

1. Employees prefer to receive bad news through the personal medium of email.

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

2. A study of the ten characteristics that employers seek in employees identified communications as the number one skill.

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communicating in Organizations

*OTHER:* Bloom's: Knowledge

3. Employers report major deficiencies in the written and oral communication skills of new employees.

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communicating in Organizations

*OTHER:* Bloom's: Knowledge

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

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communicating in Organizations

*OTHER:* Bloom's: Knowledge

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

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

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

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

7. Facial expressions such as frowns and smiles are nonverbal messages that you formulate in response to communication.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

8. Written messages might be conveyed through a brochure, a blog posting, a web page, or a company newsletter.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

9. Individual experiences, culture, and personality affect how the communication need translates into an actual message.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

10. An example of a communication barrier in the communication system is an employee who is too busy to read an important email.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

11. Lateral communication typically involves persuading others who report to us.
- a. True
  - b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

12. If you frown as someone speaks to you, you are providing the sender with your response about the message.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

13. The communication process is incomplete without a response.

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

14. Communication flows in an orderly, linear manner from one stage to the next.

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

15. Cascading communication flows upwards and downwards from an important organizational leader.

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

16. Using instant messaging at work may annoy some people, but others believe that it saves time.

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

17. At work, your personal email is protected free speech, thus shielded from lawsuits.

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.4 - 1.4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Potential Legal Consequences of Communication

*OTHER:* Bloom's: Knowledge

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

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.4 - 1.4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Potential Legal Consequences of Communication

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

20. Audiences may become skeptical if euphemisms are used frequently to avoid giving bad news.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

21. The organization's formal communication network consists of upward, downward, lateral, and cross-cultural communication.
- a. True
  - b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

22. Downward communication is used more frequently than upward communication in most organizations.

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

23. Upward communication fosters an environment where employees can offer suggestions and feel they are important to the organization.

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

24. Lateral communication provides managers at all levels with the information they need to make decisions.

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge



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

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.5 - 1.5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Ethics and Communication

*OTHER:* Bloom's: Knowledge

27. Less than half of the information communicated through the grapevine is accurate.

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

28. The grapevine is active at every level of the organization, moving information from one manager or employee to the next.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

29. Managers can stop rumors by counteracting the free flow of information through the grapevine.
- a. True
  - b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

30. It is good business to share both good news and bad news with employees as quickly and completely as possible.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

31. The grapevine is most active in an organization when the level of fear is high.

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

32. Differences in how the sender and the audience assign meanings to the same word can become a communication barrier.

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

33. The term *denotation* refers to "the associations you have with a word."

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

34. The audience might misinterpret a word used by the sender because of the audience's personal reaction to the sender's connotations.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

35. When communicating internationally, you should translate important documents into the second language and then back into English to ensure correct interpretation.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

36. Jargon is an efficient way of communicating specialized information to broad audiences.
- a. True
  - b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

37. Jargon is technical terminology used within specialized groups--sometimes called "the pros' prose."

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

38. When writing about a sensitive topic, you might use euphemisms rather than words that could offend your audience.

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

39. Wherever possible, you should use abstract rather than concrete words to make your messages easier to understand.

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

40. You can avoid polarization if you choose words that take the middle ground rather than words that represent an extreme position.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

41. Not all communication problems are spoken or written; some are related to how you act.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

42. If your cover letter states that you have excellent proofreading skills, a typographical error (a nonverbal signal) will overshadow the actual message content.
- a. True
  - b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

43. If what we say and what we do contradict, observers are likely to believe what we say.

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

44. An ethical message is one that is factually correct, even if it leaves out important information.

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.5 - 1.5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Ethics and Communication

*OTHER:* Bloom's: Knowledge

45. Technology that allows multitasking is likely to result in more efficient and accurate workplace communication.

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

46. Lean media are best for routine, neutral, and simple messages.

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

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

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Moderate

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communicating in Organizations

*OTHER:* Bloom's: Knowledge

48. You will not be able to communicate effectively if

- a. you convey your message through verbal and nonverbal means.
- b. you use lean media choices.
- c. your message contains words that the audience cannot understand.
- d. you fail to use current technology.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge



49. Which component is *not* required for communication to take place?

- a. response
- b. sender
- c. communication need
- d. message
- e. audience

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

50. Which of the following creates the need for someone to initiate communication?

- a. sender
- b. connotation
- c. message
- d. communication need
- e. denotation

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

52. A message is not always transmitted accurately because of:
- a. feedback
  - b. response
  - c. communication barriers
  - d. feedback mechanism
  - e. communication process

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

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

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

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

54. A(n) \_\_\_\_ is considered a conventional channel of communication.

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

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

55. If you put on a puzzled look as a coworker tries to explain the company's new sick-leave policy, you are
- a. using a nonverbal medium to filter the message.
  - b. adding noise to the communication environment.
  - c. providing an internal communication need for your audience.
  - d. simultaneously sending and receiving a message.
  - e. eliminating the feedback portion of the process.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

58. \_\_\_\_ is synchronous, overlapping communication.
- a. Multicommunication
  - b. Geolocating
  - c. Instant messaging
  - d. Posting to Facebook
  - e. Handing out printed flyers

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

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

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Moderate

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

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

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

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

ANSWER: c

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

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

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

ANSWER: c

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

63. A computer-support specialist who sends an email to other computer-support specialists in the same company about the need for training on the latest software is engaging in \_\_\_\_ communication.
- a. upward
  - b. downward
  - c. lateral
  - d. matrix
  - e. nonverbal

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

64. As a department head, you *cannot* assume that your downward communication is
- a. being received and understood by other department heads.
  - b. offering employees the opportunity to air grievances.
  - c. received and understood by people who report to you.
  - d. sharing complete information with your peers.
  - e. an informal network trusted by employees.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge



65. Which of the following is *not* a reason why upward communication is important?
- a. It provides feedback to let receivers know that lateral messages have been received and understood.
  - b. It helps managers recognize whether lower-level employees received and correctly interpreted downward messages.
  - c. It gives managers information they need to make critical decisions.
  - d. It provides opportunities for employees to offer input, make suggestions, and air grievances.
  - e. It allows information to flow from lower levels to higher levels of the organization.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

66. \_\_\_\_ communication occurs when peers within a department share ideas, coordinate activities, and negotiate differences.
- a. Upward
  - b. Downward
  - c. Lateral
  - d. Vertical
  - e. Outsourced

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

68. You are using the grapevine when you
- a. ask top management, during a company meeting, about the company's recent merger.
  - b. write a memo to your boss suggesting how to publicize the company's recent merger.
  - c. post a news release on your company's website announcing its recent merger.
  - d. write an article for your company's newsletter, quoting the CEO's comments about the recent merger.
  - e. discuss the company's recent merger while you carpool with a coworker.

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

69. Which of the following is another term for the grapevine?

- a. upward communication network
- b. lateral communication network
- c. horizontal communication network
- d. downward communication network
- e. informal communication network

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

70. Which statement about the grapevine is correct?

- a. It moves information rapidly through the organization.
- b. It is less active during times of uncertainty, such as layoffs, mergers, and branch closings.
- c. Most of the information communicated through the grapevine pertains to personal matters.
- d. Information spread through the grapevine is usually incomplete.
- e. It is not an important communication network in large organizations.

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

73. Which of the following is a verbal barrier to communication?
- a. A person's body language does not correspond with his spoken message.
  - b. Audience interpretation of a message is not the same as the sender's interpretation.
  - c. Two individuals have differing perceptions of a manager's comments based on their personal experiences with her.
  - d. People are not focusing on a convention speaker because the seats are too small and are placed too close together.
  - e. A customer service representative has a prejudice against customers who have a southern accent.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

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

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

*ANSWER:* a

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

76. Which of the following is an abstract word?

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

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

79. Which of the following is *not* a typical reason for unethical behavior?
- a. We rationalize that what is ethical depends upon the circumstances.
  - b. We do what we must to win.
  - c. We rationalize that everyone is doing it.
  - d. We enjoy the thrill of "getting away with it."
  - e. We take the easy route to accomplish our goal.

ANSWER: d

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.17.1.5 - 1.5

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Ethics and Communication

OTHER: Bloom's: Knowledge

80. The triple bottom line includes all of the following *except*:
- a. people
  - b. profit
  - c. purpose
  - d. planet
  - e. none of these

ANSWER: c

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.17.1.5 - 1.5

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Ethics and Communication

OTHER: Bloom's KnowledgeBloom's: Knowledge



81. Which of the following questions is *not* a part of The Framework for Ethical Decision Making?

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

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.5 - 1.5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Ethics and Communication

*OTHER:* Bloom's: Knowledge

82. Which of the following is an example of professional ethics?

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

*ANSWER:* e

*POINTS:* 1

*DIFFICULTY:* Moderate

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.5 - 1.5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Ethics and Communication

*OTHER:* Bloom's: Knowledge

83. Which of the following statements about a strategic communication plan is *not true*?
- a. It may involve both lean and rich media channels.
  - b. It is typically created by corporate leaders.
  - c. It is sequenced so that one message never overlaps another.
  - d. It helps the company reach multiple audiences.
  - e. It typically involves multiple messages in face-to-face and technology-based formats.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

84. Which of the following is *not* an example of synchronous communication?
- a. You send a text while watching a video-conference presentation.
  - b. You IM the corporate delivery service while talking to a customer about his missing delivery.
  - c. You deliver a speech with PowerPoint slides while watching the reaction of your manager out of the corner of your eye.
  - d. You read email with both text and video components open at the same time.
  - e. You attend a web seminar while forwarding slides to a coworker who is not participating in the seminar.

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* c

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

86. A private company network for people outside of the company is a(n)
- a. Internet.
  - b. extranet.
  - c. blog.
  - d. intranet.
  - e. tweet.

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

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

ANSWER: e

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: BCIP.NEWM.13.1.3 - 1.3

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Communication Media Choices

OTHER: Bloom's: Knowledge

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

- a. In your message, you identify yourself as a company employee but add "my opinion only" to messages and posts.
- b. You don't cite or reference customers or suppliers without their prior approval.
- c. You avoid sharing proprietary company information about products or strategies with anyone outside of the company.
- d. You don't insult or disparage your employer or any specific employee, even if specific names are not mentioned.
- e. You avoid doing anything online that would not be acceptable in a face-to-face situation in your workplace.

ANSWER: a

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: BCIP.NEWM.17.1.4 - 1.4

NATIONAL STANDARDS: United States - BUSPROG: Analytic

STATE STANDARDS: United States - AK - DISC.1 - Purpose

TOPICS: Potential Legal Consequences of Communication

OTHER: Bloom's: Knowledge

89. When clothing retailer Gap Inc. discovered that some suppliers allegedly used under-age workers to make its clothing, the company quickly stopped selling these products, launched an investigation, and publicly committed to sever ties to any implicated suppliers. These actions are an example of
- a. situational ethics.
  - b. corporate whitewashing.
  - c. religious ethics.
  - d. corporate social responsibility.
  - e. minimal compliance with the law.

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.5 - 1.5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Ethics and Communication

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* b

*POINTS:* 1

*DIFFICULTY:* Moderate

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.5 - 1.5

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Ethics and Communication

*OTHER:* Bloom's: Knowledge

91. Companies use \_\_\_\_ to provide portable audio or video content about their products and services.

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

*ANSWER:* d

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

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

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

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

*ANSWER:*

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

*POINTS:*

1

*DIFFICULTY:*

Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

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

*ANSWER:*

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

*POINTS:*

1

*DIFFICULTY:*

Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

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

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

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

*ANSWER:* **Downward communication.** Information flows from a supervisor to an employee. Downward communication includes information about job performance, daily operations, and other organizational business. One major problem is that managers tend to simply assume that their audiences receive and thoroughly understand their messages.

- a. **Upward communication.** Information flows from an employee to a supervisor or to someone else with higher authority. Upward communication includes statistics and information that is requested by upper management for decision making. Also included are employee suggestions and grievances. Suggestions aren't also well received by upper management.

- b. **Lateral communication.** Information flows horizontally among individuals of generally equal status. Employees may coordinate work, share plans and activities, negotiate differences, and develop interpersonal support. It may be challenging to influence people without management authority over them.

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge



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

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

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

98. Describe the formal and informal communication networks.

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

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

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

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

*POINTS:* 1

*DIFFICULTY:* Moderate

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.1 - 1.1

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* The Components of Communication

*OTHER:* Bloom's: Knowledge

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

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

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

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

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

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

102. Do you agree with Oliver Wendell Holmes Jr. that "A word is not a crystal, transparent and unchanged; it is the skin of a living thought and may vary greatly in color and content according to the circumstances and time in which it is used." Why or why not?

*ANSWER:* Holmes expresses the idea that language is constantly changing--and it is. Just think of the new words added each year because of technology alone and the number of words that pass into disuse because of change. Students' answers will vary.

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

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

*ANSWER:*

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

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

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

*ANSWER:*

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

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

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

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

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

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.2 - 1.2

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Barriers

*OTHER:* Bloom's: Knowledge

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

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

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

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

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

108. Blogs that allow open comments may generate negative responses from consumers. Why do many companies view them as worth the risk?

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

*POINTS:* 1

*DIFFICULTY:* Moderate

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

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

*POINTS:* 1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* BCIP.NEWM.13.1.3 - 1.3

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Communication Media Choices

*OTHER:* Bloom's: Knowledge

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

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

*POINTS:* 1

*DIFFICULTY:* Moderate

*LEARNING OBJECTIVES:* BCIP.NEWM.17.1.4 - 1.4

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

*STATE STANDARDS:* United States - AK - DISC.1 - Purpose

*TOPICS:* Potential Legal Consequences of Communication

*OTHER:* Bloom's: Knowledge

