) Providing all relevant data
- B) Not plagiarizing information
- C) Stealth marketing
- D) Providing only information that supports the decision you want made
- E) Choosing the best alternative when issues are not clear cut

Answer: A

Explanation: Transparency refers to a sense of openness, of giving all participants in a conversation access to the information they need to accurately process the messages they are receiving.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Ethical understanding and reasoning

54) Which of the following takes place when choosing among alternatives that are not clear cut, but may or may not be ethical and valid?

- A) Ethical lapse
- B) Stealth marketing
- C) Transparency
- D) Distortion
- E) Ethical dilemma

Answer: E

Explanation: An ethical dilemma involves choosing among alternatives that are not clear cut. Conflicting alternatives can be both ethical and valid, not necessarily wrong, but may have consequences for several parties.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Ethical understanding and reasoning

55) Which of the following best describes an ethical lapse?

- A) Choosing among alternatives that are not clear cut
- B) Making an unethical choice
- C) Recruiting people to promote a product without disclosing the true nature of the communication
- D) Not giving all participants in a conversation access to the information needed to process information
- E) Promoting transparency in a conversation

Answer: B

Explanation: Unlike a dilemma, an ethical lapse is a clearly unethical choice.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Easy

Question Cat.: Concept

AACSB: Ethical understanding and reasoning

56) Which of the following is not needed to ensure ethical business communications?

- A) Ethical individuals
- B) Ethical company leadership
- C) Appropriate policies
- D) Regular updates to a code of ethics
- E) Structures that support ethical decision making

Answer: D

Explanation: Ensuring ethical business communication requires ethical individuals, ethical company leadership, and appropriate policies and structures to support ethical decision making. While a code of ethics supports ethical decision making, the code of ethics is not a required component.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Ethical understanding and reasoning

57) What type of communication includes all relevant information about a topic, even if it is negative?

- A) Lengthy
- B) Professional
- C) Ethical
- D) Plagiarized
- E) Meaningful

Answer: C

Explanation: Ethical reports are reports that include all necessary information, true in every sense, needed to make a sound business decision. Information should not be distorted, one sided, plagiarized or manipulated, and all essential information should be there.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Easy

Question Cat.: Concept

AACSB: Ethical understanding and reasoning

58) Which of the following best describes the concept of ethics?

- A) Protecting information entrusted to your care
- B) Security measures in software and hardware
- C) Undistorted data
- D) Accepted principles of conduct that govern behavior
- E) A code of conduct

Answer: D

Explanation: Ethics are the accepted principles of conduct that govern behavior within a society. There are many things that can be done to promote an ethical work environment such as security, a code of conduct, and using undistorted data in communications.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Ethical understanding and reasoning

59) When numeric data is exaggerated to promote one idea, or omitted to minimize the consequence of the data, what type of unethical activity is taking place?

- A) Distorting visuals
- B) Misrepresenting numbers
- C) Selective misquoting
- D) Plagiarism
- E) Omitting essential information

Answer: B

Explanation: Exaggerating any data or omitting any data is unethical, but exaggerating or omitted numeric data is an example of misrepresenting numbers.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Ethical understanding and reasoning

60) Social media has increased the sense of openness in conversation and access to information, often referred to as what?

- A) Transparency
- B) Stealth marketing
- C) Plagiarism
- D) Ethical lapse
- E) Diversity

Answer: A

Explanation: The widespread use of social media has increased the attention given to the issue of transparency, which refers to a sense of openness, giving all participants in a conversation access to the information needed to accurately process the messages they are receiving.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Moderate

Question Cat.: Application

AACSB: Ethical understanding and reasoning

61) Ethics are the accepted principles of conduct that govern behavior within a society.

Answer: TRUE

Explanation: Ethics are accepted principles that govern behavior within a society, and are often supported by laws. Corporate ethics may also include issues that are legal under law, but still not appropriate for the business.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Easy

Question Cat.: Concept

AACSB: Ethical understanding and reasoning

62) Stealth marketing is illegal.

Answer: FALSE

Explanation: Stealth marketing is not illegal, but many, including the Federal Trade Commission, feel it is unethical.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Easy

Question Cat.: Concept

AACSB: Ethical understanding and reasoning

63) A corporate code of ethics provides employees with explicit ethics policies and procedures for all potential workplace issues.

Answer: FALSE

Explanation: A corporate code of ethics will not provide policies and procedures for ALL potential workplace issues. Rather, a code of ethics will serve as a guideline, offering policies and structures to support ethical decision making.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Challenging

Question Cat.: Application

AACSB: Ethical understanding and reasoning

64) Discuss why only presenting data that supports a recommendation, when negative data might be relevant, is considered unethical.

Answer: Data is used to make decisions within the organization. When numbers and statistics are manipulated, exaggerated, altered or omitted, a decision might be made that would not be appropriate given the entire set of data. Manipulating data to influence a decision could have long-term effects on the organization. The widespread use of social media has increased the attention given to the issue of transparency—giving all participants and stakeholders access to information needed to accurately process the messages they are receiving.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Ethical understanding and reasoning

65) Discuss why stealth marketing is unethical.

Answer: Stealth marketing is a practice used by some companies to promote a product or idea. Companies recruit people to promote products to friends and other contacts in exchange for free samples or other rewards without requiring them to disclose the true nature of the communication. The Federal Trade Commission asserts that these techniques are deceptive because they don't give their targets the opportunity to raise their instinctive defenses against the persuasive powers of marketing messages. Stealth marketing allows a reward or benefit to be given to someone for the promotion of the product, without the general public being made aware of the promotion. Stealth marketing can be done using "likes", on social media sites, etc.

Learning Obj: LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Ethical understanding and reasoning

66) What is the competitive advantage of a diverse workforce?

- A) A shared systems of beliefs
- B) Increased communication opportunities
- C) Increased cultural competency
- D) A broader understanding of diverse markets
- E) Better utilization of skill sets

Answer: D

Explanation: Smart business leaders recognize the competitive advantages of a diverse workforce that offers a broader spectrum of viewpoints and ideas, helps companies understand and identify with diverse markets, and enables companies to benefit from a wider range of employee talents.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Application

AACSB: Diverse and multicultural work environments

67) Which of the following best describes the characteristics and experiences that define each of us as individuals?

- A) Diversity
- B) Culture
- C) Cultural context
- D) Social behavior
- E) Practical intelligence

Answer: A

Explanation: Throughout one's career, employees will interact with people from a variety of cultures, people who differ in race, age, gender, sexual orientation, national and regional attitudes and beliefs, family structure, religion, native language, physical and cognitive abilities, life experience, and educational background. Although the concept is often narrowly framed in terms of ethnic background, a broader and more useful definition of diversity includes "all the characteristics and experiences that define each of us as individuals".

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Easy

Question Cat.: Concept

AACSB: Diverse and multicultural work environments

68) When developing communication that ensures the message can be sent and understood across a variety of cultures, the sender is practicing what?

- A) Stereotyping
- B) Cultural competency skills
- C) Exemplary social custom skills
- D) Practical intelligence
- E) Ethnocentrism

Answer: B

Explanation: Cultural competency is an appreciation for cultural differences that affect communication and the ability to adjust one's communication style to ensure that efforts to send and receive messages across cultural boundaries are successful. It requires a combination of attitude, knowledge, and skills.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Application

AACSB: Diverse and multicultural work environments

69) The pattern of physical cues, environmental stimuli, and implicit understanding that affect a communication is known as what?

- A) Social customs
- B) Ethnocentrism
- C) Practical intelligence
- D) Cultural context
- E) Diversity

Answer: D

Explanation: Every attempt at communication occurs within a cultural context, the pattern of physical cues, environmental stimuli, and implicit understanding that convey meaning between two members of the same culture.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Diverse and multicultural work environments

70) The goal of communication in a high context culture is what?

- A) To use visual cues to convey meaning
- B) To exchange information
- C) To focus on results
- D) To build relationships
- E) To ensure a legal decision-making process

Answer: D

Explanation: In low-context cultures, businesspeople tend to focus on the results of the decisions they face, a reflection of the cultural emphasis on logic and progress. In comparison, higher-context cultures emphasize the means or the method by which a decision will be made. Building or protecting relationships can be as important as the facts and information used in making the decisions.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Interpersonal relations and teamwork

71) Which of the following would be least helpful when developing ethical messages in an international work environment?

- A) Seek mutual ground
- B) Send and receive messages without judgment
- C) Have the legal department ensure the validity of a contract
- D) Send messages that are honest
- E) Show respect for cultural differences

Answer: C

Explanation: While a manager from a U.S. company would tend to view a signed contract as the end of the negotiating process, his or her counterpart in many Asian cultures might view the signed contract as an agreement to do business—and only then begin to negotiate the details of the deal. Legal issues vary by country, and this is least likely to ensure an ethical message.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Synthesis

AACSB: Diverse and multicultural work environments

72) The tendency to judge all other groups according to the standards of one's own group is called what?

- A) Stereotyping
- B) Discrimination
- C) Bias
- D) Culture
- E) Ethnocentrism

Answer: E

Explanation: Ethnocentrism is the tendency to judge all other groups according to the standards, behaviors, and customs of one's own group. When making such comparisons, people often decide that their own group is superior.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Easy

Question Cat.: Concept

AACSB: Diverse and multicultural work environments

73) Which of the following would be most helpful when working with people from other cultures?

- A) Communicating based on your own cultural norms so as not to confuse others
- B) Recognizing your own cultural biases
- C) Assuming others are as culturally aware as you
- D) Stereotyping to increase basic understanding of the culture
- E) Explaining the advantages of your way of thought

Answer: B

Explanation: Recognizing our own cultural biases and working to minimize those will improve the communication process. Communication should be meaningful to the audience, and that audience may or may not be as culturally aware. Avoid stereotyping and be prepared to change habits and thoughts.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Synthesis

AACSB: Diverse and multicultural work environments

74) When developing a communication for those who may not be comfortable with your language, what could make the communication easier to understand for the receiver?

- A) Industry jargon
- B) Words with several meanings
- C) Long paragraphs
- D) Limited transitions
- E) Short, precise words

Answer: E

Explanation: Short, plain and easy to understand words will help the communication process. Avoid words with several meanings, jargon and long paragraphs.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Application

AACSB: Diverse and multicultural work environments

75) When speaking with someone whose native language is not your own, what could make the communication process easier for the receiver?

- A) A written text of your main ideas
- B) Speaking louder
- C) Watch for a smile or nod of the head to signal understanding
- D) Detailed information about issues that may be difficult for the receiver to understand
- E) Repetition and examples

Answer: E

Explanation: Clarify your meaning with repetition and examples. Use concrete and specific examples to illustrate difficult or vague ideas.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Synthesis

AACSB: Diverse and multicultural work environments

76) At the end of a meeting with those of other cultures, what habit can help ensure understanding?

- A) Clarifying what will happen next
- B) Being straightforward and direct
- C) Assuming the listener is less knowledgeable than you
- D) Using industry-specific slang and jargon
- E) Avoiding lengthy transitions

Answer: A

Explanation: At the end of a conversation, be sure that you and the other person(s) agree on what has been said and decided. This habit is important for any group or team, regardless of culture, in aiding understanding.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Application

AACSB: Diverse and multicultural work environments

77) Which of the following will aid in the effective communication process across cultures?

- A) Learn how to communicate respect in various cultures.
- B) Understand that all members of each culture have certain practices that are true across all cultural members.
- C) Control the communication to ensure the message is shaped to your needs.
- D) Teach others how to communicate well in your cultural context.
- E) Identify differences in others and aid in their need to minimize those differences.

Answer: A

Explanation: Recognizing our own cultural biases and working to minimize those will improve the communication process. Communication should be meaningful to the audience, and that audience may or may not be as culturally aware. Avoid stereotyping and be prepared to change your habits and thoughts. Since you cannot change others, it is important that you recognize your own cultural limitations and learn how to communicate respect for other cultures.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Application

AACSB: Diverse and multicultural work environments

78) When developing a mentor relationship with senior executives to improve communication and equity in the workplace, which of the following could likely improve the process?

- A) Understanding that men find it easier to bond with other men
- B) Understanding that women find it easier to bond with other women
- C) Understanding that male executives are concerned about developing relationships that may appear inappropriate
- D) Understanding the perception of assertiveness is a negative quality in men
- E) Understanding the perception of assertiveness is a negative quality in women

Answer: E

Explanation: According to research by Linda Babcock of Carnegie Mellon University, both men and women tend to accept disparity between men and women, viewing assertiveness as a positive quality in men but a negative quality in women. Changing these perceptions could go a long way toward improving communication and equity in the workplace.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Synthesis

AACSB: Diverse and multicultural work environments

79) When increasing the diversity of a workforce, which of the following can increase the talent base by attracting those with disabilities?

- A) Assistive technologies
- B) Mentoring
- C) Stereotyping
- D) Repetitive tasks
- E) A code of conduct

Answer: A

Explanation: As with other elements of diversity, success starts with respect for individuals and sensitivity to differences. Employers can also invest in a variety of assistive technologies that help create a vital link for thousands of employees with disabilities, giving them opportunities to pursue a greater range of career paths and giving employers access to a broader base of talent.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Application

AACSB: Diverse and multicultural work environments

80) For entry level professional positions, what is the ratio of men to women?

- A) 20 percent
- B) 30 percent
- C) 40 percent
- D) 50 percent
- E) 60 percent

Answer: D

Explanation: Although the ratio of men and women in entry-level professional positions is roughly equal, the percentage of management roles held by men increases steadily the further one looks up the corporate ladder.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Diverse and multicultural work environments

81) In addition to various life stages, which of the following has most shaped each generation in the workforce?

- A) Communication habits
- B) Differing values
- C) Technological advances
- D) Expectations
- E) Broad experiences

Answer: C

Explanation: In addition to cultural values associated with various life stages, each of the generations in the workforce has been shaped by dramatically different world events, social trends, and technological advances.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Interpersonal relations and teamwork

82) Which of the following makes oral communication more difficult for diverse audiences?

- A) There is more time for translation
- B) Audiences can translate in private at a later time
- C) It takes too long to learn important phrases
- D) It happens in real time
- E) The audience places more importance on your nonverbal cues

Answer: D

Explanation: Remember that oral communication can be more difficult for audiences because it happens in real time and in the presence of other people.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Synthesis

AACSB: Interpersonal relations and teamwork

83) Which of the following is an advantage to written communication?

- A) Technology will correct errors in the message.
- B) Written communication can happen in real time.
- C) Written communication encourages quicker response time in the receiver.
- D) Written communication allows more time for receivers to understand and translate the message.
- E) Written communication can be longer and more detailed as the receiver will only read the communication when they have time.

Answer: D

Explanation: Oral communication can be more difficult for audiences because it happens in real time and in the presence of other people. In some situations, written communication will be more successful because it gives the recipient the opportunity to translate in private and at his or her own pace.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Easy

Question Cat.: Concept

AACSB: Information technology

84) Diversity can be defined as all the characteristics and experiences that define each of us as individuals.

Answer: TRUE

Explanation: Who we are as individuals makes each of us unique and diverse from other subcultures within the organization. Diversity can include military experience, parental status, marital status, thinking style, field of expertise, age, etc.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Easy

Question Cat.: Concept

AACSB: Interpersonal relations and teamwork

85) Cultural competency is a shared system of symbols, beliefs, attitudes, values, expectations and norms for behavior.

Answer: FALSE

Explanation: Cultural competency is an appreciation for cultural differences that affect communication and the ability to adjust one's communication style to ensure that efforts to send and receive messages across cultural boundaries are successful.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Easy

Question Cat.: Concept

AACSB: Interpersonal relations and teamwork

86) In high-context cultures, the primary role of communication is to build relationships, not exchange information.

Answer: TRUE

Explanation: In high-context cultures, the rules of everyday life are rarely explicit; instead, as individuals grow up, they learn how to recognize situational cues (such as gestures and tone of voice) and how to respond as expected. The primary role of communication in high-context cultures is building relationships, not exchanging information.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Diverse and multicultural work environments

87) When speaking, women emphasize content and outcomes and place higher premium on relationship maintenance.

Answer: FALSE

Explanation: When communicating, men place more emphasis on content and outcomes and women place higher premium on relationship maintenance.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Diverse and multicultural work environments

88) Stereotyping is the tendency to judge all other groups according to the standards, behaviors and customs of one's own group.

Answer: FALSE

Explanation: Ethnocentrism is the tendency to judge all other groups according to the standards, behaviors and customs of one's own group. Stereotyping is assigning a wide range of generalized attributes to an individual on the basis of membership in a particular group, without considering the individual's unique characteristics.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Diverse and multicultural work environments

89) Identify at least five diverse groups in an organization and identify communication skills and tools that might work best when communicating with those in a diverse or multicultural setting.

Answer: Types of diversity might include any of the following:

- people from a variety of cultures,
- people who differ in race, age, gender, sexual orientation, national and regional attitudes and beliefs,
- family structure,
- religion,
- native language,
- physical and cognitive abilities,
- life experience,
- and educational background.

For any of those identified, skills that would improve communications with those would include seeking mutual ground, sending and receiving messages without judgment, sending messages that are honest and respecting cultural differences. Tools that might improve the communication process might include technology such as mobile devices, different styles of technology use, overlooking dress customs, being aware of days or times meetings are scheduled, telecommuting, and using assistive technologies. Communication would be more effective if ethnocentrism and stereotyping is avoided, understanding that not everyone thinks alike, and tolerating ambiguity, superficial factors, and recognizing cultural bias in oneself.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Diverse and multicultural work environments

90) When writing for diverse or multicultural audiences, how can the sender make the communication more meaningful for the audience?

Answer: Written communication can be made more meaningful for the audience through the use of plain language and short, precise words that say exactly what is meant. Avoid words with multiple meanings. As much as possible, choose words that have only one obvious meaning in the context you're using them. For example, "assess" can mean to analyze a situation, but it can also mean to impose a penalty or a fee. Concepts should be clear and supported by specific terms and concrete examples. Cite numbers carefully, using figures (such as 27) instead of spelling them out (twenty-seven). Avoid slang and be careful with technical jargon and abbreviations. Slang and other nonstandard usages can be difficult or impossible for your audience to translate. Be brief. Construct sentences that are short and simple and use short paragraphs. Each paragraph should stick to one topic. Use transitions generously. Help readers follow your train of thought.

Learning Obj: LO: 1.6: Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Diverse and multicultural work environments

91) Which of the following is least likely to improve communication efforts?

- A) Developing a corporate presence on all available social media sites
- B) Using technology to aid in communication, not replace it
- C) Being proficient with basic features and functions of technologies
- D) Disregarding information that is not useful
- E) Speaking with coworkers face to face whenever practical

Answer: A

Explanation: Use the filtering features of your communication systems to isolate high-priority messages that deserve your attention. Be wary of following too many blogs, Twitter accounts, and social networking feeds, and other sources of recurring messages. Focus on the information you truly need to do your job.

Learning Obj: LO: 1.7: List four general guidelines for using communication technology effectively.

Difficulty: Moderate

Question Cat.: Application

AACSB: Interpersonal relations and teamwork

92) To best maintain productive relationships with customers and suppliers, what type of communication tool is often most important?

- A) Blogs
- B) Face-to-face meetings
- C) Twitter feeds
- D) LinkedIn
- E) Emails

Answer: B

Explanation: Even the best technologies can hinder communication if they are overused. Speaking with people over the phone or in person can take more time and effort, and can sometimes force you to confront unpleasant situations directly, but it is often essential for solving tough problems and maintaining productive relationships.

Learning Obj: LO: 1.7: List four general guidelines for using communication technology effectively.

Difficulty: Moderate

Question Cat.: Analysis

AACSB: Interpersonal relations and teamwork

93) Because of the increase in the use of technology, which of the following might help in determining what communications to work on first?

- A) The date and time the message was received
- B) The information that best supports blogs and social networking feeds
- C) The filtering feature that identifies high priority items
- D) The attachment icon that indicates additional important information
- E) The sender name feature to identify internal and external messages

Answer: C

Explanation: As a sender, make sure every message you send is meaningful and important to your receivers. As a recipient, take steps to control the number and types of messages you receive. Use the filtering features of your communication systems to isolate high-priority messages that deserve your attention. Also, be wary of following too many blogs, Twitter accounts, and social networking feeds, and other sources of recurring messages. Focus on the information you truly need to do your job.

Learning Obj: LO: 1.7: List four general guidelines for using communication technology effectively.

Difficulty: Moderate

Question Cat.: Application

AACSB: Interpersonal relations and teamwork

94) Which of the following is not a result of information overload?

- A) Inability to differentiate between useful and useless information
- B) Inability to think deeply about complex situations
- C) Lower productivity
- D) Better use of technology
- E) Increase in employee stress

Answer: D

Explanation: The overuse or misuse of communication technology can lead to information overload, in which people receive more information than they can effectively process. Information overload makes it difficult to discriminate between useful and useless information, inhibits the ability to think deeply about complex situations, lowers productivity, and amplifies employee stress.

Learning Obj: LO: 1.7: List four general guidelines for using communication technology effectively.

Difficulty: Moderate

Question Cat.: Application

AACSB: Information technology

95) Which of the following is true regarding the use of technology on the job?

- A) Technology use can make up for a lack of essential skills.
- B) Technology is an aid to communication.
- C) Technology can ensure the message is read by the receiver.
- D) Technology can replace the need for face-to-face communication.
- E) Technology can ensure messages are well designed and accurate.

Answer: B

Explanation: Technology is an aid to communication, not a replacement for it. Technology can't think for you, make up for a lack of essential skills, or ensure that communication really happens.

Learning Obj: LO: 1.7: List four general guidelines for using communication technology effectively.

Difficulty: Moderate

Question Cat.: Application

AACSB: Information technology

96) Technology should be used as a replacement for face-to-face communication whenever possible.

Answer: FALSE

Explanation: To communicate effectively, you need to keep technology in perspective; use technological tools productively, guard against information overload, and disengage from the computer frequently to communicate in person. Technology is an aid to communication, not a replacement for it.

Learning Obj: LO: 1.7: List four general guidelines for using communication technology effectively.

Difficulty: Easy

Question Cat.: Application

AACSB: Information technology

97) When a receiver can no longer determine what information is useful and what is useless, or think deeply about complex situations, they may be suffering from information overload.

Answer: TRUE

Explanation: The overuse or misuse of communication technology can lead to information overload, in which people receive more information than they can effectively process. Information overload makes it difficult to discriminate between useful and useless information, inhibits the ability to think deeply about complex situations, lowers productivity, and amplifies employee stress both on the job and at home.

Learning Obj: LO: 1.7: List four general guidelines for using communication technology effectively.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Information technology

98) When there is a need to confront a difficult situation at the workplace, it is best to use email, allowing the sender time to think through and shape their message appropriately.

Answer: FALSE

Explanation: Speaking with people over the phone or in person can take more time and effort, and can sometimes force you to confront unpleasant situations directly, but it is often essential for solving tough problems and maintaining productive relationships.

Learning Obj: LO: 1.7: List four general guidelines for using communication technology effectively.

Difficulty: Moderate

Question Cat.: Application

AACSB: Information technology

99) Identify a communication plan that would enhance communications between an organization and stakeholders.

Answer: To communicate effectively, you need to keep technology in perspective; use technological tools productively, guard against information overload, and disengage from the computer frequently to communicate in person. A communication plan that enhances the relationship between the organizations and stakeholders might include blogs, Facebook pages and other social media sites that allow interaction between the organization and the stakeholders. Additionally, stakeholders have specific goals in their relationship with an organization, and communication plans must support those relationships. A key issue in any organizational communication plan is security and privacy for the stakeholders, so a plan must also address these issues.

Learning Obj: LO: 1.7: List four general guidelines for using communication technology effectively.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Application of knowledge

100) When faced with the need to communicate with staff located in several work sites and several countries, what types of technology could be used to enhance meeting capabilities?

Answer: Consideration must be given to cultural issues and norms, and to availability of, and use of, various technology tools. Mobile communication tools and other technology tools allow greater flexibility in meeting needs of a widely scattered workforce. Discussion should include use of emails and attached reports that can be translated with translation software. Technology that allows face-to-face meetings allows for better understanding because of the ability to read and gauge nonverbal signals. Mobile technology allows greater flexibility as to time of day and location of meetings.

Learning Obj: LO: 1.7: List four general guidelines for using communication technology effectively.

Difficulty: Challenging

Question Cat.: Synthesis

AACSB: Application of knowledge

101) Which of the following is the ability to define and form judgments about a particular set of circumstances?

- A) Critical thinking
- B) Collaboration
- C) Knowledge application
- D) Data literacy
- E) Real-time translation

Answer: A

Explanation: Critical thinking allows you to define and solve problems and make decisions or form judgments about a particular situation or set of circumstances.

Learning Obj: LO: 1.8: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Written and oral communication

102) Which of the following is considered to be the single most important asset you can use to launch and manage your career?

- A) Data literacy
- B) Social responsibility
- C) Communication skills
- D) Adaptation
- E) Respect

Answer: C

Explanation: Communication skills are probably the single most important asset you can polish as you launch and manage your career.

Learning Obj: LO: 1.8: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.

Difficulty: Moderate

Question Cat.: Analysis

AACSB: Analytical thinking

103) Which of the following is the ability to learn a concept and then use that concept to solve other challenges?

- A) Critical thinking
- B) Collaboration
- C) Knowledge application
- D) Information technology
- E) Data literacy

Answer: C

Explanation: Knowledge application and analysis is the ability to learn a concept and then apply that knowledge to other challenges.

Learning Obj: LO: 1.8: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.

Difficulty: Moderate

Question Cat.: Concept

AACSB: Analytical thinking