

Student name: _____

Which of the following is NOT an accurate statement?

William Schaffer, International Business Development Manager for Sun Microsystems has stated, "If there's one skill that's required for success in this industry, it's communication skills."

There is a significant difference between communication skills of physicians with and without malpractice claims.

Workers in high-tech fields do not need good communication skills.

Poor communication is one of the most common reasons for errors in shooting among officers of the Los Angeles Police Department.

Which of the following is NOT true about individuals communicating in today's organizations?

Many recruiters believe that the main factors contributing to job success in corporate America are the ability to work with others and effective communication skills.

Many reported medical errors have been attributed to poor communication.

The average business executive spends more than 45 minutes of every hour communicating.

Due to advanced technology, good communication skills are less important in the 21st century than in they were in the 20th century.

Research indicates that at some companies employees spend _____ of the workweek on the phone, in meetings, and communicating by email.

20%

40%

60%

80%

According to corporate recruiters, which of the following is one of the main factors that contributes to job success?

personality

native intelligence

educational background

communication skills

In general, students_____ the importance of communication skills in the workplace and _____ their own communication skills.

overestimate; overestimate

underestimate; underestimate

underestimate; overestimate

overestimate; underestimate

The statement "Communication is unavoidable" means that

if you're absent from a meeting, you are not communicating at all.

all communication is unintentional.

people will probably attach meaning to your actions, even when you don't intend to communicate something.

true communication occurs only when we are face to face with another person.

Which of the following statements is TRUE?

You cannot not communicate.

Most communicators at work send more messages than they receive.

It is possible to take back a message after another person has received it.

Context has little to do with successful communication.

Felix needs to know how many people will be attending the company's lunch seminar so he can order enough food. He sends an e-mail to his coworkers asking them to let him know if they will be coming and whether or not they have any dietary restrictions. This is an example of

instrumental communication.

relational communication.

identity management.

network management.

It is important to Mikhail to be seen by his coworkers as an intelligent, serious person. In his speech and written communication with them, he makes a point of avoiding contractions and using sophisticated words and phrases. This is an example of

feedback management.

instrumental communication.

relational communication.

identity management.

Which of the following is NOT one of the three main strategic communication goals?

relational communication

unintended communication

instrumental communication

identity management

Strategic messages can have one of three goals. During office meetings, Sara expresses her respect for her boss by listening attentively, nodding, and taking notes. Through her actions, Sara is illustrating a _____ message.

sequential

content

relational

structured

All of the following are true about strategic communication EXCEPT

our messages include both instrumental and relational aspects.

it is unethical to use communication strategies to achieve our goals.

it is possible to communicate strategically, while still respecting others' rights and needs.

identity management involves purposefully trying to make a certain type of impression through our communication.

Communication is

irreversible.

insignificant.

avoidable.

a panacea.

If you make a harsh and unkind comment to someone

he/she will forgive and forget, as long as you apologize later.

you can erase the unkind comment from their mind by giving the individual a compliment the next day.

he/she is likely to remember the comment for a long time.

your unkind comment will have little impact if it occurred during an argument, because unkind behavior is expected in that context.

Which of the following statements describes communication most accurately?

When we experience a misunderstanding, better communication can always solve the problem.

The meaning of every message we send is affected by the communication context.

Fortunately, if we have hurt someone's feelings by our words, we can erase all bad feelings by apologizing.

Honest people will not face ethical challenges as they communicate at work.

Communication is a process. This means that

to understand communication, we need to examine the context in which it occurs.

effective communication is efficient.

every message we send is an isolated event.

communication is avoidable.

Georgia believes that she will get what she wants if she simply communicates in the "correct" way. Which of the principles of communication does Georgia fail to understand?

One cannot not communicate.

Communication is irreversible.

Communication is unavoidable.

Communication is not a panacea.

Which of the following describes most accurately the potential of effective communication?

If you develop good communication skills, you can get what you want all the time.

If you spend enough time communicating with someone about a misunderstanding, you will always be able to find a solution that you both like.

If you improve your communication skills, you can increase your effectiveness in personal and business relationships.

If two people understand each other's messages, they will never disagree.

Which of the following is NOT one of the elements of the communication process?

noise

topic

channel

feedback

In the model of communication, the term "sender" refers to a person who is
encoding ideas using words or nonverbal methods.

interpreting words and gestures.

providing feedback on a message.

engaged in asynchronous communication.

The activity of selecting words and/or nonverbal signals to express your ideas is known as
feedback.

context.

encoding.

decoding.

When Rahim's mother told him he needed to clean up his room, he rolled his eyes. This is an
example of

feedback.

psychological noise.

decoding.

multiple channel communication.

"Channels" of communication are defined as

gestures.

digitized messages.

significant gaps in understanding.

methods used to deliver a message.

Fatima asks, "What time will the meeting start?" Fatima's words are an example of a

channel.

decoding.

message.

context.

_____ refers to the words and nonverbal methods a person uses to communicate ideas.

The message

The encoding

Physical noise

The channel

The role of the receiver is to

send messages.

decode messages.

encode messages.

act as a messenger.

When an individual attaches meaning to the message he/she receives, which of the following components of the communication process has occurred?

encoding

decoding

channeling

transmission

Which of the following would NOT provide feedback to the sender?

deciding not to answer a phone message from your ex-girlfriend

browsing through a company's catalog to see what styles of shoes they offer

falling asleep during a boring meeting

sending a letter to the editor of your local newspaper in response to an article the paper published

Successful communication can best be understood as

the delivery of a message in such a way that the receiver comprehends exactly what the sender was trying to say.

a circular process in which individuals take turns sending and receiving messages to each other.

a collaborative process in which participants create a shared understanding.

the process of an active sender encoding a message and delivering it to a passive receiver to be decoded.

Angelia has recently begun making a lot of mistakes on her day job. She has not been listening attentively to her supervisor's instructions. Angelia is no longer attentive because she is exhausted. She has taken on a second job at night so she can pay off her credit card debt. In the above example, which type of noise is causing a breakdown in the communication process between Angelia and her supervisor?

physiological noise

defensiveness

supervisory noise

subtle noise

Josefina was so angry that she didn't even hear her brother's apology. Which type of noise hindered Josefina's ability to accurately decode her brother's message?

physical

psychological

physiological

external

Egotism is an example of _____ that interferes with effective communication.

physical noise

encoding

a channel

psychological noise

Stereotypes, biases, or prejudices are examples of _____ noise, which can interfere with the successful exchange of messages.

psychological

environmental

physiological

feedback

Richard works for a small local newspaper as the advertising manager. Richard thinks he has been giving his subordinates plenty of encouragement because he says "thank you" when they turn in their projects. However, Richard has just discovered that most of his subordinates think Richard isn't providing enough praise and encouragement. This example illustrates that

meaning resides in the words of the sender.

the verbal channel is fatally flawed.

messages are not always understood as the sender intended.

Richard is a good supervisor.

The channel of communication that has the highest level of nonverbal "richness" is
face-to-face communication.

instant messaging.

voice mail.

snail mail.

A lean channel is best when you

want your message to provide a personal focus.

need to receive feedback quickly.

want your communication to be efficient.

need to exert a great deal of control over your message's tone.

Which of these is NOT an example of synchronous communication?

face-to-face conversation

video chat

telephone conversations

e-mail

Which of the following is an example of asynchronous communication?

a face-to-face meeting

an e-mail exchange

a video chat

a telephone conversation

Which of the following is a disadvantage of using face-to-face communication over other communication channels?

There is lag time between transmission and reception of the message.

Face-to-face communication reduces your ability to hold the receiver's attention.

It is often difficult to schedule a time to meet face-to-face.

It is more difficult to develop effective relationships with individuals when you use face-to-face communication.

The channel of communication recommended for messages of a highly personal nature is

e-mail.

oral communication.

a formal letter.

instant messaging.

Which type of communication should be used if you are presenting ideas when you need to gather instantaneous feedback?

written communication

voice mail

an inter-office memo

face-to-face communication

Naomi is an attorney. She needs to explain to her client as clearly and precisely as possible what his options are under the law. Under these circumstances, the best channel for her to use is a letter.

telephone conversation.

meeting at his office.

text message.

You should choose written communication in preference to other channels when you want to decrease your chance of making errors.

the situation requires a personal touch.

you want to save time.

there is a need for immediate feedback.

When management chooses a written format to communicate a decision to employees, an important characteristic of the written message is that

there is no legal record of the communication.

there is a permanent record of the message.

it provides a forum for discussing management decisions.

it is easy to improvise when using written communication.

Which of the following communication channels provides the lowest level of message richness?

voice mail

e-mail

videoconferencing

face-to-face

Instant messaging (IM) is a good choice for communicating messages when you do not want to leave a record of your communication.

want to provide written directions for a complicated task.

are sending a short, non-confrontational message to someone who is available to communicate with you at that moment.

need to finish a delicate, emotionally charged conversation that was interrupted the day before.

Which of the following is a characteristic of instant messaging as a communication channel?

personal tone

high message control

moderate richness

asynchronous communication speed

A pattern of contact created by the flow of messages among communicators is known as lateral communication.

a communication model.

an organizational chart.

a communication network.

Which of the following is true about the role of communication networks in organizations?

Small organizations do not have any formal communication networks.

All organizations use the same type of formal communication structure.

Formal communication networks are designed by management.

A communication network eliminates the presence of conflicting information in an organization.

The definition for a formal communication network is

a system designed by management that determines who talks to whom to get a job done.

management by walking around.

downward communication.

interacting with people who share your career interests and can help you find jobs.

Formal communication networks in organizations can be described by all of the following EXCEPT

information sent through formal networks tends to be believed less than information heard through informal networks.

formal networks embody management's idea of who ought to communicate to whom on the job.

formal networks are workplace communication flows as described in organizational charts.

formal networks are the most rapid form of communication in an organization.

Sonakshi was just asked to send an e-mail to all of the company's department heads with information on this year's budget. To identify the department heads, Sonakshi should use

instrumental communication.

communication channels.

the organizational chart.

networking.

Which of the following is NOT an example of downward communication?

A supervisor explains to an employee why a new set of procedures is being implemented.

An employee talks to a coworker in a sneering tone of voice.

The CEO of a company presents a motivational speech to all the sales representatives.

The HR manager gives a presentation to her staff about a new procedure.

Gary is dean of students at Cascades University. He has just e-mailed to explain what everyone's responsibilities will be during orientation. Gary has engaged in_____ communication.

lateral

downward

synchronous

informal

Effective downward communication

can be used to give employees feedback about their performance.

is unnecessary when things are running well in an organization.

is delivered too frequently by most managers.

takes very little time or effort.

All of the following are effective ways to gain recognition from your boss except

tell the boss that you deserve most of the credit for what was a team project.

have quality writing that expresses your ideas printed in the company newsletter.

thank coworkers who help you with projects.

present creative proposals to your boss.

Research has shown that many supervisors provide their employees with

too little feedback.

too much feedback.

around the right amount of feedback.

little or no feedback.

Three nurses from the evening shift at the Holy Heart Hospital told their supervisor their ideas for some new procedures that would improve the way patients' needs are tracked. The supervisor listened to the nurses' suggestions and implemented them. The nurses' suggestions illustrate

downward communication.

upward communication.

horizontal communication.

inappropriate communication.

Upward communication

may be risky for employees.

usually involves criticism.

is avoided by effective managers.

is usually open and honest.

An open-door policy and suggestion boxes are examples of ways to encourage

upward communication.

downward communication.

lateral communication.

horizontal communication.

A subordinate makes suggestions to her supervisor about ways to improve work conditions. This is an example of

downward communication.

social communication.

horizontal communication.

upward communication.

Employees who feel free to express dissenting ideas to their bosses without fear of reprimand are often more _____ than those who do not feel free to express dissent.

satisfied

dissatisfied

ornery

complacent

Inés is the manager of large retail store. She wants to improve upward communication at her store. Which of the following actions would be most effective in accomplishing this?

instituting a formal procedure for employees to report grievances

chatting with employees about their concerns when she runs into them in the break room

listening to an employee's concerns about shift scheduling and making changes to address them

announcing an open-door policy, where any employee can come to her office to speak with her

Franz is writing a magazine advertisement for a new brand of soap. Roksana will be handling the illustrations to go with the advertisement. Franz e-mails Roksana and asks, "When is the latest I can deliver the text to you and still give you enough time to complete the ad?" The primary purpose of this e-mail is

conflict resolution.

task coordination.

building rapport.

problem solving.

After successfully meeting their big deadline, Wendell and his teammates spend the rest of the afternoon chatting with each other and reminiscing about the project. This is primarily an example of which purpose of horizontal communication?

rapport building

sharing information

conflict resolution

task coordination

All of the following elements discourage effective horizontal communication EXCEPT information overload.

physical barriers.

rivalry between individuals or groups.

cross-training employees in several areas.

The owner of a small car dealership wanted to find a way to discourage the amount of horizontal communication that was occurring among salesmen because he (mistakenly) thought their conversations were reducing the company's sales levels. He implemented a bonus plan that required sales personnel to compete against one another to keep their jobs. In the above example, which of the following forms of discouragement is the owner using to limit horizontal communication at his company?

rivalry

specialization

information overload

physical barriers

International Consultants LLC has offices in 10 major cities around the world. A typical employee communicates with an employee at another location only when there is a specific reason for the two of them to talk. This demonstrates the impact of _____ on horizontal communication.

information overload

specialization

rivalry

physical barriers

Even when employees want to collaborate and are given opportunities to do so, if their work requires unusually detailed knowledge and skills, then _____ may limit their ability to communicate.

specialization

rivalry

information overload

physical barriers

Jacinthe is on the design team at Panther Motorcycles. Her sister, Blanche, works in the mailroom. Thanks to the relationship between Blanche and Jacinthe, everyone in the mailroom stays up-to-date on the newest designs, even though they do not need to know about them to do their jobs. This is an example of communication through

relational communication.

multiple channels.

an organizational chart.

an informal network.

Informal communication includes all of the following EXCEPT the grapevine.

a comment about your boss that you overhear as you walk down the hall.

performance appraisals.

conversations around the water cooler.

Maria and Adnan work in different departments of the same company. They discovered that it was much quicker to e-mail each other for information they needed from each other's departments than to wait for the official company newsletter to arrive. This is an example of the _____ function of informal communication.

confirming

expanding

expediting

contradicting

The CEO has promised all employees a 5% raise next year if they will forego a raise this year. The CEO's administrative assistant tells you during a coffee break that there will probably be no raise next year either, despite the CEO's promises. The assistant's words illustrate the _____ function of informal communication.

contradicting

confirming

expediting

circumscribing

Communication through informal networks in an organization
is slower than communication through formal communication networks.
is always less dependable than communication through formal channels.
sometimes contradicts information received through formal networks.
hinders innovation.

Which of the following individuals is most likely to be excluded from the informal communication network in a typical workplace?

Kylie, a White woman

Sun, a Korean American woman

Alonzo, an African American man

Diego, a Hispanic man

Organizational decision-makers tend to base their decisions on

written recommendations from their direct reports.

office gossip and rumors.

verbal information from trusted associates.

published government statistics.

Lisa is the CEO of a company that recently moved to a new headquarters. She wants to boost creativity among her employees in the hopes that they will have new ideas that can benefit the company. Which of the following is a way to use informal communication to achieve her goal?

establishing an informal space for employees to mingle and swap ideas.

ordering each business division to submit its best idea to her

having supervisors tell their subordinates that creativity is a top company priority

establishing a suggestion box outside her office that anyone can use

Networking refers to

tennis tournaments run by the organization.

developing contacts to gain career information and to help others in their careers.

paying more attention to your boss than to your administrative assistant.

comparing several software programs and selecting the best one.

Which of the following websites is specifically designed for business networking?

Google

Facebook

LinkedIn

Bloomberg

The Young Entrepreneur's Club holds a meeting once a month at local restaurant where businesspeople come together and meet each other. There is no particular agenda, but many attendees have found that the meetings yield valuable career information and business leads. The purpose of these meetings is

informal communication.

networking.

lateral communication.

identity management.

Doyle has recently graduated with a degree in chemistry and has taken a job as a research scientist at a plastics manufacturer. The type of personal network that is likely to be most helpful to Doyle's career is a network

of the most influential and important figures in his company.

of good friends and family who know Doyle well.

made up of a wide variety of people from many different organizations.

primarily consisting of respected chemists and engineers.

If you want to cultivate your informal networks in an organization, you should

treat people at all levels of the organization with gratitude and respect.

nurture friendships primarily with those who are in top management positions.

guard your expertise by keeping valuable information to yourself.

impress your coworkers by describing how you were able to gain some special privileges.

Odette is the administrative assistant for Nora, the president of Nora's Candies. Nora has many demands on her time, and it is often up to Odette to decide who meets with Nora and when these meetings take place. This makes Odette a _____ for Nora.

gatekeeper

subordinate

receiver

channel

Eliza was having lunch with some friends when one of them mentioned that they were considering having a new home built. Eliza said, "Do you need an architect? My friend Ursula has designed several beautiful homes. Let me give you her number." In this example, Eliza is engaged in

formal communication.

networking.

gatekeeping.

upward communication.

All of the following methods are recommended for cultivating personal networks EXCEPT

express appreciation when others give you helpful information.

put people in touch who might benefit from knowing one another.

gather secondary referrals from your personal acquaintances.

trust only those employees who hold positions higher than yours.

Steve teaches science at an elementary school. He mentioned to his brother, Jason, that he had hoped to have a scientist come into the class and talk about their work, but he had not been able to get anyone to agree to do this. It turned out that Jason's wife's cousin, Olivia, is a zoologist. Jason put the two of them in touch, and Olivia agreed to come visit the class. In this example, Olivia is a

mentor.

gatekeeper.

secondary source.

personal friend.

Lauren has recently graduated from college and is just getting started working as an editor at a magazine. One of her coworkers, Patricia, has years of experience doing this work. She checks in with Lauren regularly, explaining how to get things done at their magazine, giving her editing advice, and making suggestions on how Lauren can advance her career. In this example, Patricia is Lauren's

supervisor.

gatekeeper.

mentor.

teacher.

One rule that should guide a mentoring relationship is

a woman should not seek a mentor because it may create the impression that she lacks confidence.

ask your mentor to help you when you are seeking promotion.

build an empathic relationship with your mentor by sharing personal information.

if your mentor shares personal insights with you, keep them confidential.

It is appropriate for you to ask your mentor to
teach you the informal rules of your organization.
help you get a promotion.
intervene on your behalf with your boss.
provide emotional support during difficult times.

Guanxi is a

_____ term for the web of social relationships the help get a job done through the
granting of favors.

Chinese

Korean

Japanese

Thai

Ethical behavior is
a matter of following your employer's formal guidelines.
clear in most business situations.
a low priority for many businesses.
an essential part of being an effective employee.

The utilitarian approach to communication ethics considers communication to be ethical if
you treat others as you would want to be treated.
you would be judged as ethical by a board of your professional peers.
you would be judged as ethical by the public if it appeared on a prime-time broadcast.

an act brings good to a majority of people over time.

Dmitri doesn't like Val, one of his coworkers. Dmitri started to send an e-mail to his workgroup, falsely accusing Val of stealing company supplies. Before clicking "Send," Dmitri reread his message. He decided to delete the message instead of sending it, fearing that his work team members might consider his e-mail to be inappropriate. Which ethical consideration did Dmitri use in his decision to behave in a principled manner?

publicity test

common-good approach

professional ethic

utilitarian approach

Jordan had planned to deliver a persuasive speech encouraging his classmates to buy Hummers so they could be "cool." After researching his topic, however, Jordan decided to encourage his classmates to use public transit instead, because he felt that this choice would help reduce U.S. dependency on oil and contribute to bluer skies for future generations. When Jordan chooses communication intended to bring the greatest good to the greatest number of people over time, he is using the _____ to guide his communication.

professional ethic

utilitarian approach

justice approach

publicity test

When you resolve an ethical issue by considering which action promotes the development of moral character in yourself and your community, you are using the _____ approach.

virtue

justice

rights

professional

Natalya and her coworkers have noticed that their boss, Gino, has been late to work a lot in recent weeks. When they asked him about it, he blamed bad traffic. This has led to a lot of complaining amongst Natalya and her coworkers about how unfair it is that Gino can come in whenever he wants but they get in trouble if they arrive late. Today Natalya accidentally overheard Gino talking on the phone with his doctor, and discovered that the real reason he is arriving late is because he is sick. She considers telling her coworkers about this the next time they are complaining about Gino's tardiness, but decides that Gino's privacy needs outweigh the need her coworkers have for the truth in this situation, so she says nothing. In doing so, she has used the _____ to ethical questions.

publicity test

fairness approach

rights approach

common-good approach

Hugo enjoys doing craft projects as a hobby. He was recently put in charge of his team's supply cabinet, and he discovered that there are supplies that have been sitting unused for years that would be great for his projects. He considered taking some home with him, knowing that they would never be missed, but when he considered how bad he would feel if everyone knew he took them, he decided it was the wrong thing to do. Hugo reached this decision using the

fairness approach.

publicity test.

professional ethic.

utilitarian approach.

Tyrone is considering whether or not to publish a story about a rumor he heard that the local mayor is taking bribes. He ultimately decides not to publish the story because he feels that his colleagues at the newspaper would criticize him for making such a serious charge without stronger evidence to support it. In this example, Tyrone used the _____ to decide what to do.

virtue approach

rights approach

publicity test

professional ethic

As the workplace and world become more technological, the need for human communication skills is diminished.

true

false

A recent survey suggests that many students overestimate their own communication competence and underestimate the importance of effective communication in the workplace.

true

false

Your mother meets you at the door after a date and says, "Tell me all about it!" You glance at her and walk straight to your room without saying a word. In this situation, you have been able to avoid communicating, even though another person was present.

true

false

Spoken messages have a relational dimension.

true

false

Strategic communication is almost always unethical.

true

false

The communication model shows that the receiver often does not understand the message in the way the sender intended.

true

false

Fax, e-mail, and voice mail are examples of communication channels.

true

false

Because messages can be decoded in more than one way, misunderstandings often arise.

true

false

If you forget to respond to a voice mail, your lack of response provides feedback to the person who called.

true

false

If you are sending a message, you cannot be a receiver of a message at the same time.

true

false

Cigarette smoke blowing in front of your face can create a listening distraction that would be classified as "physical noise."

true

false

If a message is clear enough, it will be received and understood equally well regardless of the channel by which it is sent.

true

false

Synchronous communication is always preferable to asynchronous communication.

true

false

One of the advantages of face-to-face communication when compared to written communication is that it gives you more control over the receiver's attention.

true

false

One advantage of asynchronous forms of communication is that they encourage careful thought rather than rapid response.

true

false

A recent study indicates that employees who follow their organization's preferred channels of communication tend to receive high performance evaluations.

true

false

It is not a good idea to send a message via more than one channel, because that would create redundancy.

true

false

Organizational charts visually represent both the formal and informal networks in an organization.

true

false

Employees should never disconnect from the computer or ignore incoming messages.

true

false

In many organizations, employees are hesitant to provide honest upward communication.

true

false

Businesses can usually profit from paying attention to the opinions of their employees.

true

false

When you complain to your supervisor that the new company software is not working correctly, you are using downward communication.

true

false

When your instructor hands out an assignment description that you will complete on your own, this is an example of horizontal communication.

true

false

Informal networks often provide more dependable information than formal (official) networks provide.

true

false

Cultivating informal networks within and outside your organization can benefit your career.

true

false

It's a good idea to link your LinkedIn account to your Facebook account, so you can share as much information about yourself as possible with all your acquaintances.

true

false

According to the common-good approach, we can test the ethics of a message by asking whether the action provides the greatest good for the greatest number.

true

false

According to the publicity test, we can test the ethics of a message by asking whether we would be comfortable if our actions were broadcast on television.

true

false

This text opens with a discussion of why it is important to hone our workplace communication competence. Which of the reasons mentioned would you consider the most important in your own professional life? Explain. Provide three specific examples of ways you will benefit professionally if you improve your communication skills.

Select two of the "principles of communication" explained in your text. For each of your chosen principles, (a) define it in your own words, (b) illustrate it with an experience from your own life, and (c) explain how you can use it to improve your own communication.

Name the elements that make up the model of communication. Then, write a paragraph describing how these elements work together in the process of communication.

Consider a situation in which a statement you made was misinterpreted by a listener (or when you misinterpreted another person's statement). Use the communication model to explain what contributed to the misunderstanding. In your answer, include the following:

- What types of noise contributed to the misunderstanding?
- How did context affect the interaction?
- How did the channel affect the interaction?
- What role did feedback play? Finally, suggest what you might have done differently to improve the accuracy of the interpretation.

Imagine that your boss has assigned you to conduct a 15-minute training session for new employees. Your objective is to present guidelines for selecting the best channel of communication to use for various types of messages. Prepare a detailed sentence level outline that you could use to conduct this seminar.

Define downward communication. What is the most frequent complaint about downward communication? Identify several functions of downward communication and illustrate these functions with an example.

Define upward communication. Why is upward communication important? Why is upward communication considered to be risky? How can the quality of upward communication in an organization be improved?

What is horizontal communication? Why is it useful? What are some obstacles that can interfere with effective horizontal communication? Suggest several steps a manager could follow to help improve horizontal communication in his or her organization.

Explain how building a personal network could help you. Identify steps you could take to develop your own network. Provide specific examples to illustrate each step.

Write out the components of a 30-second "elevator pitch" for yourself. It should include:

1. An introduction of your name and current position;
2. A brief summary of your background, highlighting your strengths or experience;
3. Sharing what you can do for others or asking for help;
4. A call to action, indicating how you can be contacted.

Practice improving your LinkedIn profile by writing a concise summary that showcases your personality and tells a story of your experience, interests, and goals.

Choose one of the ethical standards mentioned in your text. Explain what the standard means. Then, apply the standard to an ethical dilemma you've experienced to show how the standard can help in decision-making.

Answer Key

Test name: Ch1_Communicating at Work_13e

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