

Chapter 01

Understanding Workplace Communication

True / False Questions

1. Communication ranks at or near the top of the business skills needed for success.

True False
2. The higher the position in an organization, the more important communication skills become.

True False
3. Text messaging is a form of oral communication.

True False
4. Poor communication results in misunderstandings but does not affect an organization monetarily.

True False
5. The ability to quickly assess the emotions of those around them and adapt their words, tone, and gestures accordingly is called social intelligence.

True False
6. The ability to create and interpret graphics is called visual literacy.

True False
7. Widespread use of the Internet has increased companies' attention to social responsibility.

True False
8. A business's communication with its suppliers is a typical example of internal-operational communication.

True False

9. Personal communication interferes with good work relationships and should be prohibited in the workplace.
- True False
10. The main lines of operational communication in a business is the formal network.
- True False
11. The informal network inside an organization is also referred to as the grapevine.
- True False
12. The kind and amount of communicating a business does is independent of the nature of the business.
- True False
13. The official culture and the actual culture in a company are not necessarily the same.
- True False
14. Imagination and creativity are for the creative disciplines. Business communication problems should be solved using standard formulas.
- True False
15. All business communicators at an advanced level share essentially the same vocabulary because they are all accomplished professionals.
- True False
16. Sensing a need for communication typically occurs at the recipient's end in the business communication process.
- True False
17. Solving a communication problem is typically a linear process.
- True False
18. Interpretation of a message occurs at the recipient's end in the business communication process.
- True False
19. No two people have identical contexts or mental "filters."
- True False

20. Bypassing is a communication problem that occurs when a sender and receiver attach completely different meanings to the same words.

True False

Multiple Choice Questions

21. _____ is a type of oral communication.

- A. An email
- B. A telephonic conversation
- C. Text messaging
- D. A letter
- E. Instant messaging

22. Which of the following statements is true about email?

- A. Email came into existence during the 1950s.
- B. Email has entirely replaced phone and face-to-face conversations.
- C. Email is a form of oral communication.
- D. Email allows a communicator to reach only one person at a time.
- E. Email is a type of new media.

23. _____ is a typical example of new media.

- A. Text messaging
- B. Postcard
- C. Printed report
- D. Letter
- E. Memo

24. _____ are typical examples of new media.

- A. Podcasts
- B. Postcards
- C. Printed reports
- D. Letters
- E. Memos

25. Which of the following is a major trend in the present business arena?

- A. Increased popularity of hierarchical company structures
- B. Decreased diversity of employees in the workplace
- C. Increased focus on corporate social responsibility
- D. Increased rejection of the new media
- E. Decreased usage of electronic correspondence by business writers

26. Social intelligence is best defined as the ability to:

- A. efficiently practice free riding when working in a group.
- B. quickly assess the emotions of those around and adapt one's words, tone, and gestures accordingly.
- C. interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes.
- D. uphold the social beliefs of your community.
- E. organize and subsequently supervise a group of people to achieve a common goal.

27. Baby Boomers are people:

- A. with more than three children.
- B. who were born soon after World War II.
- C. who were brought up in more than one cultural background.
- D. who support population control strategies.
- E. with children in more than one country.

28. _____ is best defined as the ability to understand and adapt to the preference for individualism or collectivism, religious beliefs, political environment and ideas about social hierarchy of different countries.

- A. Cross-cultural competency
- B. Analytical skill
- C. Computational thinking
- D. Visual literacy
- E. Corporate social responsibility

29. Which of the following statements is true about increasing globalism and workplace diversity?

- A. The attitudes about punctuality and efficiency remains constant among businesspeople around the world.
- B. Countries and cultures seem to be less interconnected as businesses expand their reach around the world.
- C. Increase in globalism has resulted in the requirement for cultural agility.
- D. People around the world share standardized notions of business and communication.
- E. Cultural differences are the sole reason for workplace diversity.

30. Computational thinking is best defined as the ability to:

- A. interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes.
- B. understand and adapt to other people's preference for individualism or collectivism, political environment and ideas about social hierarchy of different countries.
- C. quickly assess the emotions of those around and adapt one's words, tone, and gestures accordingly.
- D. determine the deeper, underlying meaning or significance of messages expressed by people.
- E. manipulate people into accepting one's viewpoint regarding religion.

31. The ability to effectively work with data through interpretation, recognize patterns in them, derive data-based decisions, and use data to generate favorable outputs is most accurately referred to as _____.

- A. data recognition
- B. computational thinking
- C. emotional quotient
- D. visual literacy
- E. bypassing

32. The ability to meaningfully, accurately, and efficiently create and interpret pictures and other graphics is most accurately called:

- A. cross-cultural competency.
- B. information literacy.
- C. verbal literacy.
- D. emotional quotient.
- E. visual literacy.

33. Social intelligence, which is the ability of people to quickly assess the emotions of those around them and adapt their words, tone, and gestures accordingly, is a type of ____.
- A. computational thinking
 - B. interpretive skill
 - C. visual literacy
 - D. technological competence
 - E. bypassing
34. The widespread use of the Internet, which has resulted in an increased transparency in organizations' business practices and an increased accountability to the public has:
- A. resulted in an increased focus in developing a socially responsible image.
 - B. laid restrictions on the quick spread of negative information.
 - C. had an adverse affect on workforce diversity.
 - D. reduced the need for strong analytical skills.
 - E. eliminated the need for external-operational communication.
35. Which of the following is true about internal-operational communication?
- A. It mainly includes the orders and instructions that supervisors give to their employees.
 - B. It mainly includes a business's communication with its suppliers.
 - C. It mainly includes a business's communication with its customers.
 - D. It mainly includes a business's communication with government agencies.
 - E. It mainly includes the instructions that supervisors of a company give to vendors.
36. Which of the following is true about external-operational communication?
- A. It includes the orders and instructions that supervisors give to their employees.
 - B. It includes a business's communication with its vendors.
 - C. It includes the personal interaction between employees of a company.
 - D. It includes the informal interaction between the supervisor and the subordinates.
 - E. It includes the formal communication between the members of a functional group.

37. Which of the following is an internal audience for a private sector organization?

- A. Its competitors
- B. Its customers
- C. Its employees
- D. Its suppliers
- E. Government officials

38. Which of the following is an example of internal-operational communication?

- A. A letter addressed by a consumer to the customer care service of an organization that provides post-purchase support
- B. A memo containing the production and sales target for an organization
- C. An order form submitted to an organization's supplier of raw materials
- D. A letter addressed to a government official
- E. An advertisement put on a company's website for the general public

39. A memorandum reporting a shortage of certain goods written by the warehouse supervisor of Yellow Lamination Inc. to the company's purchasing department is most likely to be classified as:

- A. internal-operational communication.
- B. external-operational communication.
- C. personal communication.
- D. grapevine communication.
- E. internal-external communication.

40. An angry customer calls the public relations department of Uranus Inc. to complain about a defect in the company's product. Such a communication is most likely to be classified as:

- A. internal-operational communication.
- B. external-operational communication.
- C. personal communication.
- D. internal-external communication.
- E. grapevine communication.

41. Which of the following is an example of external-operational communication?

- A. Discussions that senior management holds to determine the goals and processes of the business
- B. The orders and instructions that supervisors give employees about dealing with angry customers
- C. Discussion between the heads of two companies about the possibility of a merger between their companies
- D. The reports that employees prepare concerning sales, production, inventories, finance and maintenance
- E. The messages that employees write to their supervisors regarding the progress of their work

42. Which of the following is an example of external-operational communication?

- A. Discussions that senior management holds to determine the goals and processes of the business
- B. The orders and instructions that supervisors give employees about dealing with angry customers
- C. Advertisements that companies put up on their websites for the general public
- D. The reports that employees prepare concerning sales, production, inventories, finance and maintenance
- E. The messages that employees write to their supervisors regarding the progress of their work

43. In the context of the external audiences of today's businesses, suppliers, contractors, distributors, shippers, and contract workers are referred to as:

- A. regulatory agents.
- B. public groups.
- C. industry partners.
- D. core business partners.
- E. community groups.

44. Which of the following statements is true about personal communication?

- A. Personal communication is a type of external-operational communication.
- B. Internal-operational communication does not include personal elements.
- C. An external-operational communication often contains elements of personal communication.
- D. The productivity of an employee is unaffected by personal communication.
- E. Personal communication is typically regulated by the formal network.

45. Which of the following best illustrates a personal communication?
- A. A list of targets prepared by a supervisor for the subordinates
 - B. A business proposal sent to the top management of an organization
 - C. A formal letter written to the general manager of a company
 - D. A mail to a supplier thanking him for the Christmas card he had sent
 - E. A letter to the government of a country requesting permission to establish trade with its organizations
46. The major, well-established channels for information exchange within an organization are collectively called its _____.
- A. personal communication network
 - B. formal network
 - C. core business partners
 - D. regulatory agents
 - E. grapevine network
47. Which of the following is true about the formal network of an organization?
- A. The formal channel includes the upward movement of information in an organization.
 - B. The formal channel does not include the downward movement of information in an organization.
 - C. The formal channel does not include the lateral movement of information in an organization.
 - D. The formal channel chiefly comprises all the personal communications within an organization.
 - E. The formal channel chiefly comprises all the personal communications between an organization and its regulatory agents.
48. Which of the following is true about the informal network of an organization?
- A. It consists of the major, well-established channels for information exchange.
 - B. It forms the main lines of operational communication.
 - C. It is simple and follows a set pattern.
 - D. It runs alongside the formal network.
 - E. It is called a grapevine when it exists outside an organization.

49. The grapevine of an organization is best defined as:
- A. the formal network within an organization.
 - B. the formal network that exists outside a organization.
 - C. the main lines of operational communication.
 - D. the informal network within an organization.
 - E. the formal network used by an organization to communicate with its competitors.
50. Skillful managers are most likely to deal with their organization's grapevine by:
- A. controlling it with strict rules.
 - B. eliminating the network.
 - C. recognizing its presence and using the network.
 - D. ignoring it as long as it does not involve members of the organization.
 - E. feeding it with gossip and rumors.
51. Which of the following statements is true about business communication within an organization?
- A. An organization dealing in repair services is most likely to require far more communication than an organization dealing in automobile manufacturing.
 - B. Businesses in a comparatively stable environment tend to depend on established types of formal communication in a set organizational hierarchy.
 - C. Simpler organizations typically require more communication as compared to complex organizations.
 - D. The geographic dispersion of an organization does not affect its internal communication.
 - E. The communication of homogeneous organization requires more adaptation to participants' values than that of a multicultural organization.
52. Which of the following statements is true about organizational culture?
- A. Organizational culture is independent of an organization's communication.
 - B. The communication of a multicultural organization requires more adaptation to participants' values than that of a relatively homogeneous organization.
 - C. The focus on organizational culture by management consultants and theorists has drastically decreased over time.
 - D. The official organization culture is the same as the actual organizational culture.
 - E. Organization culture is the customary way of perceiving things and is rarely stated.

53. Which of the following statements is true about the actual organizational culture?
- A. It is invariably the same as the official organizational culture.
 - B. It remains the same across organizations.
 - C. It is formally promoted through the company's mission statement like the official culture of the company.
 - D. It is not advisable for a communicator to account for the actual organizational culture of a client.
 - E. The organizational culture of an organization is often unstated.
54. Which of the following best illustrates an ill-defined problem?
- A. The task of calculating the annual profits of a company
 - B. The task of calculating the money left in a department's budget
 - C. The task of counting the number of hours an employee stays in the office
 - D. The task of communicating a bad news to an employee
 - E. The task of deciding how much money to return to a customer during an approved complete refund
55. Which of the following statements is true about ill-defined problems?
- A. Ill-defined problems can be solved by using a set formula.
 - B. The communication process involved in solving an ill-defined problem cannot be recursive.
 - C. Most ill-defined problems come in neat packages with the path to the best solution clearly implied.
 - D. Different people handle ill-defined problems differently.
 - E. Every ill-defined problem has a unique and perfect solution.
56. Which of the following approaches will be most effective for solving business communication problems?
- A. Relying exclusively on heuristics to solve problems because they have worked in past situations
 - B. Treating all communication situations as well-defined problems
 - C. Using standardized solutions for solving business problems
 - D. Considering the likely effects of a number of different solutions
 - E. Using the formula that is applicable for solving well-defined problems

57. Which of the following is true about contexts for communication?
- A. The contents of a communication is heavily influenced by the communicators' professional roles.
 - B. The communicators' particular contexts do not exert an influence on the act of communication.
 - C. The elements of the larger context related to communication remain constant.
 - D. The organizational context does not influence how one communicates
 - E. Customs in the surrounding culture is not a part of the larger context related to communication.
58. The first step in the communication process is to:
- A. compose a message.
 - B. sense the need for communication.
 - C. interpret the message.
 - D. select a course of action.
 - E. decide on a response.
59. In the process of communication, once the primary sender of the message develops a well-informed sense of the situation, the next logical step is to:
- A. analyze the potential audiences.
 - B. interpret the message.
 - C. choose an appropriate time to send the message.
 - D. draft and then revise a message carefully so that it will get the job done and also reflect well on the sender
 - E. extract information from the message.
60. In the course of the communication process, which of the following is likely to occur immediately at the audiences' end after the primary communicator sends a message?
- A. Consideration of possible strategies
 - B. Reception of the message
 - C. Selection of a course of action
 - D. Development of a well-informed sense of the situation
 - E. Composition of a message

61. Which of the following is exclusive to the “sending the message” step in a business communication process?
- A. Choosing a good time to deliver the message
 - B. Composing the message
 - C. Selecting a course of action
 - D. Considering possible communication strategies
 - E. Sensing a communication need
62. In the course of the communication process, which of the given steps logically follows after the listener receives the message sent by the communicator?
- A. Considering the possible strategies
 - B. Interpreting the message
 - C. Replying to the message
 - D. Choosing the medium of reply
 - E. Generating the message
63. When two people using the same word think that they agree on its meaning but actually do not, they are experiencing the communication problem known as:
- A. sugging.
 - B. bypassing.
 - C. masking.
 - D. brainstorming.
 - E. heckling.
64. During the course of their communication, Albert and Nathan attach different meanings to the same word. This is an example of:
- A. sugging.
 - B. bypassing.
 - C. masking.
 - D. brainstorming.
 - E. heckling.

65. Jason wanted to sell his pipe organ and informed his mother about his intention. He told her, "I want to sell my organ." His mother was horrified as Jason's message led her to think that he wanted to sell his body organ. This is an example of:

- A. sugging.
- B. bypassing.
- C. masking.
- D. brainstorming.
- E. heckling.

Short Answer Questions

66. Discuss new media.

67. Explain the main categories of business communication.

68. Briefly explain the two main communication networks of an organization.

69. Discuss the effects of the grapevine on an organization. How do skillful managers take advantage of this network?

70. Describe the various factors that affect the types and amount of communicating that a business does.

71. List the two main types of problem. What is the approach followed in solving these problems?

72. Create a scenario and detail the different contexts for communication to be considered for effective communication between communicators in two different countries.

73. Briefly discuss the communicator's particular context that exerts the strongest influence on the act of communication.

74. List the steps involved in the communication process.

75. What is the goal of business communication? Define mental filters and bypassing.

Chapter 01 Understanding Workplace Communication **Answer Key**

True / False Questions

1. Communication ranks at or near the top of the business skills needed for success.

TRUE

Communication is a major and essential part of the work of business. Communication ranks at or near the top of the business skills needed for success.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-01 Explain the importance of communication to you and to business.

Topic: The Role of Communication in Business

2. The higher the position in an organization, the more important communication skills become.

TRUE

The higher the position in an organization, the more important good communication skills become.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-01 Explain the importance of communication to you and to business.

Topic: The Role of Communication in Business

3. Text messaging is a form of oral communication.

FALSE

Text messaging is a form of written communication.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-01 Explain the importance of communication to you and to business.

Topic: The Role of Communication in Business

4. Poor communication results in misunderstandings but does not affect an organization monetarily.

FALSE

Poor communication costs business millions of dollars every single day in the form of wasted time, misunderstandings, eroded customer loyalty, and lost business.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-01 Explain the importance of communication to you and to business.

Topic: The Role of Communication in Business

5. The ability to quickly assess the emotions of those around them and adapt their words, tone, and gestures accordingly is called social intelligence.

TRUE

The ability to quickly assess the emotions of those around them and adapt their words, tone, and gestures accordingly is called social intelligence.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

6. The ability to create and interpret graphics is called visual literacy.

TRUE

The ability to create and interpret graphics is called visual literacy.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

7. Widespread use of the Internet has increased companies' attention to social responsibility.

TRUE

The Internet—where negative press travels quickly and widely—has dramatically increased the transparency of companies' operations, thus helping to fuel their interest in having a socially responsible image.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

8. A business's communication with its suppliers is a typical example of internal-operational communication.

FALSE

External-operational communication consists of a business's communication with its suppliers, service companies, customers, government agencies, the general public, and others.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

9. Personal communication interferes with good work relationships and should be prohibited in the workplace.

FALSE

Some personal communication is essential to maintain good work relationships since it helps make and sustain the relationships upon which business depends.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

10. The main lines of operational communication in a business is the formal network.

TRUE

The main lines of operational communication in a business is the formal network.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-04 Describe the formal and informal communication networks of the business organization.

Topic: The Role of Communication in Business

11. The informal network inside an organization is also referred to as the grapevine.

TRUE

The informal network inside an organization is also referred to as the grapevine.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-04 Describe the formal and informal communication networks of the business organization.

Topic: The Role of Communication in Business

12. The kind and amount of communicating a business does is independent of the nature of the business.

FALSE

Just how much and what kind of communicating a business does depends on several factors.
The nature of the business is one.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-05 Describe factors that affect the types and amount of communicating that a business does.

Topic: The Role of Communication in Business

13. The official culture and the actual culture in a company are not necessarily the same.

TRUE

The official culture and the actual culture in a company are not necessarily the same.

AACSB: Communication

Blooms: Understand

Difficulty: 1 Easy

Learning Objective: 01-05 Describe factors that affect the types and amount of communicating that a business does.

Topic: The Role of Communication in Business

14. Imagination and creativity are for the creative disciplines. Business communication problems should be solved using standard formulas.

FALSE

Business communication problems, which are ill-defined, cannot be solved by using formulas. There is no best, clearly implied solution. Instead, they require research, analysis, creativity, and judgment.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-06 Explain why business communication is a form of problem solving.

Topic: The Business Communication Process

15. All business communicators at an advanced level share essentially the same vocabulary because they are all accomplished professionals.

FALSE

While business communicators may share certain kinds of knowledge and language, they often occupy different professional and industrial fields that bring with them special concepts and terminology.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-07 Describe the various contexts for each act of business communication.

Topic: The Business Communication Process

16. Sensing a need for communication typically occurs at the recipient's end in the business communication process.

FALSE

Sensing a need for communication occurs when a sender finds that an action is in order, and he believes that some form of communication will help him achieve the desired state.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: The Business Communication Process

17. Solving a communication problem is typically a linear process.

FALSE

While the activities involved in solving a communication problem tend to form a linear pattern, the communicator often needs to revisit earlier steps while moving through the different activities. In other words, solving a communication problem is a recursive process.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: The Business Communication Process

18. Interpretation of a message occurs at the recipient's end in the business communication process.

TRUE

Interpretation of a message occurs at the recipient's end in the business communication process.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: The Business Communication Process

19. No two people have identical contexts or mental "filters."

TRUE

No two people have precisely the same values, backgrounds, and verbal worlds. All of these elements, which are called mental "filters" influence how they perceive new situations and how they communicate.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: Business Communication: The Bottom Line

20. Bypassing is a communication problem that occurs when a sender and receiver attach completely different meanings to the same words.

TRUE

Bypassing is a communication problem that occurs when a sender and receiver attach completely different meanings to the same words.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: Business Communication: The Bottom Line

Multiple Choice Questions

21. _____ is a type of oral communication.

- A. An email
- B.** A telephonic conversation
- C. Text messaging
- D. A letter
- E. Instant messaging

A telephonic conversation is a type of oral communication.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-01 Explain the importance of communication to you and to business.

Topic: The Role of Communication in Business

22. Which of the following statements is true about email?

- A. Email came into existence during the 1950s.
- B. Email has entirely replaced phone and face-to-face conversations.
- C. Email is a form of oral communication.
- D. Email allows a communicator to reach only one person at a time.
- E. Email is a type of new media.**

Email is a type of new media.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

23. _____ is a typical example of new media.

- A. Text messaging**
- B. Postcard
- C. Printed report
- D. Letter
- E. Memo

Text messaging is categorized with other forms of communication that are collectively referred to as new media.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

24. _____ are typical examples of new media.

- A.** Podcasts
- B. Postcards
- C. Printed reports
- D. Letters
- E. Memos

Podcasts are a type of new media.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

25. Which of the following is a major trend in the present business arena?

- A. Increased popularity of hierarchical company structures
- B. Decreased diversity of employees in the workplace
- C.** Increased focus on corporate social responsibility
- D. Increased rejection of the new media
- E. Decreased usage of electronic correspondence by business writers

One widespread trend under way in business is the increased focus on ethical and socially responsible behavior.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

26. Social intelligence is best defined as the ability to:

- A. efficiently practice free riding when working in a group.
- B.** quickly assess the emotions of those around and adapt one's words, tone, and gestures accordingly.
- C. interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes.
- D. uphold the social beliefs of your community.
- E. organize and subsequently supervise a group of people to achieve a common goal.

Social intelligence is the ability of people to quickly assess the emotions of those around them and adapt their words, tone, and gestures accordingly.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

27. Baby Boomers are people:

- A. with more than three children.
- B.** who were born soon after World War II.
- C. who were brought up in more than one cultural background.
- D. who support population control strategies.
- E. with children in more than one country.

Baby Boomers are people who were born soon after World War II.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

28. _____ is best defined as the ability to understand and adapt to the preference for individualism or collectivism, religious beliefs, political environment and ideas about social hierarchy of different countries.

- A. Cross-cultural competency
- B. Analytical skill
- C. Computational thinking
- D. Visual literacy
- E. Corporate social responsibility

Cross-cultural competency refers to the ability to understand and adapt to the ideals and values of different cultures.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

29. Which of the following statements is true about increasing globalism and workplace diversity?

- A. The attitudes about punctuality and efficiency remains constant among businesspeople around the world.
- B. Countries and cultures seem to be less interconnected as businesses expand their reach around the world.
- C. Increase in globalism has resulted in the requirement for cultural agility.
- D. People around the world share standardized notions of business and communication.
- E. Cultural differences are the sole reason for workplace diversity.

Increase in globalism has resulted in the requirement for cultural agility.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

30. Computational thinking is best defined as the ability to:

- A.** interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes.
- B. understand and adapt to other people's preference for individualism or collectivism, political environment and ideas about social hierarchy of different countries.
- C. quickly assess the emotions of those around and adapt one's words, tone, and gestures accordingly.
- D. determine the deeper, underlying meaning or significance of messages expressed by people.
- E. manipulate people into accepting one's viewpoint regarding religion.

Computational thinking is the ability to interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes.

AACSB: Communication

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

31. The ability to effectively work with data through interpretation, recognize patterns in them, derive data-based decisions, and use data to generate favorable outputs is most accurately referred to as _____.

- A. data recognition
- B.** computational thinking
- C. emotional quotient
- D. visual literacy
- E. bypassing

Computational thinking is the ability to interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

32. The ability to meaningfully, accurately, and efficiently create and interpret pictures and other graphics is most accurately called:

A. cross-cultural competency.
B. information literacy.
C. verbal literacy.
D. emotional quotient.
E. visual literacy.

Visual literacy is the ability to create and interpret graphics.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

33. Social intelligence, which is the ability of people to quickly assess the emotions of those around them and adapt their words, tone, and gestures accordingly, is a type of _____.

A. computational thinking
B. interpretive skill
C. visual literacy
D. technological competence
E. bypassing

Interpretive skills extend beyond interpreting numbers and involves understanding other people and using imagination to choose the best method for effective business communication.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

34. The widespread use of the Internet, which has resulted in an increased transparency in organizations' business practices and an increased accountability to the public has:

- A. resulted in an increased focus in developing a socially responsible image.
- B. laid restrictions on the quick spread of negative information.
- C. had an adverse affect on workforce diversity.
- D. reduced the need for strong analytical skills.
- E. eliminated the need for external-operational communication.

The Internet has brought a new transparency to companies' business practices, with negative information traveling quickly and widely. This has increased the emphasis on corporate social responsibility.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

Topic: The Role of Communication in Business

35. Which of the following is true about internal-operational communication?

- A. It mainly includes the orders and instructions that supervisors give to their employees.
- B. It mainly includes a business's communication with its suppliers.
- C. It mainly includes a business's communication with its customers.
- D. It mainly includes a business's communication with government agencies.
- E. It mainly includes the instructions that supervisors of a company give to vendors.

All the communication that occurs in conducting work within a business is internal operational.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

36. Which of the following is true about external-operational communication?

- A. It includes the orders and instructions that supervisors give to their employees.
- B.** It includes a business's communication with its vendors.
- C. It includes the personal interaction between employees of a company.
- D. It includes the informal interaction between the supervisor and the subordinates.
- E. It includes the formal communication between the members of a functional group.

The work-related communicating that a business does with people and groups outside the business is external-operational communication.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

37. Which of the following is an internal audience for a private sector organization?

- A. Its competitors
- B. Its customers
- C.** Its employees
- D. Its suppliers
- E. Government officials

All the communication that occurs in conducting work within a business is internal operational. It includes reports that employees prepare concerning sales, production, inventories, finance, maintenance, and so on. It includes the messages that they write and speak in carrying out their assignments and contributing their ideas to the business.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

38. Which of the following is an example of internal-operational communication?

- A. A letter addressed by a consumer to the customer care service of an organization that provides post-purchase support
- B. A memo containing the production and sales target for an organization**
- C. An order form submitted to an organization's supplier of raw materials
- D. A letter addressed to a government official
- E. An advertisement put on a company's website for the general public

All the communication that occurs in conducting work within a business is internal operational. It includes reports that employees prepare concerning sales, production, inventories, finance, maintenance, and so on. It includes the messages that they write and speak in carrying out their assignments and contributing their ideas to the business.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

39. A memorandum reporting a shortage of certain goods written by the warehouse supervisor of Yellow Lamination Inc. to the company's purchasing department is most likely to be classified as:

- A. internal-operational communication.**
- B. external-operational communication.
- C. personal communication.
- D. grapevine communication.
- E. internal-external communication.

All the communication that occurs in conducting work within a business is categorized as internal-operational communication.

AACSB: Reflective Thinking

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

40. An angry customer calls the public relations department of Uranus Inc. to complain about a defect in the company's product. Such a communication is most likely to be classified as:

A. internal-operational communication.
B. external-operational communication.
C. personal communication.
D. internal-external communication.
E. grapevine communication.

The work-related communicating that a business does with people and groups outside the business is categorized as external-operational communication.

AACSB: Reflective Thinking

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

41. Which of the following is an example of external-operational communication?

A. Discussions that senior management holds to determine the goals and processes of the business
B. The orders and instructions that supervisors give employees about dealing with angry customers
C. Discussion between the heads of two companies about the possibility of a merger between their companies
D. The reports that employees prepare concerning sales, production, inventories, finance and maintenance
E. The messages that employees write to their supervisors regarding the progress of their work

The work-related communicating that a business does with people and groups outside the business is categorized as external-operational communication.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

42. Which of the following is an example of external-operational communication?

- A. Discussions that senior management holds to determine the goals and processes of the business
- B. The orders and instructions that supervisors give employees about dealing with angry customers
- C.** Advertisements that companies put up on their websites for the general public
- D. The reports that employees prepare concerning sales, production, inventories, finance and maintenance
- E. The messages that employees write to their supervisors regarding the progress of their work

The work-related communicating that a business does with people and groups outside the business is categorized as external-operational communication.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

43. In the context of the external audiences of today's businesses, suppliers, contractors, distributors, shippers, and contract workers are referred to as:

- A. regulatory agents.
- B. public groups.
- C. industry partners.
- D.** core business partners.
- E. community groups.

In the context of the external audiences of today's businesses, suppliers, contractors, distributors, shippers, and contract workers are referred to as core business partners.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

44. Which of the following statements is true about personal communication?

- A. Personal communication is a type of external-operational communication.
- B. Internal-operational communication does not include personal elements.
- C.** An external-operational communication often contains elements of personal communication.
- D. The productivity of an employee is unaffected by personal communication.
- E. Personal communication is typically regulated by the formal network.

Communication with external parties include personal remarks.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

45. Which of the following best illustrates a personal communication?

- A. A list of targets prepared by a supervisor for the subordinates
- B. A business proposal sent to the top management of an organization
- C. A formal letter written to the general manager of a company
- D.** A mail to a supplier thanking him for the Christmas card he had sent
- E. A letter to the government of a country requesting permission to establish trade with its organizations

Personal communication is the informal exchange of information and feelings in which we human beings engage whenever we come together—or when we just feel like talking to each other.

AACSB: Communication

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

46. The major, well-established channels for information exchange within an organization are collectively called its _____.

- A. personal communication network
- B. formal network**
- C. core business partners
- D. regulatory agents
- E. grapevine network

The formal network is the main lines of operational communication. The major, well-established channels for information exchange within an organization are collectively called its formal network.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-04 Describe the formal and informal communication networks of the business organization.

Topic: The Role of Communication in Business

47. Which of the following is true about the formal network of an organization?

- A. The formal channel includes the upward movement of information in an organization.**
- B. The formal channel does not include the downward movement of information in an organization.
- C. The formal channel does not include the lateral movement of information in an organization.
- D. The formal channel chiefly comprises all the personal communications within an organization.
- E. The formal channel chiefly comprises all the personal communications between an organization and its regulatory agents.

The formal flow includes the upward, lateral, and downward movement of information in the form of reports, memos, email, and other media within the organization; the downward movement of orders, instructions, advisories, and announcements; and the broad dissemination of company information through the organization's newsletter, bulletin boards, email, intranet, or blogs.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-04 Describe the formal and informal communication networks of the business organization.

Topic: The Role of Communication in Business

48. Which of the following is true about the informal network of an organization?

- A. It consists of the major, well-established channels for information exchange.
- B. It forms the main lines of operational communication.
- C. It is simple and follows a set pattern.
- D.** It runs alongside the formal network.
- E. It is called a grapevine when it exists outside an organization.

Operating alongside the formal network is the informal network.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-04 Describe the formal and informal communication networks of the business organization.

Topic: The Role of Communication in Business

49. The grapevine of an organization is best defined as:

- A. the formal network within an organization.
- B. the formal network that exists outside a organization.
- C. the main lines of operational communication.
- D.** the informal network within an organization.
- E. the formal network used by an organization to communicate with its competitors.

The grapevine of an organization is best defined as the informal network within an organization.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-04 Describe the formal and informal communication networks of the business organization.

Topic: The Role of Communication in Business

50. Skillful managers are most likely to deal with their organization's grapevine by:

- A. controlling it with strict rules.
- B. eliminating the network.
- C. recognizing its presence and using the network.**
- D. ignoring it as long as it does not involve members of the organization.
- E. feeding it with gossip and rumors.

Grapevine usually carries far more information than the formal communication system, and on many matters it is more effective in determining the course of an organization and is therefore used by managers to their advantage.

AACSB: Communication
Blooms: Understand
Difficulty: 2 Medium

Learning Objective: 01-04 Describe the formal and informal communication networks of the business organization.
Topic: The Role of Communication in Business

51. Which of the following statements is true about business communication within an organization?

- A. An organization dealing in repair services is most likely to require far more communication than an organization dealing in automobile manufacturing.
- B. Businesses in a comparatively stable environment tend to depend on established types of formal communication in a set organizational hierarchy.**
- C. Simpler organizations typically require more communication as compared to complex organizations.
- D. The geographic dispersion of an organization does not affect its internal communication.
- E. The communication of homogeneous organization requires more adaptation to participants' values than that of a multicultural organization.

Organizations in a relatively stable industry tend to depend on established types of formal communication.

AACSB: Communication
Blooms: Understand
Difficulty: 2 Medium

Learning Objective: 01-05 Describe factors that affect the types and amount of communicating that a business does.
Topic: The Role of Communication in Business

52. Which of the following statements is true about organizational culture?

- A. Organizational culture is independent of an organization's communication.
- B. The communication of a multicultural organization requires more adaptation to participants' values than that of a relatively homogeneous organization.
- C. The focus on organizational culture by management consultants and theorists has drastically decreased over time.
- D. The official organization culture is the same as the actual organizational culture.
- E. Organization culture is the customary way of perceiving things and is rarely stated.**

Organization culture is the customary way of perceiving things and is rarely stated.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-05 Describe factors that affect the types and amount of communicating that a business does.

Topic: The Role of Communication in Business

53. Which of the following statements is true about the actual organizational culture?

- A. It is invariably the same as the official organizational culture.
- B. It remains the same across organizations.
- C. It is formally promoted through the company's mission statement like the official culture of the company.
- D. It is not advisable for a communicator to account for the actual organizational culture of a client.
- E. The organizational culture of an organization is often unstated.**

The organizational culture of an organization is often unstated.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-05 Describe factors that affect the types and amount of communicating that a business does.

Topic: The Role of Communication in Business

54. Which of the following best illustrates an ill-defined problem?

- A. The task of calculating the annual profits of a company
- B. The task of calculating the money left in a department's budget
- C. The task of counting the number of hours an employee stays in the office
- D. The task of communicating a bad news to an employee**
- E. The task of deciding how much money to return to a customer during an approved complete refund

The problem-solving literature divides problems into two main types: well defined and ill defined. The former can be solved by following a formula. But most real-world problems, including business communication problems, cannot be solved this way. They do not come to us in neat packages with the path to the best solution clearly implied. Instead, they require research, analysis, creativity, and judgment.

AACSB: Communication

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 01-06 Explain why business communication is a form of problem solving.

Topic: The Business Communication Process

55. Which of the following statements is true about ill-defined problems?

- A. Ill-defined problems can be solved by using a set formula.
- B. The communication process involved in solving an ill-defined problem cannot be recursive.
- C. Most ill-defined problems come in neat packages with the path to the best solution clearly implied.
- D. Different people handle ill-defined problems differently.**
- E. Every ill-defined problem has a unique and perfect solution.

Different people handle ill-defined problems differently.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-06 Explain why business communication is a form of problem solving.

Topic: The Business Communication Process

56. Which of the following approaches will be most effective for solving business communication problems?

- A. Relying exclusively on heuristics to solve problems because they have worked in past situations
- B. Treating all communication situations as well-defined problems
- C. Using standardized solutions for solving business problems
- D. Considering the likely effects of a number of different solutions**
- E. Using the formula that is applicable for solving well-defined problems

Business situations are often complex and present multiple options for handling a given situation. Finding communication solutions requires analysis, creativity, and judgment.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-06 Explain why business communication is a form of problem solving.

Topic: The Business Communication Process

57. Which of the following is true about contexts for communication?

- A. The contents of a communication is heavily influenced by the communicators' professional roles.**
- B. The communicators' particular contexts do not exert an influence on the act of communication.
- C. The elements of the larger context related to communication remain constant.
- D. The organizational context does not influence how one communicates
- E. Customs in the surrounding culture is not a part of the larger context related to communication.

What gets communicated and how can be heavily influenced by the communicators' professional roles.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-07 Describe the various contexts for each act of business communication.

Topic: The Business Communication Process

58. The first step in the communication process is to:

- A. compose a message.
- B. sense the need for communication.**
- C. interpret the message.
- D. select a course of action.
- E. decide on a response.

Researchers generally agree that the first step in the communication process involves the primary communicator sensing a communication need.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: The Business Communication Process

59. In the process of communication, once the primary sender of the message develops a well-informed sense of the situation, the next logical step is to:

- A. analyze the potential audiences.**
- B. interpret the message.
- C. choose an appropriate time to send the message.
- D. draft and then revise a message carefully so that it will get the job done and also reflect well on the sender
- E. extract information from the message.

In the process of communication, once the primary sender of the message develops a well-informed sense of the situation, the next logical step is to analyze the potential audiences, their contexts, your own goals and contexts, your relationship with each audience, and any relevant larger contexts.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: The Business Communication Process

60. In the course of the communication process, which of the following is likely to occur immediately at the audiences' end after the primary communicator sends a message?

- A. Consideration of possible strategies
- B. Reception of the message**
- C. Selection of a course of action
- D. Development of a well-informed sense of the situation
- E. Composition of a message

Researchers generally agree that the communication process includes the following activities, at the receivers' end: 1) receiving the message, 2) interpreting the message, 3) deciding on a response, 4) replying to the message.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: The Business Communication Process

61. Which of the following is exclusive to the “sending the message” step in a business communication process?

- A. Choosing a good time to deliver the message**
- B. Composing the message
- C. Selecting a course of action
- D. Considering possible communication strategies
- E. Sensing a communication need

When your message is prepared or carefully planned, you are ready to deliver it to your intended recipients in the channel you have chosen. So you need to choose a good time to deliver it.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: The Business Communication Process

62. In the course of the communication process, which of the given steps logically follows after the listener receives the message sent by the communicator?

A. Considering the possible strategies
B. Interpreting the message
C. Replying to the message
D. Choosing the medium of reply
E. Generating the message

Researchers generally agree that the communication process includes the following activities, at the receivers' end: 1) receiving the message, 2) interpreting the message, 3) deciding on a response, 4) replying to the message.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: The Business Communication Process

63. When two people using the same word think that they agree on its meaning but actually do not, they are experiencing the communication problem known as:

A. suggesting.
B. bypassing.
C. masking.
D. brainstorming.
E. heckling.

In the communication process, the communicator and the audience may attach completely different meanings to the same words. This problem is referred to as bypassing.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: Business Communication: The Bottom Line

64. During the course of their communication, Albert and Nathan attach different meanings to the same word. This is an example of:

A. sugging.
B. bypassing.
C. masking.
D. brainstorming.
E. heckling.

In the communication process, the communicator and the audience may attach completely different meanings to the same words. This problem is referred to as bypassing.

AACSB: Communication

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 01-08 Describe the business communication process.

Topic: Business Communication: The Bottom Line

65. Jason wanted to sell his pipe organ and informed his mother about his intention. He told her, "I want to sell my organ." His mother was horrified as Jason's message led her to think that he wanted to sell his body organ. This is an example of:

A. sugging.
B. bypassing.
C. masking.
D. brainstorming.
E. heckling.

In the communication process, the communicator and the audience may attach completely different meanings to the same words. This problem is referred to as bypassing.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: Business Communication: The Bottom Line

Short Answer Questions

66. Discuss new media.

The forms of communication that have replaced the older forms of communication, such as memos and telephonic conversations, due to their increased communication speed and the ability to reach many more readers simultaneously are collectively called new media.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-02 Describe the main challenges facing business communicators today.

67. Explain the main categories of business communication.

Students' examples will vary. Internal-Operational Communication: All the communication that occurs in conducting work within a business is internal operational. This is the communication among the business's employees that is done to perform the work of the business and track its success.

External-Operational Communication: The work-related communicating that a business does with people and groups outside the business is external-operational communication. This is the business's communication with its publics—suppliers, service companies, customers, government agencies, the general public, and others. Personal Communication: Communication that takes place without apparent purpose as far as the operating plan of the business is concerned is called personal communication.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-03 Describe the three main categories of business communication.

Topic: The Role of Communication in Business

68. Briefly explain the two main communication networks of an organization.

Formal Network: The formal network is the main line of operational communication. Through these channels flows the bulk of the communication that the business needs to operate. Specifically, the flow includes the upward, lateral, and downward movement of information; the downward movement of orders, instructions, advisories, and announcements; and the broad dissemination of company information. It details the expectations about what can and cannot be said, who may and may not say it, and how the messages should be structured and worded.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-04 Describe the formal and informal communication networks of the business organization.

Topic: The Role of Communication in Business

69. Discuss the effects of the grapevine on an organization. How do skillful managers take advantage of this network?

The informal network inside an organization is often referred to as the grapevine. Despite carrying much gossip and rumor, the grapevine usually carries far more information than the formal communication system, and on many matters it is more effective in determining the course of an organization. The grapevine extends to external audiences and widespread use of social media has dramatically increased employees' informal communication with outsiders which may help or hurt the company. Skillful managers can find out who the talk leaders are and give them the information that will do the most good for the organization. They also make management decisions that cultivate positive talk.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-04 Describe the formal and informal communication networks of the business organization.

Topic: The Role of Communication in Business

70. Describe the various factors that affect the types and amount of communicating that a business does.

The kind of communicating a business does depends on several factors:

The nature of the business: Businesses that require interaction with its customers, suppliers, manufacturers, distributors etc. will require far more communication than simple services.

1. The businesses' size and complexity: Relatively simple businesses require far less communication than complex businesses.
2. The business's relation to its environment: Businesses in a comparatively stable environment will tend to depend on established types of formal communication in a set organizational hierarchy, whereas those in a volatile environment will tend to improvise more in terms of their communications and company structure.
3. The geographic dispersion of the operations of a business: Internal communication in a business with multiple locations differs from that of a one-location business. Enabling employees to work from home, requiring them to travel, and relying on outside contractors can also increase a company's geographical reach and thus affect its communication. The communication of a multicultural organization will require more adaptation to participants' values, perspectives, and language skills than that of a relatively homogeneous organization.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-05 Describe factors that affect the types and amount of communicating that a business does.

Topic: The Role of Communication in Business

71. List the two main types of problem. What is the approach followed in solving these problems?

Problems are broadly divided as well defined problems and ill-defined problems. Well defined problems can be solved by following a formula, and there is always a path to the best solution clearly implied. Solving ill-defined problems requires research, analysis, creativity, and judgment. Solving ill-defined problems involves combining existing resources with innovation and good judgment. Heuristics may be used to aid in the solving of an ill-defined problem, but they cannot be relied on entirely and a solution must be adapted according to the situation. Ill-defined problems do not have a perfect solution but a good solution can be developed with proper research and analysis.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 01-06 Explain why business communication is a form of problem solving.

Topic: The Business Communication Process

72. Create a scenario and detail the different contexts for communication to be considered for effective communication between communicators in two different countries.

Students' answers will vary.

The answer can detail the different aspects of the larger context that differ between countries. The student can consider the relationship that the communicators wish to establish and the particular contexts that can affect communication.

AACSB: Reflective Thinking

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 01-07 Describe the various contexts for each act of business communication.

Topic: The Business Communication Process

73. Briefly discuss the communicator's particular context that exerts the strongest influence on the act of communication.

Organizational contexts: The type and culture of an organization will shape the communication choices in many ways, and the organizational contexts audiences will, in turn, shape their responses. In every act of business communication, at least one of the parties involved is likely to be representing an organization. Professional contexts: Different professionals possess different kinds of expertise, speak differently, and tend to focus on different things. Part of successful communication involves being alert to the audiences' different professional contexts as well as their different priorities. Personal contexts: The genes inherited, family and upbringing, life experiences, schooling, and the culture in which a person is reared affects his personality. Communicative acts can also be affected by successes and failures, current relationships, financial ups and downs, the state of health, and physical environment. Though such personal matters are not disclosed, it definitely affects communication.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-07 Describe the various contexts for each act of business communication.

Topic: The Business Communication Process

74. List the steps involved in the communication process.

The steps involved in the communication process are:

1. Sensing a communication need
2. Defining the situation
3. Considering possible communication strategies
4. Selecting a course of action
5. Composing the message
6. Sending the message
7. Receiving the message
8. Interpreting the message
9. Deciding on a response
10. Replying to the message

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 01-08 Describe the business communication process.

Topic: The Business Communication Process

75. What is the goal of business communication? Define mental filters and bypassing.

The goal of business communication is to create a shared understanding of business situations that will enable people to work successfully together.

Mental filters are preconceptions, frames of reference, and verbal worlds. Bypassing is a communication problem that occurs when the sender and the receiver attach completely different meanings to the same words.

AACSB: Communication

Blooms: Remember

Learning Objective: 01-08 Describe the business communication process.
Topic: Business Communication: The Bottom Line