Test Bank for Business Communication Today 15th Bovee

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Business Communication Today, 15e **(Bovee/Thill)**
Chapter 1 Understanding the Foundations of Business Communications

1) Communication is the process of
A) transferring information and meaning.
B) listening actively.
C) writing messages.
D) speaking to others.
E) providing data to benefit the speaker.
Answer: A
Explanation: A) Communication is a two-way process that begins with the sender and ends when the receiver acquires information and meaning.
Difficulty: Moderate
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Plan and prepare business messages

2) Which of the following must occur for communication to be considered successful?
A) The audience must be aware a message is being constructed.
B) The message must be sent using more than one media method.
C) It must transfer or negotiate understanding.
D) The audience must agree with the goals of the message.
E) The message must offer a benefit to both the sender and the receiver.
Answer: C
Explanation: C) Communication is the process of transferring information and meaning between senders and receivers, using a variety of media forms. Communication can happen in a variety of ways, but there must be a transfer of understanding for the communication to be successful. Understanding does not mean agreement.
Difficulty: Moderate
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Skill: Application
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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3) Which of the following developments is putting additional pressure on communication skills?
A) Having great ideas
B) The need for managers to connect with staff and external business partners
C) Connecting with those who have a similar background
D) Utilizing established company networks
E) The changing nature of employment
Answer: E
Explanation: E) Ambition and great ideas aren't enough. You'll need to communicate with a wide variety of people if you want to succeed in business. The changing nature of employment is putting new pressure on communication skills, too. Many companies now supplement their permanent workforces with independent contractors who are brought on for a short period or even just a single project.
Difficulty: Easy
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

4) Which of the following is one of the benefits of strong communication skills?
A) More detailed strategic plans
B) The ability to prevent stakeholders from switching to competitors
C) Stronger relationships
D) Eliminating risk
E) Fewer employee leaks of sensitive information
Answer: C
Explanation: C) Just as in personal and social relationships, business relationships depend on effective connections between the company and all stakeholders, including employees, customers, and others affected by the company's business decisions. Communication helps to foster emotional connections that create a healthy work environment.
Difficulty: Moderate
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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5) Which of the following is the term for all the parties affected by the actions of an organization?
A) Employees
B) Managers
C) The network
D) Stakeholders
E) The government
Answer: D
Explanation: D) Stakeholders are those groups affected in some way by the company's actions: customers, employees, shareholders, suppliers, neighbors, the community, the nation, and the world as a whole.
Difficulty: Easy
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

6) Which of the following can communicators do to make sure they share facts rather than vague impressions?
A) Provide optimistic information
B) Present information in a concise manner
C) Offer compelling arguments and recommendations
D) Identify areas of responsibility
E) Use concrete language with specific detail
Answer: E
Explanation: E) Use concrete language, specific detail, and information that is clear, convincing, accurate, and ethical. Even when an opinion is called for, present compelling evidence to support your conclusion.
Difficulty: Moderate
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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7) Which of the following will help the audience understand how they will benefit from your message?
A) Offering compelling arguments and recommendations
B) Clarifying expectations and responsibilities
C) Presenting information in an efficient manner
D) Providing practical information
E) Giving vague impressions
Answer: A
Explanation: A) Show your readers precisely how they will benefit by responding the way you want them to respond to your message. This is done by offering compelling, persuasive arguments and recommendations.
Difficulty: Moderate
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

8) Which of these is a reason why it's important to learn how to communicate efficiently?
A) Efficient messages are cheaper to transmit.
B) Efficient messages don't need to convey as many facts.
C) Concise messages don't need to be personalized.
D) Short messages are easier to write.
E) Concise messages show respect for people's time.
Answer: E
Explanation: E) To make your communication efforts as effective as possible, focus on making them practical, factual, concise, clear, and persuasive. Concise messages show respect for people's time, and they increase the chances of a positive response.
Difficulty: Moderate
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

9) Improving your communication skills may be the single most important step you can take in your career.
Answer: TRUE
Explanation: The world is full of good marketing strategists, good accountants, good engineers, and good attorneys—but it is not full of good communicators. Strong communication skills will help you stand out from your competition in the job market.
Difficulty: Moderate
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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10) Senior executives spend less and less of their workday communicating as they take on more leadership responsibility.
Answer: FALSE
Explanation: If you launch a company or move into an executive role in an existing organization, you can expect communication to consume the majority of your time. Top executives spend most of their workdays communicating, and businesspeople who can't communicate well don't stand much chance of reaching the top.
Difficulty: Moderate
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

11) Strong communication skills are important even for employees with technical skills, such as engineers and accountants.
Answer: TRUE
Explanation: In fields such as engineering or finance, you often need to share complex ideas with executives, customers, and colleagues, and your ability to connect with people outside your field can be as important as your technical expertise.
Difficulty: Moderate
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

12) Describe five characteristics of effective business messages.
Answer: Effective business messages provide practical information that immediately helps receivers in concrete ways. Such messages present facts rather than vague impressions, communicate efficiently and concisely, and clarify expectations and responsibilities.. Finally, effective business messages offer compelling, persuasive arguments and recommendations.
Difficulty: Moderate
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Plan and prepare business messages

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13) The quality of performing at a high level and conducting oneself with pride and purpose is known as
A) expediency.
B) professionalism.
C) entrepreneurialism.
D) management.
E) personality.
Answer: B
Explanation: B) Professionalism is the quality of performing at a high level and conducting oneself with purpose and pride.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Concept
AACSB: Reflective thinking
Learning Outcome: Discuss the challenges and importance of business communications

14) Understanding people's feelings and managing your own feelings in a productive way is referred to as
A) common sense.
B) professionalism.
C) distraction.
D) emotional intelligence.
E) compatibility.
Answer: D
Explanation: D) Relating to the needs of others is a key part of emotional intelligence, which is the ability to read other people's emotions accurately and to manage one's own emotions in productive ways. The more you know about your audience, the easier it will be to focus on their needs, which will make it easier for them to hear and respond positively to your message.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Critical Thinking
AACSB: Interpersonal relations and teamwork
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

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15) All elements of professionalism depend on
A) using effective communication skills.
B) developing strong recommendations.
C) having clear expectations of the job.
D) pursuing practical skills.
E) providing only fact-based information.
Answer: A
Explanation: A) Professionalism can be broken down into six distinct traits: striving to excel, being dependable and accountable, being a team player, demonstrating a sense of etiquette, making ethical decisions, and maintaining a positive outlook. The key aspect of these elements of professionalism depends on effective communication.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

16) Which of the following encompasses all communication that occurs outside the lines of command in the company's organization structure?
A) The lateral communication network
B) A diagonal communication network
C) The informal communication network
D) A horizontal communication network
E) The audience-centered communication network
Answer: C
Explanation: C) Informal communication takes place naturally when employees interact, both on the job and in social settings. Some of it takes place when the formal network doesn't provide information that employees want. The informal communication network is located wherever workers congregate, which could be hallways, drinking fountains, or lunchrooms. Informal communication also takes place on telephones and through email and social networks.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Plan and prepare business messages

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17) Which of the following is the ability to evaluate evidence completely and use that evidence to form a logical conclusion?
A) Professionalism
B) Audience-centered approach
C) Critical thinking
D) Digital information fluency
E) Ethics
Answer: C
Explanation: C) Critical thinking is the ability to evaluate evidence completely and objectively in order to form logical conclusions and make sound recommendations
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

18) What communication network is being followed when ideas follow the lines of command in an organization?
A) Horizontal
B) Informal
C) Critical
D) Formal
E) Diagonal
Answer: D
Explanation: D) Every organization has a formal communication network, in which ideas and information flow along the lines of command (the hierarchical levels) in the company's organization structure.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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19) An audience-centered approach to communication involves
A) saying whatever it takes to win over the members of your audience.
B) embedding a layer of technology between you and your audience members.
C) respecting, understanding, and meeting the needs of your audience members.
D) focusing on how the members of the audience can help you obtain your goals.
E) preparing a message as if the audience will not be interested.
Answer: C
Explanation: C) Use an audience-centered approach to help you understand and respect the members of your audience, and then make every effort to get your message across in a way that's meaningful to them.
Difficulty: Difficult
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

20) How does information flow between departments when people are trying to coordinate tasks or solve complex organizational problems?
A) Upwardly
B) Diagonally
C) Informally
D) Vertically
E) Horizontally
Answer: E
Explanation: E) Horizontal communication flows between departments to help employees share information, coordinate tasks, and solve complex problems.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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21) Which of the following can best be described as recognizing information needs, locating and evaluating reliable sources of information, organizing information into cohesive messages, and using information ethically?
A) Formal communication
B) Workplace proficiency
C) Digital information fluency
D) Positive work relationships
E) Social communication models
Answer: C
Explanation: C) Employers expect you to be able to recognize information needs, locate and evaluate reliable sources of information, organize information into cohesive messages, and use information ethically, often referred to as digital information fluency.
Difficulty: Difficult
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Synthesis
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

22) Which of the following is the term for a combination of skills that includes social skills and the ability to relate to the needs of others?
A) Etiquette
B) Emotional intelligence
C) Informal communications
D) Formal communications
E) Critical thinking
Answer: B
Explanation: B) This ability to read other people's emotions accurately and to manage one's own emotions in productive ways is called emotional intelligence. The ability to relate to the needs of others is a key part of emotional intelligence and is widely considered to be a vital characteristic of successful managers and leaders.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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23) How can communicators ensure they are using an audience-centered approach to their communication?
A) Incorporate a strong sense of etiquette
B) Send the message through several communication channels
C) Develop the message in a way that is meaningful to the audience
D) Provide instructions to the audience on how to decode the message
E) Create communication barriers for all information other than that which you are conveying
Answer: C
Explanation: C) An audience-centered approach involves understanding and respecting the members of your audience and making every effort to get your message across in a way that is meaningful to them.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

24) In the formal communication network, what type of communication path is used when information flows from leadership to employees?
A) Upward
B) Horizontal
C) Vertical
D) Downward
E) Multidirectional
Answer: D
Explanation: D) Downward communication flows from executives to employees, conveying executive decisions and providing information that helps employees do their jobs.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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25) Which of the following is one way employees can practice the "you" attitude in their communication efforts?
A) Explain their educational background and expertise
B) Include a great amount of detailed background information
C) Avoid digital forms of a message whenever possible
D) Assume the audience has a high degree of emotional intelligence
E) Learn as much as possible about the audience's biases and style
Answer: E
Explanation: E) When adopting the "you" attitude, learn as much as possible about the biases, education, age, status, style, and personal and professional concerns of your receivers. If you're addressing people you don't know and you're unable to find out more about them, try to project yourself into their position by using common sense and imagination.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

26) Which of the following is a vital element of audience-centered communication?
A) Professional etiquette
B) Bias
C) Emotional intelligence
D) The "you" attitude
E) Ethics
Answer: A
Explanation: A) A vital element of audience-centered communication is etiquette, the expected norms of polite behavior in any particular situation.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Application
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

27) Which of the following is an expected behavior on the job?
A) Using text messaging whenever possible
B) Communicating ethically
C) Saving time by limiting research sources
D) Ensuring others are listening to what you have to say
E) Using text language and shortened forms of grammar and spelling whenever possible
Answer: B
Explanation: B) Communicating ethically, even when choices aren't crystal clear or you have to share news that people don't want to hear, is expected of all employees.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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28) Which of these skills is used to evaluate evidence completely and objectively in order to make sound recommendations?
A) Decoding skills
B) Professionalism
C) Critical thinking
D) Persuasive arguments
E) A formal communication network
Answer: C
Explanation: C) Critical thinking is the ability to evaluate evidence completely and objectively in order to form logical conclusions and make sound recommendations.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

29) Adopting the "you" attitude is part of developing an audience-centered approach to communication.
Answer: TRUE
Explanation: An audience-centered approach involves understanding and respecting the members of your audience and making every effort to get your message across in a way that is meaningful to them. This approach is also known as adopting the "you" attitude, in contrast to messages that are about "me."
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Application
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

30) Critical thinking includes using time management skills and accepted standards of texting and instant messaging language.
Answer: FALSE
Explanation: Critical thinking is the ability to evaluate evidence completely and objectively in order to form logical conclusions and make sound recommendations.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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31) Why is communication important to professionalism?
Answer: Professionalism is the quality of performing at a high level with purpose and pride. Professionals do more than put in the hours and collect a paycheck; instead, they go beyond minimum expectations and commit to making meaningful contributions. Without strong communication skills, you won't be able to perform to your potential and others won't recognize you as the professional you aspire to be.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

32) Discuss professionalism and explain the six distinct traits of a professional.
Answer: Professionalism is the quality of performing at a high level and conducting oneself with purpose and pride. It means doing more than putting in the hours and collecting a paycheck: True professionals go beyond minimum expectations and commit to making meaningful contributions. Professionalism can be broken down into six distinct traits: striving to excel, being dependable and accountable, being a team player, demonstrating a sense of etiquette, making ethical decisions, and maintaining a positive outlook.
Difficulty: Difficult
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Synthesis
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

33) Discuss the range of communication tasks that employers expect you to be competent at.
Answer: Today's employers expect you to be competent at a range of communication tasks that reflect the value of communication. First, employers expect you to be able to acquire, process, and share information based on the information needs of the audience, and use that information ethically. Second, employers expect you to use communication to foster positive working relationships by practicing listening, etiquette, respectful conflict resolution, and communication with those of diverse backgrounds. Third, employers expect you to act responsibly and professionally on social media and other public venues, and to follow accepted standards of grammar, spelling and quality in writing and speaking. Fourth, employers expect efficiency in using tools they provide.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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34) Discuss how the "you" attitude reinforces an audience-centered approach to communication.
Answer: An audience-centered approach involves understanding and respecting the members of your audience and making every effort to get your message across in a way that is meaningful to them. This approach is also known as adopting the "you" attitude, where you is the person receiving the message, in contrast to messages that are about me as the sender. Learn as much as possible about the beliefs, education, status, communication style, and personal and professional concerns of your readers and listeners. Relating to the needs of others is a key part of emotional intelligence, the ability to read other people's emotions accurately and to manage one's own emotions in productive ways. The more you know about the people you're communicating with, the easier it will be to focus on their needs—which, in turn, will make it easier for them to hear your message, understand it, and respond positively.
Difficulty: Moderate
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Skill: Application
AACSB: Written and oral communication, Diverse and multicultural work environments
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

35) When someone is deciding how to express an idea, which stage of the communication model are they engaging in?
A) Identifying the motivation for the idea
B) Transmitting the message through a channel
C) Understanding how the audience will respond to the message
D) Encoding the idea as a message
E) Producing the message in a transmittable medium
Answer: D
Explanation: D) When someone puts an idea into a message—the "container" for an idea—he or she is encoding it, or expressing it in words or images.
Difficulty: Easy
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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36) Which of the following is one of the goals of the sender when thinking about how an audience might respond to the message?
A) The receiver will provide verbal feedback.
B) The receiver will be able to encode the message.
C) The message can be transmitted through several channels.
D) Technology will be used to improve the downward communication process.
E) The receiver will be motivated to respond.
Answer: E
Explanation: E) By crafting messages in ways that show the benefits of responding, senders can increase the chances that recipients will respond in positive ways. Whether a receiver responds as the sender hopes depends on the receiver remembering the message long enough to act on it, being able to act on it, and being motivated to respond.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

37) What is a communication medium?
A) The form a message takes
B) The appropriate length of a message
C) The communication channel used
D) The number of potential distractions a message might encounter
E) The identification of the audience preference in receiving messages
Answer: A
Explanation: A) The distinction between medium and channel can get a bit murky, but think of the medium as the form a message takes (such as a Twitter update) and the channel as the system used to deliver the message (such as a mobile phone).
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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38) Why is it valuable to get feedback from audience members after they receive a message?
A) To ensure the verbal and nonverbal messages are consistent
B) To help the audience remember the message
C) To evaluate the effectiveness of the message
D) To determine if the audience is motivated to respond
E) To ensure the message was decoded correctly
Answer: C
Explanation: C) In addition to responding (or not responding) to the message, audience members may give feedback that helps the sender evaluate the effectiveness of the communication effort.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

39) Which of the following is a type of communication barrier that could result from multitasking?
A) Channel breakdowns
B) Digital fluency
C) Critical thinking
D) Distractions
E) Lateral communication
Answer: D
Explanation: D) The common habit of multitasking—attempting more than one task at a time—is practically guaranteed to create communication distractions. Multitasking dramatically increases the workload on your brain because you're forcing it to constantly switch between sets of rules and contexts, which require it to reorient each time.
Difficulty: Easy
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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40) Which of the following is one way an employee can minimize distractions created by incoming messages?
A) Respond to the message as soon as it is received
B) Delete all messages older than two weeks
C) Use short text messages whenever possible
D) Respond only to messages where you are the intended audience
E) Set aside specific times to deal with messages
Answer: E
Explanation: E) Set aside time to attend to messages all at once so that you can focus the rest of your work time on other tasks.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Application
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

41) Which of the following best describes the ability to focus on a subset of incoming stimuli while ignoring others?
A) Selective attention
B) Distraction
C) Channel breakdown
D) Multitasking
E) Communication barriers
Answer: A
Explanation: A) One of the mind's defenses against the barrage of messages and noise is selective attention, which is focusing on a subset of the incoming stimuli or information sources and ignoring others.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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42) Which of the following is one way to help the audience notice your message?
A) Use the same delivery channel every time
B) Use images and designs your audience is familiar with
C) Design the message to be viewed on one specific device
D) Embed links to more detailed discussions about your topic
E) Address the audience's needs before your own
Answer: B
Explanation: B) Use words, images, and designs that are familiar to your audience to emphasize familiarity.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

43) Which of the following is a good way to demonstrate empathy when crafting a message?
A) Address the sender's needs
B) Send the message using multiple channels
C) Address the audience's needs
D) Use unfamiliar and unique images
E) Tell the audience why they should care
Answer: C
Explanation: C) Make sure your messages speak to the audience by clearly addressing their wants and needs—not yours. People are inclined to notice messages that relate to their individual concerns.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Application
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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44) In the communication process model, _____ describes the step in which the audience extracts the idea from a message.
A) processing
B) encoding
C) translating
D) decoding
E) transmitting
Answer: D
Explanation: D) A received message doesn't "mean" anything until the recipient decodes it and assigns meaning to it, and there is no guarantee the receiver will assign the same meaning the sender intended. Decoding is the act of interpreting the message, of changing it from a set of symbols to a form that the human brain can understand.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

45) How can a writer increase the chance that a message will be remembered and retrieved by the receiver?
A) Make the message interactive and conversational
B) Be sensitive to the audience's wants and needs
C) Use social media to share the message
D) Invite the audience to participate in the conversation
E) Develop the message using a broadcasting mindset
Answer: B
Explanation: B) In general, people find it easier to remember and retrieve information that is important to them personally or professionally. Consequently, by communicating in ways that are sensitive to your audience's wants and needs, you greatly increase the chance that your messages will be remembered and retrieved.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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46) Which of the following describes an interactive, conversational, and open process that allows all who wish to participate in a conversation to do so?
A) Publishing
B) Diagonal flow of communication
C) Social communication model
D) Digital literacy
E) "You" attitude
Answer: C
Explanation: C) The social communication model of business communication is interactive, conversational, and usually open to all who which to participate.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Explain how to create messages for different electronic media

47) Which of the following is one of the ways businesses utilize the social communication model?
A) Transmitting fixed messages about a brand
B) Limiting access to stakeholders
C) Incorporating a "we talk, you listen" model
D) Giving customers a voice they did not have in the past
E) Allowing information to flow from the top of the organization
Answer: D
Explanation: D) Audience members are no longer passive recipients of messages but active participants in a conversation. Social media have given customers and other stakeholders a voice they did not have in the past.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Critical Thinking
AACSB: Information technology
Learning Outcome: Discuss the challenges and importance of business communications

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48) Which of the following is a disadvantage of the social communication model?
A) Information flows in one direction
B) User needs cannot be addressed quickly
C) Excessive costs
D) The incorporation of hybrid approaches
E) Potential for information overload
Answer: E
Explanation: E) With the social model of communication, there are more communication channels to monitor, more work is needed to separate valuable information from noise, there is a greater risk of the spread of false information, and there is a greater threat of information overload.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Critical Thinking
AACSB: Information technology
Learning Outcome: Discuss the challenges and importance of business communications

49) A potential disadvantage of the social communication model is that any stakeholder can shape public perceptions in significant and unanticipated ways.
Answer: TRUE
Explanation: Today, more stakeholders have a say in the conversation via social media, and they can use the power of the crowd to shape public perceptions in significant ways, such as arranging boycotts of companies whose policies they disagree with or influencing where and how companies advertise. Messages can be amplified, distorted, or misused in ways the original sender never envisioned.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Critical Thinking
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

50) If a message is fact-based, it will not be interpreted based on culture or personal beliefs.
Answer: FALSE
Explanation: Assigning meaning through decoding is a highly personal process influenced by culture, individual experience, learning and thinking styles, ego, hopes, fears, beliefs, and even temporary moods.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Application
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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51) Filters, which are human or technological interventions between the sender and the receiver, can block or distort messages.
Answer: TRUE
Explanation: Messages can be blocked or distorted by filters, which are any human or technological interventions between the send and the receiver. Filtering can be both intentional (such as automatically filing incoming messages based on sender or content) or unintentional (such as an overly aggressive spam filter that blocks legitimate emails).
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

52) The only thing a person needs to receive a message is technical compatibility with the person who is sending the message.
Answer: FALSE
Explanation: Before someone can receive a message, he or she must sense it, select it, and then perceive it as a message.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

53) The more shared experiences (personal, professional, and cultural) the sender has with an audience, the more likely it is that the audience will understand the intended meaning of the message.
Answer: TRUE
Explanation: In general, the more experiences you share with another person, the more likely you are to share your perceptions of the world and therefore arrive at the same meanings for a given message. Careful audience analysis helps you understand how much of this overlap you have with your readers or listeners.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

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54) Describe the eight steps in the basic communication model.
Answer:
1. The sender has an idea. Whether a communication effort will ultimately be effective depends on the nature of the idea and the motivation for sending it.
2. The sender encodes the idea as a message. When someone puts an idea into a message, he or she is encoding it, or expressing it in words or images.
3. The sender produces the message in a transmittable medium. With the appropriate message to express an idea, the sender now needs a communication medium to present that message to the intended audience.
4. The sender transmits the message through a channel. The channel is the system used to deliver the message (such as a mobile phone).
5. The audience receives the message. If the channel functions properly, the message reaches its intended audience. However, mere arrival at the destination is no guarantee that the message will be noticed or understood correctly.
6. The audience decodes the message. After a message is received, the receiver needs to extract the idea from the message, a step known as decoding.
7. The audience responds to the message. Whether a receiver responds as the sender hopes depends on the receiver (a) remembering the message long enough to act on it, (b) being able to act on it, and (c) being motivated to respond.
8. The audience provides feedback to the sender. In addition to responding (or not responding) to the message, audience members may give feedback that helps the sender evaluate the effectiveness of the communication effort.
Difficulty: Difficult
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Application
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

55) Discuss two disadvantages of the social communication model.
Answer: Now that more stakeholders have a say in the conversation via social media, they can use the megaphone power of the crowd to shape public perceptions in significant ways, such as arranging boycotts of companies whose policies they disagree with or influencing where and how companies advertise. A second potential disadvantage of the social model is complexity. Companies and individuals have access to more information than ever before, which is both positive and negative. On the negative side, there are more communication channels to monitor, more work is needed to separate valuable information from noise, there is a greater risk of the spread of false information, and there is a greater threat of information overload.
Difficulty: Moderate
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Synthesis
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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56) Describe four common types of communication barriers.
Answer: Four common types of communication barriers are noise and distractions, competing messages, filters, and channel breakdowns. Noise and distractions can be both physical and emotional and are especially common due to the widespread habit of multitasking. Competing messages make it difficult to gain and keep your audience's attention and can result in information overload, which makes it difficult to distinguish between useful and useless information and increases workplace stress. Messages can be blocked or distorted by filters, which are any human and/or technological interventions between the sender and the receiver. Filtering can be intentional or unintentional. Finally, channel breakdowns occur when the channel you select fails to deliver your message at all.
Difficulty: Difficult
LO: 1.3: Contrast the conventional communication process model with the social communication model.
Skill: Concept
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

57) Information overload is
A) a condition caused by receiving more information than can be effectively processed.
B) a false condition concocted by workers who fear technology and its capabilities.
C) a condition that affects only those who work in high-tech jobs.
D) a condition where information tools can waste as much time as they save.
E) an accepted aspect of mobile technology.
Answer: A
Explanation: A) The overuse or misuse of communication technology can lead to information overload, in which people receive more information than they can effectively process. Information overload makes it difficult to discriminate between useful and useless information, lowers productivity, and amplifies employee stress both on the job and at home. Information overload has nothing to do with fear of technology. Anyone who uses a computer, a smart phone, or other advanced gadget is susceptible to information overload.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Synthesis
AACSB: Written and oral communication
Learning Outcome: Discuss the challenges and importance of business communications

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58) Which of the following is an example of a potential benefit that technology brings to business communication?
A) People take more time in crafting clear and persuasive messages.
B) Barriers can be created to limit participation in the process.
C) Information overload is reduced through information filtering.
D) Creating and consuming messages can require less time and effort.
E) Complex sets of data need less explanation.
Answer: D
Explanation: D) There are five key areas of benefits technology brings to the communication process. One of those is that technology makes communication more efficient by reducing the time and effort needed to create, transmit, and consume messages.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Concept
AACSB: Information technology
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

59) Which of the following describes how to use technology effectively in the communication process?
A) As an aid to making communication more efficient
B) As a replacement for face-to-face communication
C) As a tool to replace essential skills
D) As a source of data to minimize human error
E) A tool to fill the gaps in a skill set
Answer: A
Explanation: A) Technology makes communication more efficient by reducing the time and effort needed to create, transmit, and consume messages.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Concept
AACSB: Information technology
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

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60) Which of the following best describes the information technology paradox?
A) The generation that created technology is least likely to use it correctly.
B) Information tools can waste as much time as they save.
C) The more an organization spends on technology the more profitable it will be.
D) The more technology is used to communicate, the stronger personal relationships become.
E) Technology is now the most efficient method in managing text-heavy communications.
Answer: B
Explanation: B) Facebook, Twitter, YouTube, and other technologies are key parts of what has been called the information technology paradox, in which information tools can waste as much time as they save.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Concept
AACSB: Information technology
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

61) Which of the following can improve real-time collaboration within an organization?
A) Neural networks
B) Networks running from a fixed location
C) Machine learning
D) Computer vision
E) Internal social networks
Answer: E
Explanation: E) Many companies now have private, internal social networks that are restricted to employees and selected business partners. These private systems are often enhanced with shared file access, group messaging, and real-time collaboration capabilities for brainstorming, reviewing and revising documents and virtual meetings.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Application
AACSB: Information technology
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

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62) Which of the following is a potential challenge while using mobile communication technologies?
A) Businesses have many more apps for collaboration and problem diagnosis.
B) Employers expect increased productivity and availability.
C) Reading and writing on small screens is more difficult.
D) Smartphones are more private than computers.
E) Intelligent communication technology can replace the need for face-to-face communication.
Answer: C
Explanation: C) Documents that are easy to read on paper or on large screens can become quite difficult to read on a smartphone and the more difficult the reading experience the more likely that readers will misinterpret the message or simply stop reading.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Application
AACSB: Information technology
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

63) Which of the following best describes how intelligent communication technology (ICT) is used in contemporary communication?
A) Using artificial intelligence to determine the most practical outcomes to a problem
B) Using artificial intelligence to enhance the communication experience
C) The ability to allow artificial intelligence to modify your writing and design experience
D) The ability to use artificial intelligence to make devices smaller and more portable
E) The ability to use artificial intelligence to access a company's information networks
Answer: B
Explanation: B) ICT uses artificial intelligence to enhance the communication experience. Forms of AI are used extensively in business and business communication and firms such as Amazon, Apple, Facebook, and Google already rely on AI to deliver their services.
Difficulty: Difficult
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Critical Thinking
AACSB: Information technology
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

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64) Which of the following AI methods emulates information processing in the brain?
A) Neural networks
B) Strong AI
C) Narrow AI
D) Processors
E) Deep learning
Answer: A
Explanation: A) An AI method involving neural networks emulates the function of neurons in the brain, and makes AI much more powerful.
Difficulty: Difficult
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Synthesis
AACSB: Information technology
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

65) Which of the following is a potential advantage of improved mobile tools for the workplace?
A) Increased security controls
B) More ethical communication
C) Standardized writing
D) Minimized distractions
E) Enhanced productivity
Answer: E
Explanation: E) Mobile tools can enhance productivity and collaboration by making it easier for employees to stay connected and giving them access to information and work tasks during forced gaps in the workday or while traveling.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Critical Thinking
AACSB: Information technology
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

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66) When used well, communication technology can
A) increase expertise in an organization.
B) limit crisis communication.
C) reduce time needed for research.
D) improve decision making and problem solving.
E) decrease corporate security issues.
Answer: D
Explanation: D) Mobile connectivity can accelerate decision making and problem solving by putting the right information in the hands of the right people at the right time.
Difficulty: Difficult
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Critical Thinking
AACSB: Information technology
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

67) Which of the following gives computers the ability to understand unpredictable language, based on the way humans speak and write?
A) Computer vision
B) Machine learning
C) Natural language processing
D) Narrow AI
E) Deep learning
Answer: C
Explanation: C) Natural language processing gives computers the ability to understand language in the often-unpredictable, or "natural", ways humans speak and write and to manipulate language in useful ways. This converts speech to text, analyzing text to extract intended meaning, and generates written or oral output.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Concept
AACSB: Information technology
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

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68) Which of these is one of the potential benefits of communication technology?
A) Removing the need to carefully craft messages which will be sent on mobile devices
B) Assisting in the decision-making process by guiding communicators through complex sets of data
C) Controlling operating costs through the use of nontraditional work models
D) Eliminating the need for traditional standards of grammar, punctuation, and spelling when writing messages
E) Minimizing device size and increasing portability
Answer: B
Explanation: B) Technology brings a wide variety of benefits to business communications, including assisting communicators with decision-making by guiding them through complex sets of data and improving research tools so information can be applied.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Concept
AACSB: Information technology
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

69) You can help to reduce information overload if you avoid sending unnecessary messages.
Answer: TRUE
Explanation: As a sender, you can reduce information overload by making sure you don't send unnecessary messages.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Critical Thinking
AACSB: Information technology
Learning Outcome: Describe best practices in team and interpersonal communication

70) Technology increases the number of communication barriers, limiting the number of people who can participate in the communication process.
Answer: FALSE
Explanation: Technology brings a wide variety of benefits to business communication and can remove communication barriers so more people can participate in the communication process more easily.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Critical Thinking
AACSB: Information technology
Learning Outcome: Describe best practices in team and interpersonal communication

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71) Technology should be considered an aid to communication, not a replacement for it.
Answer: TRUE
Explanation: Any technology is simply a tool, a means by which you can accomplish certain tasks. Technology is an aid to communication, not a replacement for it, and it can get in the way if not used thoughtfully.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Critical Thinking
AACSB: Information technology
Learning Outcome: Describe best practices in team and interpersonal communication

72) How can the overuse or misuse of communication technology become a barrier to effective communication?
Answer: The overuse or misuse of communication technology can lead to information overload, in which people receive more information than they can effectively process.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Concept
AACSB: Information technology
Learning Outcome: Discuss the challenges and importance of business communications

73) How can mobile connectivity become an essential part of the digital workplace?
Answer: Mobile connectivity can give workers and companies greater flexibility, enhance productivity and collaboration, and create more-engaging experiences for customers and other users. Rather than being an accessory to a traditional computer, mobile devices are now the primary interface that connects employees to the company's information networks.
Difficulty: Moderate
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
Skill: Application
AACSB: Information technology
Learning Outcome: Discuss the challenges and importance of business communications

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74) Which of the following is another name for the accepted principles of right and wrong that govern decision making and action within a culture?
A) Leadership
B) Transparency
C) Ethics
D) "You" attitude
E) Emotional intelligence
Answer: C
Explanation: C) Ethics are the accepted principles of right and wrong that govern decision making and action within a culture. Ethical behavior is a companywide concern, but because communication efforts are the public face of a company, they are subjected to particularly rigorous scrutiny from regulators, legislators, investors, consumer groups, environmental groups, labor organizations, and anyone else affected by business activities.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Concept
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

75) What is the concept of communicating openly to give all participants access to the information they need to accurately process the messages they receive?
A) Stealth marketing
B) Ethical dilemma
C) Promotional communication
D) Ethical auditing
E) Transparency
Answer: E
Explanation: E) The widespread adoption of social media has increased the attention given to the issue of transparency, which in this context refers to a sense of openness and giving all participants in a conversation access to the information they need to accurately process the messages they are receiving.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Concept
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

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76) Which of the following represents a decision scenario in which the alternatives are not clear-cut, such as when someone is forced to choose between two options that are both ethical and valid?
A) An ethical dilemma
B) Transparency
C) An ethical lapse
D) Stealth marketing
E) An ethics audit
Answer: A
Explanation: A) An ethical dilemma involves choosing among alternatives that aren't clear-cut. Perhaps two conflicting alternatives are both ethical and valid, or perhaps the alternatives lie somewhere in the gray area between clearly right and clearly wrong.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Critical Thinking
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

77) Which of the following can help employees determine the right course of action to take in an ethical dilemma?
A) Intelligent communication technology
B) Promotional communication
C) A code of ethics
D) Transparency
E) Empowerment
Answer: C
Explanation: C) Many companies establish an explicit ethics policy by using a written code of ethics to help employees determine what is acceptable. A code is often part of a larger program of employee training and communication channels that allow employees to ask questions and report instances of questionable ethics.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Critical Thinking
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

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78) Why are bloggers legally required to let readers know if companies have compensated them for product reviews?
A) To prevent plagiarizing information provided by bloggers
B) To ensure no copyright laws were violated
C) To maintain the privacy needs of the blogger
D) To promote transparency and ethics in social media reviews
E) To increase the instances of ethical dilemmas between the blogger and the organization
Answer: D
Explanation: D) The widespread adoption of social media has increased the attention given to the issue of transparency, which in this context refers to a sense of openness and giving all participants in a conversation access to the information they need to accurately process the messages they are receiving. These laws address such issues as product reviews written by bloggers who receive compensation from the companies involved, false and deceptive advertising, misleading or inaccurate labels on product packages, and bait-and-switch tactics.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

79) Which of the following includes patents, copyrighted material, and trade secrets?
A) Contracts
B) Stealth marketing
C) Ethics audits
D) Transparency
E) Intellectual property
Answer: E
Explanation: E) In an age when instant global connectivity makes copying and retransmitting electronic files effortless, the protection of intellectual property has become a widespread concern. Intellectual property (IP) includes patents, copyrighted materials, trade secrets, and even Internet domain names
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Critical Thinking
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

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80) Which type of communication includes false statements others that damage character or reputation?
A) Defamation
B) Transparency
C) Intellectual
D) Promotional
E) Stealth
Answer: A
Explanation: A) Negative comments about another party raise the possibility of defamation, the intentional communication of false statements that damage character or reputation.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Critical Thinking
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

81) When governments work to ensure consumers know who is behind the information they receive through social media, what is the government promoting?
A) Native advertising
B) Transparency
C) Compensation for reviews
D) Intellectual property rights
E) Libel
Answer: B
Explanation: B) Governments around the world are taking steps to help ensure that consumers and other parties know who is behind the information they receive, particularly when it appears online. This is done through transparency requirements and laws.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

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82) Which of the following refers to advertising material designed to look like regular news stories or articles?
A) Transparency
B) Stealth marketing
C) Deep fakes
D) Distortion
E) Native advertising
Answer: E
Explanation: E) Native advertising, also known as sponsored content, is advertising material that is designed to look like regular news stories, articles, or social media posts. This must be labeled as sponsored content if it is likely to mislead consumers into thinking it is anything other than an ad.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

83) Which of the following best describes plagiarism?
A) Legal protection for creative products
B) Using deceptive sound and video files as proof
C) Flexibility in the use of others' creative work
D) Presenting someone else's words or creative product as your own
E) Creating material that is designed to look like a regular news story or ad
Answer: D
Explanation: D) Plagiarism is presenting someone else's words or other creative products as your own. Plagiarism can be illegal if it violates a copyright, which is a legal form of protection for the originator of the content.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

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84) Product designs, patents, and logos are a subset of intellectual property known as
A) promotional products.
B) bait-and-switch property.
C) industrial property.
D) endorsed products.
E) workplace hazards.
Answer: C
Explanation: C) Intellectual property includes copyrighted materials as well as industrial property such as patents, product designs, and logos.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

85) When people must choose between alternatives that aren't completely wrong or completely right, they are facing an ethical lapse.
Answer: FALSE
Explanation: When people must choose between alternatives that aren't completely wrong or completely right, they are facing an ethical dilemma not an ethical lapse.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Concept
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

86) Ethical communication is true in every sense and includes all relevant information.
Answer: TRUE
Explanation: Ethical communication includes all relevant information, is true in every sense, and is not deceptive in any way.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Critical Thinking
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

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87) Discuss three areas of unethical communications.
Answer: Unethical communication can take several forms: withholding information, distorting information, and plagiarizing. Plagiarism is presenting someone else's words or other creative product as your own. Information is essential if your audience needs it to make an intelligent, objective decision. Withholding information is unethical and could also be illegal in certain circumstances. The third type of unethical communication is distorting information, which is distorting or hiding the true intent of someone else's words.
Difficulty: Difficult
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Synthesis
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

88) Briefly explain the difference between an ethical dilemma and an ethical lapse.
Answer: You face an ethical dilemma when you must choose between two or more conflicting alternatives that are not completely right or completely wrong. An ethical lapse, on the other hand, occurs when you make a choice that is clearly unethical and or illegal. An ethical dilemma can lead to an ethical lapse but doesn't necessarily do so.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Critical Thinking
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

89) Discuss plagiarism and how to ensure it does not occur.
Answer: Plagiarism is presenting someone else's words or other creative product as your own. Plagiarism can be illegal if it violates a copyright which is a form of legal protection for the originators of creative content. Plagiarism standards and copyright law does not mean you can never use someone else's work. However, you must use it ethically and legally, including properly documenting your sources, clearly labeling anyone else's words and images as theirs, and using only minor portions, such as brief quotations.
Difficulty: Moderate
LO: 1.5: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

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90) Which of the following is likely to be the single most important asset you can polish as you begin your career?
A) Social responsibility
B) Communication skills
C) Collaboration
D) Data literacy
E) Information technology
Answer: B
Explanation: B) Communication skills are the single most important asset you can polish as you launch and manage your career.
Difficulty: Moderate
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

91) Which of the following can be used to define and solve problems and make decisions or form judgements about a situation or set of circumstances?
A) Critical thinking
B) Deep learning
C) Ethical dilemma
D) Transparency
E) Intellectual property
Answer: A
Explanation: A) Experts say that critical thinking is one of the skills that are vital for success in tomorrow's workplace. In many of the assignments and activities, you will need to define and solve problems and make decisions or form judgments about a situation or set of circumstances using critical thinking skills.
Difficulty: Moderate
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

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92) In addition to communication skills, which of the following do experts say are vital for success in tomorrow's workplace?
A) Brainstorming
B) AI
C) Channeling
D) Providing feedback
E) Critical thinking
Answer: E
Explanation: E) Experts say that critical thinking is one of the skills that are vital for success in tomorrow's workplace. In many of the assignments and activities, you will need to define and solve problems and make decisions or form judgments about a situation or set of circumstances using critical thinking skills.
Difficulty: Moderate
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

93) Which of the following includes the ability to access, interpret, manipulate, and communicate data?
A) AI
B) Information technology
C) Word processing
D) Data literacy
E) Social responsibility
Answer: D
Explanation: D) There will be many opportunities to fine-tune data literacy skills, which include the ability to access, assess, interpret, manipulate, summarize, and communicate data.
Difficulty: Moderate
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

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94) Which of the following skills involves completing projects and activities using word-processing apps, spreadsheets, presentation software, and AI tools?
A) Knowledge application and analysis
B) Ethical lapse
C) Information technology skills
D) Collaboration
E) Social responsibility
Answer: C
Explanation: C) Information technology skills allow students to work on projects and activities that build skills with technology including work-processing apps, spreadsheets, presentation software, messaging systems, and AI tools.
Difficulty: Moderate
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

95) Which of the following best describes the ability to learn a concept in class, and then apply that knowledge to the job?
A) Deep knowledge
B) Knowledge application and analysis
C) Critical thinking
D) Data literacy
E) Collaboration
Answer: B
Explanation: B) Knowledge application and analysis is the ability to learn a concept and then apply that knowledge to other challenges. This is a skill that employers value highly.
Difficulty: Moderate
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Skill: Application
AACSB: Ethical understanding and reasoning
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96) Which of the following best describes the process of working with others to achieve a goal?
A) Ethics
B) Promotional communication
C) Transparency
D) Social responsibility
E) Collaboration
Answer: E
Explanation: E) During your education, you will have various opportunities to work with classmates on reports, presentations, and other projects using the process of collaboration.
Difficulty: Moderate
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

97) Knowledge application is used to define and solve problems, and make decisions about a situation or set of circumstances.
Answer: FALSE
Explanation: Critical thinking is used in the process of defining and solving problems and making decisions and forming judgments about a situation or set of circumstances.
Difficulty: Moderate
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

98) Data literacy is the ability to use technology such as word-processing, spreadsheets and presentation software.
Answer: FALSE
Explanation: Data literacy is the ability to access, assess, interpret, manipulate, summarize, and communicate data.
Difficulty: Moderate
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Skill: Application
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99) Employers highly value the ability to apply a learned concept to other challenges on the job.
Answer: TRUE
Explanation: Knowledge application and analysis is the ability to learn a concept and then apply that knowledge to other challenges, and this is a skill that is highly valued by employers.
Difficulty: Moderate
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

100) Identify skills in addition to communication skills you can learn from this text that experts say will be vital for success in tomorrow's workplace.
Answer: Communication skills are the single most important asset you can polish as you launch and manage your career. Additionally, experts say critical thinking, collaboration, knowledge application and analysis, business ethics and social responsibility, information technology and data literacy will be vital for success in tomorrow's workplace.
Difficulty: Difficult
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Skill: Application
AACSB: Ethical understanding and reasoning
Learning Outcome: Discuss the challenges and importance of business communications

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