

1. Employees prefer to receive business news through their personal media of choice.

- a. True
- b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
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2. A study of the ten characteristics that employers seek in employees identified communications as the number one skill.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communicating in Organizations
OTHER: Bloom's: Knowledge
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3. Employers report major deficiencies in the written and oral communication skills of new employees.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communicating in Organizations
OTHER: Bloom's: Knowledge

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4. Successful communication involves messages that are sent, received accurately, and understood.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC - PROMOTION

TOPICS: Communicating in Organizations

OTHER: Bloom's: Knowledge

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5. The five components of communication are the need for communication, sender, message, audience, and response.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC - PROMOTION

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

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6. A communication need is one that forms within your own organization.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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7. Facial expressions such as frowns and smiles are nonverbal messages that you formulate in response to communication.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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8. Written messages might be conveyed through a brochure, a blog posting, a web page, or a company newsletter.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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9. Individual experiences, culture, and personality affect how the communication need translates into an actual message.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False

HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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10. An example of a communication barrier in the communication system is an employee who is too busy to read an important email.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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11. Lateral communication typically involves persuading others who report to us.

- a. True
- b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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12. If you frown as someone speaks to you, you are providing the sender with your response about the message.

- a. True
- b. False

ANSWER: True

POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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13. The communication process is incomplete without a response.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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14. Communication flows in an orderly, linear manner from one stage to the next.

- a. True
- b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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15. Cascading communication flows upwards and downwards from an important organizational leader.

- a. True
- b. False

ANSWER: False
 POINTS: 1
 DIFFICULTY: Easy
 QUESTION TYPE: True / False
 HAS VARIABLES: False
 LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
 NATIONAL STANDARDS: United States - BUSPROG: Analytic
 STATE STANDARDS: United States - AK - DISC - PROMOTION
 TOPICS: The Components of Communication
 OTHER: Bloom's: Knowledge
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16. Using instant messaging at work may annoy some people, but others believe that it saves time.

- a. True
- b. False

ANSWER: True
 POINTS: 1
 DIFFICULTY: Easy
 QUESTION TYPE: True / False
 HAS VARIABLES: False
 LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
 NATIONAL STANDARDS: United States - BUSPROG: Analytic
 STATE STANDARDS: United States - AK - DISC - PROMOTION
 TOPICS: Communication Media Choices
 OTHER: Bloom's: Knowledge
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17. At work, your personal email is protected free speech, thus shielded from lawsuits.

- a. True
- b. False

ANSWER: False
 POINTS: 1
 DIFFICULTY: Easy
 QUESTION TYPE: True / False
 HAS VARIABLES: False
 LEARNING OBJECTIVES: BCIP.NEWM.17.1.4 - 1.4
 NATIONAL STANDARDS: United States - BUSPROG: Analytic
 STATE STANDARDS: United States - AK - DISC - PROMOTION
 TOPICS: Potential Legal Consequences of Communication
 OTHER: Bloom's: Knowledge
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12/4/2015 12:41 PM

18. Negative comments about your company, its products, or suppliers are usually acceptable if made in electronic forums not controlled by your employer.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.4 - 1.4

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC - PROMOTION

TOPICS: Potential Legal Consequences of Communication

OTHER: Bloom's: Knowledge

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19. You have achieved successful communication when your audience receives your written message, whether or not it is read.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC - PROMOTION

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

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20. Audiences may become skeptical if euphemisms are used frequently to avoid giving bad news.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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21. The organization's formal communication network consists of upward, downward, lateral, and cross-cultural communication.

- a. True
- b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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22. Downward communication is used more frequently than upward communication in most organizations.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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23. Upward communication fosters an environment where employees can offer suggestions and feel they are important to the organization.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy

QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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24. Lateral communication provides managers at all levels with the information they need to make decisions.

- a. True
- b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 9/24/2015 1:20 PM

25. Messages on social media channels are most effective if they are short, personal, and one-way.

- a. True
- b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 12:43 PM

26. Over time, companies that are considered ethical and highly effective communicators provide higher returns to shareholders than companies without these characteristics.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.5 - 1.5
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Ethics and Communication
OTHER: Bloom's: Knowledge
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27. Less than half of the information communicated through the grapevine is accurate.

- a. True
- b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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28. The grapevine is active at every level of the organization, moving information from one manager or employee to the next.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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29. Managers can stop rumors by counteracting the free flow of information through the grapevine.

- a. True
- b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
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30. It is good business to share both good news and bad news with employees as quickly and completely as possible.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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31. Differences in how the sender and the audience assign meanings to the same word can become a communication barrier.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge
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32. The term *connotation* refers to "the associations you have with a word."

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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33. The audience might misinterpret a word used by the sender because of the audience's personal reaction to the sender's connotations.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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34. When communicating internationally, you should translate important documents into the second language and then back into English to ensure correct interpretation.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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35. Jargon is an efficient way of communicating specialized information to broad audiences.
a. True
b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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36. Jargon is technical terminology used within specialized groups--sometimes called "the pros' prose."
a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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37. When writing about a sensitive topic, you might use euphemisms rather than words that could offend your audience.
a. True
b. False

ANSWER: True
POINTS: 1

DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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38. Wherever possible, you should use concrete rather than abstract words to make your messages easier to understand.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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39. You can avoid polarization if you choose words that take the middle ground rather than words that represent an extreme position.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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40. Not all communication problems are spoken or written; some are related to how you act.

- a. True

b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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41. If your cover letter states that you have excellent proofreading skills, a typographical error (a nonverbal signal) will overshadow the actual message content.

a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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42. If what we say and what we do contradict, observers are likely to believe what we say.

a. True
b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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43. Technology that allows multitasking is likely to result in more efficient and accurate workplace communication.

- a. True
- b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
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44. Low-tech media options are best for routine, neutral, and simple messages.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.4 - 1.4
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 2:31 PM

45. Research results show that all but which one of the following statements is true of business communications?

- a. The top characteristic sought in job candidates is communication skills.
- b. Communication is an important part of securing employment and getting promoted once on the job.
- c. As many as one-third of employees write poorly.
- d. Employees who are happy with how their company communicates difficult decisions are much more likely to recommend their company.
- e. Communication skills are more important in corporate settings than in self-employment.

ANSWER: e
POINTS: 1
DIFFICULTY: Moderate
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communicating in Organizations
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 9/24/2015 1:20 PM

46. You will not be able to communicate effectively if
- you convey your message through verbal and nonverbal means.
 - your message contains words that the audience cannot understand.
 - you use low-tech media options.
 - you fail to use current technology.

ANSWER: b
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 3:06 PM

47. Which of the following creates the need for someone to initiate communication?
- sender
 - connotation
 - message
 - communication need
 - denotation

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 9/24/2015 1:20 PM

48. Which is an example of an internal communication need?

- a. You read a memo from your supervisor requesting sales figures for the past five years.
- b. While photocopying reports, you overhear two managers talking about upcoming layoffs.
- c. Your office is too hot because the air conditioner isn't working properly.
- d. You notice an intern pocketing money from the petty cash fund.
- e. You dream about an idea for a new commercial to promote your company's product.

ANSWER: e
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 9/24/2015 1:20 PM

49. A message is not always transmitted accurately because of:

- a. feedback
- b. response
- c. communication barriers
- d. feedback mechanism
- e. communication process

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 9/24/2015 1:20 PM

50. Which of the following is an example of a response?

- a. personality
- b. culture
- c. socioeconomic status
- d. feedback given to the sender by the audience
- e. an individual's emotional state

ANSWER: d

POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 9/24/2015 1:20 PM

51. A(n) ____ is considered a conventional channel of communication.

- a. web seminar
- b. instant message
- c. email
- d. blog
- e. tweet

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 3:07 PM

52. If you put on a puzzled look as a coworker tries to explain the company's new sick-leave policy, you are

- a. using a nonverbal medium to filter the message.
- b. adding noise to the communication environment.
- c. providing an internal communication need for your audience.
- d. simultaneously sending and receiving a message.
- e. eliminating the feedback portion of the process.

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION

TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 9/24/2015 1:20 PM

53. A microblog *cannot* help you
- present the company's perspective on a current issue.
 - report breaking news.
 - convey a complex, nuanced message.
 - respond to a customer's questions without delay.
 - connect with customers.

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 3:08 PM

54. Which of the following statements is *not* true of technology-based communication?
- Companies will often use multiple communication channels.
 - A podcast provides short text files for downloading.
 - Wikis are online spaces where people collaborate.
 - Instant messaging allows you to know when someone is available for a quick response.
 - Social networking sites are used by people of all ages.

ANSWER: b
POINTS: 1
DIFFICULTY: Moderate
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 3:08 PM

55. ____ is synchronous, overlapping communication.
- Geolocating

- b. Multicommunicating
- c. Instant messaging
- d. Posting to Facebook
- e. Handing out printed flyers

ANSWER: b
 POINTS: 1
 DIFFICULTY: Easy
 QUESTION TYPE: Multiple Choice
 HAS VARIABLES: False
 LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
 NATIONAL STANDARDS: United States - BUSPROG: Analytic
 STATE STANDARDS: United States - AK - DISC - PROMOTION
 TOPICS: Communication Media Choices
 OTHER: Bloom's: Knowledge
 DATE CREATED: 9/24/2015 1:20 PM
 DATE MODIFIED: 12/4/2015 3:09 PM

56. Which of the following is *not* a relationship consideration helpful in selecting communication media?

- a. Is this message confidential or private?
- b. Do you need the message documented?
- c. How urgent is the message?
- d. Are you building a relationship with the audience?
- e. How is the audience likely to react?

ANSWER: c
 POINTS: 1
 DIFFICULTY: Moderate
 QUESTION TYPE: Multiple Choice
 HAS VARIABLES: False
 LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
 NATIONAL STANDARDS: United States - BUSPROG: Analytic
 STATE STANDARDS: United States - AK - DISC - PROMOTION
 TOPICS: Communication Media Choices
 OTHER: Bloom's: Knowledge
 DATE CREATED: 9/24/2015 1:20 PM
 DATE MODIFIED: 12/4/2015 3:09 PM

57. Which of the following is *not* considered a rich medium for communication?

- a. oral presentation
- b. chat over coffee
- c. phone call
- d. email
- e. formal department meeting

ANSWER: d
 POINTS: 1
 DIFFICULTY: Easy

QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 3:11 PM

58. Which of the following is *not* a true statement about social media?

- a. It encourages online interaction.
- b. It is widely used among Fortune Global 100 companies.
- c. Most online participants are teens and young adults.
- d. It is based upon second-generation (web 2.0) technologies.
- e. Much of the online content is user-generated.

ANSWER: c
POINTS: 1
DIFFICULTY: Moderate
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 3:11 PM

59. Texting may be useful for all of the following reasons *except*

- a. providing fast client contact.
- b. advertising your new product or service.
- c. commenting during a speech by a client.
- d. confirming deliveries.
- e. sending important information in a meeting.

ANSWER: c
POINTS: 1
DIFFICULTY: Moderate
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM
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60. A computer-support specialist who sends an email to other computer-support specialists in the same company about the need for training on the latest software is engaging in ____ communication.

- a. upward
- b. downward
- c. lateral
- d. matrix
- e. nonverbal

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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61. As a department head, you *cannot* assume that your downward communication is

- a. being received and understood by other department heads.
- b. offering employees the opportunity to air grievances.
- c. received and understood by people who report to you.
- d. sharing complete information with your peers.
- e. an informal network trusted by employees.

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
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62. Which of the following is *not* a reason why upward communication is important?

- a. It provides feedback to let receivers know that lateral messages have been received and understood.
- b. It helps managers recognize whether lower-level employees received and correctly interpreted downward messages.

- c. It gives managers information they need to make critical decisions.
- d. It provides opportunities for employees to offer input, make suggestions, and air grievances.
- e. It allows information to flow from lower levels to higher levels of the organization.

ANSWER: a
 POINTS: 1
 DIFFICULTY: Easy
 QUESTION TYPE: Multiple Choice
 HAS VARIABLES: False
 LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
 NATIONAL STANDARDS: United States - BUSPROG: Analytic
 STATE STANDARDS: United States - AK - DISC - PROMOTION
 TOPICS: The Components of Communication
 OTHER: Bloom's: Knowledge
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63. ____ communication occurs when peers within a department share ideas, coordinate activities, and negotiate differences.

- a. Upward
- b. Downward
- c. Lateral
- d. Vertical
- e. Outsourced

ANSWER: c
 POINTS: 1
 DIFFICULTY: Easy
 QUESTION TYPE: Multiple Choice
 HAS VARIABLES: False
 LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
 NATIONAL STANDARDS: United States - BUSPROG: Analytic
 STATE STANDARDS: United States - AK - DISC - PROMOTION
 TOPICS: The Components of Communication
 OTHER: Bloom's: Knowledge
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64. Which of the following is an example of lateral communication?

- a. Your supervisor sends you an email that lists your strengths and weaknesses.
- b. Three state senators discuss the pros and cons of passing new laws against hate crimes.
- c. The vice president of marketing prepares a report to share with the marketing representatives.
- d. You respond to an internal survey conducted by a colleague from another department.
- e. You prepare a year-end sales report for your supervisor's approval.

ANSWER: d
 POINTS: 1
 DIFFICULTY: Easy

QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
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65. You are using the grapevine when you
- ask top management, during a company meeting, about the company's recent merger.
 - write a memo to your boss suggesting how to publicize the company's recent merger.
 - post a news release on your company's website announcing its recent merger.
 - write an article for your company's newsletter, quoting the CEO's comments about the recent merger.
 - discuss the company's recent merger while you carpool with a coworker.

ANSWER: e
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
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66. Which statement about the grapevine is correct?
- It moves information rapidly through the organization.
 - It is less active during times of uncertainty, such as layoffs, mergers, and branch closings.
 - Most of the information communicated through the grapevine pertains to personal matters.
 - Information spread through the grapevine is usually incomplete.
 - It is not an important communication network in large organizations.

ANSWER: a
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

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67. Savvy managers respond to the grapevine in their organization by
- slowing down the free flow of information.
 - identifying the filters that affect employees' perceptions.
 - sharing all news with employees, whether positive or negative.
 - counteracting the horizontal flow of information.
 - extending the network to the top of the organization.

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC - PROMOTION

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

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68. Which of the following is *not* a verbal barrier to communication?
- inadequate understanding
 - differences in interpretation
 - specific, concrete words
 - inappropriate use of expressions
 - language differences

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC - PROMOTION

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

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69. Which of the following is a verbal barrier to communication?
- A person's body language does not correspond with his spoken message.
 - Audience interpretation of a message is not the same as the sender's interpretation.
 - Two individuals have differing perceptions of a manager's comments based on their personal experiences with her.

- d. People are not focusing on a convention speaker because the seats are too small and are placed too close together.
- e. A customer service representative has a prejudice against customers who have a southern accent.

ANSWER: b
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
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70. Which of the following best describes jargon?

- a. a fad expression that is short-lived
- b. a polite expression that is used to soften the impact of an unpleasant situation
- c. a cultural tradition
- d. efficient terminology when communicating within specialized groups
- e. a denotative phrase that characterizes vertical communication

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 3:21 PM

71. Which of the following is an example of slang?

- a. window of opportunity
- b. applet
- c. blog
- d. e-commerce
- e. spam

ANSWER: a
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice

HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 3:21 PM

72. Which of the following is an abstract word?

- a. letter
- b. memorandum
- c. email
- d. report
- e. communication

ANSWER: e
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 7:56 PM

73. Which statement contains abstract or ambiguous language?

- a. Antwon's email contains five misspelled words.
- b. More than 76% of the employees belong to a union.
- c. At least eight associates submitted their expense reports after the deadline.
- d. The office manager purchased 15 cartons of paper for delivery on Tuesday.
- e. The customer service department received some complaints today.

ANSWER: e
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED:

12/4/2015 8:00 PM

74. Which of the following is an example of environmental noise?

- a. You are expected to attend two different meetings that overlap each other.
- b. You miss half the presentation because the speaker is not using a microphone.
- c. You have ten minutes to read two reports before you prepare a summary for your boss.
- d. You are closing a big sale to one client as another client calls with a question.
- e. You receive urgent instant messages from several colleagues who need information right away.

ANSWER:

b

POINTS:

1

DIFFICULTY:

Easy

QUESTION TYPE:

Multiple Choice

HAS VARIABLES:

False

LEARNING OBJECTIVES:

BCIP.NEWM.17.1.2 - 1.2

NATIONAL STANDARDS:

United States - BUSPROG: Analytic

STATE STANDARDS:

United States - AK - DISC - PROMOTION

TOPICS:

Communication Barriers

OTHER:

Bloom's: Knowledge

DATE CREATED:

9/24/2015 1:20 PM

DATE MODIFIED:

12/4/2015 8:02 PM

75. Which of the following is *not* a typical reason for unethical behavior?

- a. We rationalize that what is ethical depends upon the circumstances.
- b. We do what we must to win.
- c. We rationalize that everyone is doing it.
- d. We enjoy the thrill of "getting away with it."
- e. We take the easy route to accomplish our goal.

ANSWER:

d

POINTS:

1

DIFFICULTY:

Moderate

QUESTION TYPE:

Multiple Choice

HAS VARIABLES:

False

LEARNING OBJECTIVES:

BCIP.NEWM.17.1.5 - 1.5

NATIONAL STANDARDS:

United States - BUSPROG: Analytic

STATE STANDARDS:

United States - AK - DISC - PROMOTION

TOPICS:

Ethics and Communication

OTHER:

Bloom's: Knowledge

DATE CREATED:

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76. The triple bottom line includes all of the following *except*:

- a. people
- b. profit
- c. purpose
- d. planet

e. none of these

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.5 - 1.5
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Ethics and Communication
OTHER: Bloom's KnowledgeBloom's: Knowledge
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77. Which of the following questions is *not* a part of The Framework for Ethical Decision Making?

- a. How will others be affected by my decision?
- b. How likely am I to be discovered doing something unethical?
- c. How will I feel after the decision is known?
- d. Is this action legal?
- e. Is this decision in line with my personal values?

ANSWER: b
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.5 - 1.5
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Ethics and Communication
OTHER: Bloom's: Knowledge
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78. Which of the following is an example of professional ethics?

- a. A belief that discrimination is wrong based upon an experience with negative stereotyping.
- b. Legal requirements that employees must be US citizens or have a US work visa.
- c. The expectation of gifts to potential clients in a foreign country.
- d. An understanding with other company salespeople that you will not attempt to sell to each other's current clients.
- e. A company policy that prohibits attending sporting events with suppliers.

ANSWER: e
POINTS: 1
DIFFICULTY: Moderate
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.5 - 1.5
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Ethics and Communication
OTHER: Bloom's: Knowledge
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79. Which of the following is *not* an example of synchronous communication?
- a. You send a text while watching a video-conference presentation.
 - b. You IM the corporate delivery service while talking to a customer about his missing delivery.
 - c. You deliver a speech with PowerPoint slides while watching the reaction of your manager out of the corner of your eye.
 - d. You read email with both text and video components open at the same time.
 - e. You attend a web seminar while forwarding slides to a coworker who is not participating in the seminar.

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 8:04 PM

80. Which of the following would be the best action for building a relationship with a manager in another division?
- a. an emailed report on your responsibilities and accomplishments
 - b. a voice message left on the manager's phone
 - c. a face-to-face meeting in a neutral meeting room
 - d. an invitation to download your vlog
 - e. a Facebook friend request

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 12/4/2015 8:05 PM

81. A private company network for people outside of the company is a(n)

- a. Internet.
- b. extranet.
- c. blog.
- d. intranet.
- e. tweet.

ANSWER: b
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 8:07 PM

82. Which of the following is *not* a true statement about print communication?

- a. It is considered official and formal.
- b. Its use is declining.
- c. Some companies no longer use it for internal communication.
- d. It is still used for individual pay or benefit information.
- e. It is not appropriate for job applications.

ANSWER: e
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 8:09 PM

83. Which of the following guidelines for online communication is *least likely* to protect both you and your employer from problems?

- a. In your message, you identify yourself as a company employee but add "my opinion only" to messages and posts.
- b. You don't cite or reference customers or suppliers without their prior approval.
- c. You avoid sharing proprietary company information about products or strategies with anyone outside of the

company.

d. You don't insult or disparage your employer or any specific employee, even if specific names are not mentioned.

e. You avoid doing anything online that would not be acceptable in a face-to-face situation in your workplace.

ANSWER: a
POINTS: 1
DIFFICULTY: Moderate
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.4 - 1.4
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Potential Legal Consequences of Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 9/24/2015 1:20 PM

84. When clothing retailer Gap Inc. discovered that some suppliers allegedly used under-age workers to make its clothing, the company quickly stopped selling these products, launched an investigation, and publicly committed to sever ties to any implicated suppliers. These actions are an example of

- a. situational ethics.
- b. corporate whitewashing.
- c. religious ethics.
- d. corporate social responsibility.
- e. minimal compliance with the law.

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.5 - 1.5
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Ethics and Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 9/24/2015 1:20 PM

85. Which one of the following is a true statement about a personal code of ethics?

- a. They parallel or mirror the legal rules of society.
- b. They are typically formed in childhood.
- c. They are universal and apply across all cultures.
- d. They represent our beliefs about whether an action will benefit us or others.
- e. They are primarily defined by the organizations we work for.

ANSWER: b
POINTS: 1

DIFFICULTY: Moderate
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.5 - 1.5
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Ethics and Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 9/24/2015 1:20 PM

86. Companies use _____ to provide portable audio or video content about their products and services.

- a. wikis
- b. microblogs
- c. voice mail
- d. podcasts
- e. texting

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.3 - 1.3
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 8:10 PM

87. Describe the importance of communication in today's business world.

ANSWER: Communication is important to share information, coordinate activities, and make decisions. In order for an organization to succeed, people must be able to communicate effectively with each other to achieve common goals. Effective communication is needed to prepare well-written correspondence (both in print and online) and reports. Communication is important to convey ideas effectively and to prevent misunderstandings.

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: Subjective Short Answer

:

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1

CTIVES:

NATIONAL STANDARDS: United States - BUSPROG: Analytic

DARDS:

STATE STANDARDS: United States - AK - DISC - PROMOTION

DS:

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 9/24/2015 1:20 PM

D:

88. Identify three of the research findings about the status of communications in today's businesses. Why are they significant?

ANSWER:

1. Communication is number one among the top ten characteristics sought by employers.
2. Communications skills are critical for securing a job, as well as for advancement and promotion.
3. One-third of employees in U.S. blue-chip companies write poorly.
4. Companies spend as much as \$3.1 billion each year on remedial writing training.
5. Although "M.B.A. students' quantitative skills are prized by employers, their writing and presentation skills have been a perennial complaint."
6. Companies that are considered highly effective communicators had 47% higher returns to shareholders than companies considered the least effective communicators.
7. Employees who are happy with how their company communicates difficult decisions are twice as likely to be motivated to work for the company and four times as likely to recommend their company.

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: Subjective Short Answer

HAS VARIABLES: False

LEARNING OBJECTIVES BCIP.NEWM.17.1.1 - 1.1

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NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC - PROMOTION

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 9/24/2015 1:20 PM

89. List and briefly describe the five components of communication.

ANSWER:

- a. The **communication need** is an event that creates the need to communicate.
- b. The **sender** creates the message, selects the medium, determines objectives, analyzes the audience, and interprets the context.
- c. The **message** is the information that needs to be communicated.
- d. The **audience** is the receiver of the message.
- e. The **response** has to do with the audience interpreting the message and continuing the communication process.

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: Subjective Short Answer

HAS VARIABLES: False

LEARNING OBJECTIVES BCIP.NEWM.17.1.1 - 1.1

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NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC - PROMOTION

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 9/24/2015 1:20 PM

90. Describe at least three advantages that oral communication has over written communication. Provide an example of a situation in which oral communication would be more effective than written communication.

ANSWER: Oral communication allows more ways to get your message across to the receiver. You have the opportunity to clarify confusing or misleading statements or comments. The audience has the opportunity to provide immediate feedback. You can use nonverbal clues while communicating with your audience. Providing additional information orally is easier than providing it in writing. Using oral communication, you can pause, accent, and change your voice tone to stress or play down certain points. For example, when assigning a task to a subordinate, a supervisor can stress certain factors that she wants the employee to cover in his report. He can immediately ask questions so that she can clarify the project or provide additional suggestions or requirements.

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE Subjective Short Answer

:

HAS VARIABLES: False

LEARNING OBJECTIVES: CIP.NEWM.17.1.3 - 1.3

CTIVES:

NATIONAL STANDARDS: United States - BUSPROG: Analytic

DARDS:

STATE STANDARDS: United States - AK - DISC - PROMOTION

DS:

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 12/4/2015 8:11 PM

D:

91. List the three directions of communication and describe the types of communication that occur in each. Explain one problem that can occur in each direction.

ANSWER:

- a. **Downward communication.** Information flows from a supervisor to an employee. Downward communication includes information about job performance, daily operations, and other organizational business. One major problem is that managers tend to simply assume that their audiences receive and thoroughly understand their messages.
- b. **Upward communication.** Information flows from an employee to a supervisor or to someone else with higher authority. Upward communication includes statistics and information that is requested by upper management for decision making. Also included are employee suggestions and grievances. Suggestions aren't also well received by upper management.
- c. **Lateral communication.** Information flows horizontally among individuals of generally equal status. Employees may coordinate work, share plans and activities, negotiate differences, and develop interpersonal support. It may be challenging to influence people without management authority over them.

POINTS: 1

DIFFICULTY: Easy
QUESTION TYPE: Subjective Short Answer
HAS VARIABLES: False
LEARNING OBJECTIVES BCIP.NEWM.17.1.1 - 1.1
:
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: The Components of Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 9/24/2015 1:20 PM

92. Briefly describe a personal example of upward, downward, and lateral communication in your life.

ANSWER: Answers will vary. An **upward** communication example might involve the student's communication with a professor, supervisor, or parents. A **downward** communication example might be directed to younger siblings or interns at a lower level. Lateral communication might involve team projects for a college assignment.

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE Subjective Short Answer

:

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC - PROMOTION

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 9/24/2015 1:20 PM

D:

93. Describe the formal and informal communication networks.

ANSWER: The formal communication network of an organization utilizes downward, upward, and lateral, communications within the structure of the company. In contrast, the informal communication network, or grapevine, is the movement of information through unofficial channels.

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE Subjective Short Answer

:

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1

NATIONAL STANDARDS: United States - BUSPROG: Analytic

DARDS:

STATE STANDARDS: United States - AK - DISC - PROMOTION

DS:

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 9/24/2015 1:20 PM

D:

94. What is the informal communication network? How effective is it? How does an effective manager deal with it?

ANSWER: The informal communication network is the formal name for the grapevine. Information flows through random, nonofficial channels, such as when people are carpooling, making photocopies, taking breaks, and the like. Most of the information conveyed through the informal communication network is accurate, and information travels very quickly from one person to another, especially when major changes such as layoffs are taking place. Effective managers do not try to manipulate the grapevine. Instead, they try to act promptly to minimize the effects of negative information and to clarify misunderstandings or false rumors.

POINTS: 1

DIFFICULTY: Moderate

QUESTION TYPE: Subjective Short Answer

:

HAS VARIABLES: False

LEARNING OBJECTIVES: CIP.NEWM.17.1.1 - 1.1

CTIVES:

NATIONAL STANDARDS: United States - BUSPROG: Analytic

DARDS:

STATE STANDARDS: United States - AK - DISC - PROMOTION

DS:

TOPICS: The Components of Communication

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 9/24/2015 1:20 PM

D:

95. Discuss what causes differences in interpretation. Provide an example of communication that involves interpretation problems.

ANSWER: Differences in interpretation occur when senders and receivers assign different meanings to the same word or phrase. People often attach different connotative meanings to words. These connotations have subjective, emotional meanings, and thus they cause different personal reactions. Student examples will vary but should clearly indicate an interpretation problem.

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: Subjective Short Answer

:

HAS VARIABLES: False

LEARNING OBJECTIVES: CIP.NEWM.17.1.2 - 1.2

CTIVES:

NATIONAL STAN United States - BUSPROG: Analytic

DARDS:

STATE STANDAR United States - AK - DISC - PROMOTION

DS:

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIE 12/4/2015 8:12 PM

D:

96. Explain the difference between denotation and connotation when referring to the meaning of a word. Give an example of each.

ANSWER: Denotation is the literal dictionary definition of a term. Connotation is a subjective, emotional meaning attached to a word. The denotative meaning of heap is "a pile of some material." But connotatively, you might refer to your car as a heap--either affectionately or in a negative sense.

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE Subjective Short Answer

:

HAS VARIABLES: False

LEARNING OBJEBCIP.NEWM.17.1.2 - 1.2

CTIVES:

NATIONAL STAN United States - BUSPROG: Analytic

DARDS:

STATE STANDAR United States - AK - DISC - PROMOTION

DS:

TOPICS: Communication Barriers

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIE 12/4/2015 8:13 PM

D:

97. Define the terms slang, jargon, and euphemism. When is each type of expression appropriate? When do problems arise?

ANSWER:

- a. **Slang** is a short-lived expression that is used for a specific group of people. For example, teenagers use certain expressions that many adults do not fully understand. Slang is appropriate when the sender and receiver are members of the same group (e.g., construction workers, surfers, and so on).
- b. **Jargon** is specialized terminology or expressions used by people in a particular group or field. For example, in drawing up financial statements, accountants use particular language or abbreviations that many people would not understand. The use of jargon is appropriate only when you are communicating with others in your field or area of expertise.
- c. **A euphemism** is a polite or inoffensive expression used to sugarcoat or soften the blow of an otherwise negative, blunt expression. Euphemisms are used to avoid hurting people's feelings or to convey bad news as gently as possible. Problems arise when receivers do not understand the slang, jargon, or euphemism they are reading or hearing.

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: Subjective Short Answer
HAS VARIABLES: False
LEARNING OBJECTIVES BCIP.NEWM.17.1.2 - 1.2
:
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 8:15 PM

98. Give an original example of a nonverbal message that reinforces a verbal message and of a nonverbal message that contradicts a verbal message.

ANSWER: Students will have a variety of answers. Here are a couple of examples.

- Looking a student in the eye and smiling while praising the student
- A business executive maintaining eye contact, smiling, and shaking hands firmly when greeting a client
- Saying "Good morning" in a somber tone without smiling
- Acting extremely nervous and not maintaining eye contact during an important job interview

POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Subjective Short Answer
HAS VARIABLES: False
LEARNING OBJECTIVES BCIP.NEWM.17.1.2 - 1.2
:
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge
DATE CREATED: 9/24/2015 1:20 PM
DATE MODIFIED: 12/4/2015 8:16 PM

99. Identify nonverbal barriers to communication. Give an example of each.

ANSWER:

1. Inappropriate or conflicting signals, such as typographical errors on a job application
2. Distractions, such as uncomfortable seating
3. Differences in perception, such as believing certain people and not others
4. Inappropriate emotions, such as excessive anger

POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: Subjective Short Answer
HAS VARIABLES: False
LEARNING OBJECTIVES BCIP.NEWM.17.1.2 - 1.2
:
NATIONAL STANDARDS: United States - BUSPROG: Analytic
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Barriers
OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 12/4/2015 8:18 PM

100. In what circumstances should you choose traditional oral communication for your message?

ANSWER: This form of communication is rich rather than lean, allowing people to develop trust and judge credibility. It also allows two-way communication, so it is appropriate for situations in which the audience might need to ask questions. It is the best choice for building relationships.

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE Subjective Short Answer

:

HAS VARIABLES: False

LEARNING OBJECTIVES: CIP.NEWM.17.1.3 - 1.3

CTIVES:

NATIONAL STANDARDS: United States - BUSPROG: Analytic

DARDS:

STATE STANDARDS: United States - AK - DISC - PROMOTION
DS:

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 12/4/2015 8:19 PM

D:

101. Describe the potential benefits and drawbacks of texting at work.

ANSWER: This technology can provide quick, relevant information. It allows the users to know if someone is available for a quick response, and thus saves time. On the other hand, some people dislike what they may view as an interruption, and others may resent it if you text in front of them. Avoid texting in situations that demand your full attention elsewhere.

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE Subjective Short Answer

:

HAS VARIABLES: False

LEARNING OBJECTIVES: CIP.NEWM.17.1.3 - 1.3

CTIVES:

NATIONAL STANDARDS: United States - BUSPROG: Analytic

DARDS:

STATE STANDARDS: United States - AK - DISC - PROMOTION
DS:

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 12/4/2015 8:20 PM

D:

102. Blogs that allow open comments may generate negative responses from consumers. Why do many companies view

them as worth the risk?

ANSWER: Blogs allow companies to connect with employees and customers, and to convey relevant, timely information. The best blogs encourage interactivity and thus develop relationships beyond one-way messaging. Even negative comments allow company representatives to respond quickly, mitigate the situation or provide the company's point of view—and perhaps repair the relationship. Good companies use customer feedback to identify areas for improvement.

POINTS: 1

DIFFICULTY: Moderate

QUESTION TYPE Subjective Short Answer

:

HAS VARIABLES: False

LEARNING OBJECTIVE CIP.NEWM.17.1.3 - 1.3

CTIVES:

NATIONAL STANDARDS United States - BUSPROG: Analytic

DARDS:

STATE STANDARDS United States - AK - DISC - PROMOTION

DS:

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 12/4/2015 8:21 PM

D:

103. Give examples of situations that might require selecting rich media. Give examples of situations that might require lean media.

ANSWER: Answers will vary. In general, rich media are best for difficult, complex, or emotional messages. Examples might include providing negative performance reviews, explaining a new strategic direction, or meeting with a key client who is unhappy with her service. Lean media are best for routine, neutral, or simple messages. Examples might include weekly progress reports, product updates, simple service bulletins, or brief news reports.

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE Subjective Short Answer

:

HAS VARIABLES: False

LEARNING OBJECTIVE CIP.NEWM.17.1.3 - 1.3

CTIVES:

NATIONAL STANDARDS United States - BUSPROG: Analytic

DARDS:

STATE STANDARDS United States - AK - DISC - PROMOTION

DS:

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 12/4/2015 8:22 PM

D:

104. How can an employee avoid negative legal consequences of his or her communication?

ANSWER: First, be aware of, and follow, any company policies concerning communication, including policies that forbid the sharing of company information. Next, consider that anything you write at work is a reflection on your professionalism and may be read by others. Never break copyright, fair use, or financial disclosure laws. And it's always better to communicate with utmost respect for individuals who are part of, or mentioned in, your communication.

POINTS: 1

DIFFICULTY: Moderate

QUESTION TYPE Subjective Short Answer

:

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.4 - 1.4

NATIONAL STANDARDS:

United States - BUSPROG: Analytic

STATE STANDARDS:

United States - AK - DISC - PROMOTION

TOPICS:

Potential Legal Consequences of Communication

OTHER: Bloom's: Knowledge

DATE CREATED: 9/24/2015 1:20 PM

DATE MODIFIED: 9/24/2015 1:20 PM

D:

105. A communication need can come from either the sender's mind or an organizational situation.

a. True

b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2

NATIONAL STANDARDS: United States - BUSPROG: Communication, Ethics - Communication, Ethics

STATE STANDARDS: United States - AK - DISC - PROMOTION

TOPICS: The Communication Model

OTHER: Bloom's: Knowledge

DATE CREATED: 12/4/2015 12:16 PM

DATE MODIFIED: 12/4/2015 12:34 PM

106. Without good formal communication, the "grapevine" will take over. This type of communication is also called:

- a. Lateral Communication
- b. Upward Communication
- c. Cascading Communication
- d. Informal Communication Network

ANSWER: d

POINTS: 1

DIFFICULTY: Easy
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.2 - 1.2
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Directions of Communication
OTHER: Bloom's: Knowledge
DATE CREATED: 12/4/2015 12:54 PM
DATE MODIFIED: 12/4/2015 12:59 PM

107. If you were planning to collaborate on a presentation with several people working in different locations, which communication tool would be the best fit?

- a. Wiki
- b. Email
- c. Phone
- d. Text Message

ANSWER: a
POINTS: 1
DIFFICULTY: Moderate
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: BICP.NEWM.17.1.4 - 1.4
NATIONAL STANDARDS: United States - BUSPROG: Communicaton, Ethics - Communication, Ethics
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's:Knowledge
DATE CREATED: 12/4/2015 1:45 PM
DATE MODIFIED: 12/4/2015 2:04 PM

108. Wikis are online spaces that are frequently used by people working as individuals.

- a. True
- b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.4 - 1.4
NATIONAL STANDARDS: United States - BUSPROG: Communicaton, Ethics - Communication, Ethics
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
DATE CREATED: 12/4/2015 1:49 PM
DATE MODIFIED: 12/4/2015 2:03 PM

109. While text messaging is considered rude in many situations, it can be useful for some business tasks.

- a. True
- b. False

ANSWER: True
 POINTS: 1
 DIFFICULTY: Easy
 QUESTION TYPE: True / False
 HAS VARIABLES: False
 LEARNING OBJECTIVES: BCIP.NEWM.17.1.4 - 1.4
 STATE STANDARDS: United States - AK - DISC - PROMOTION
 TOPICS: Communication Media Choices
 OTHER: Bloom's: Knowledge
 DATE CREATED: 12/4/2015 1:53 PM
 DATE MODIFIED: 12/4/2015 2:02 PM

110. When you are not sure whether it is acceptable to text in a business situation, you should...

- a. Assume it is acceptable.
- b. Assume it is unacceptable.
- c. Try to text without being noticed by your peers.
- d. Pay attention to what your respected peers do, and adjust your behavior to match theirs.

ANSWER: d
 POINTS: 1
 DIFFICULTY: Easy
 QUESTION TYPE: Multiple Choice
 HAS VARIABLES: False
 LEARNING OBJECTIVES: BCIP.NEWM.17.1.4 - 1.4
 NATIONAL STANDARDS: United States - BUSPROG: Communicaton, Ethics - Communication, Ethics
 STATE STANDARDS: United States - AK - DISC - PROMOTION
 TOPICS: Communication Media Choices
 OTHER: Bloom's: Knowledge
 DATE CREATED: 12/4/2015 2:06 PM
 DATE MODIFIED: 12/4/2015 2:10 PM

111. Which of the following is NOT a logistical consideration when choosing communication media?

- a. How long and complex is the message?
- b. How many people will recieve the message?
- c. Which type of media are you most comfortable using?
- d. How urgent is the message?

ANSWER: c
 POINTS: 1
 DIFFICULTY: Easy
 QUESTION TYPE: Multiple Choice
 HAS VARIABLES: False
 LEARNING OBJECTIVES: BCIP.NEWM.17.1.4 - 1.4
 NATIONAL STANDARDS: United States - BUSPROG: Communicaton, Ethics - Communication, Ethics
 STATE STANDARDS: United States - AK - DISC - PROMOTION

TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
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112. When you consider your relationship with the audience, you should determine whether you need the message or conversation documented.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: BCIP.NEWM.17.1.4 - 1.4
NATIONAL STANDARDS: United States - BUSPROG: Communication, Ethics - Communication, Ethics
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communication Media Choices
OTHER: Bloom's: Knowledge
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113. List the four emotional intelligence competencies and give an example of each.

ANSWER: Self-Awareness: Understanding one's own emotions and how they affect others, recognizing one's strengths and limitations, and demonstrating self-confidence.
Self-Management: Keeping emotions in check, acting with integrity, being adaptable, striving for excellence, taking initiative, and demonstrating optimism.
Social Awareness: Demonstrating empathy by recognizing others' perspectives and taking them into consideration, understanding group dynamics, and considering customers' needs.
Relationship Management: Developing others, inspiring people, initiating or managing change, influencing, managing conflict, and working with others toward shared goals.

POINTS: 1
DIFFICULTY: Moderate
QUESTION TYPE: Objective Short Answer
:
HAS VARIABLES: False

LEARNING OBJECTIVES: BCIP.NEWM.17.1.1 - 1.1
NATIONAL STANDARDS: United States - BUSPROG: Communication, Ethics - Communication, Ethics
STATE STANDARDS: United States - AK - DISC - PROMOTION
TOPICS: Communicating in Organizations
OTHER: Bloom's: Knowledge
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