Business Communication Today, 14e (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) none of the above.

Answer: A

Explanation: A) Communication is a two-way process that begins with the sender and ends when the receiver acquires information and meaning.

Diff: 2

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 is the process of transferring information between senders and receivers?
- A) Communication
- B) Negotiation
- C) Productivity
- D) Engagement
- E) Impressionism

Answer: A

Explanation: A) Communication is the process of transferring information and meaning between senders and receivers, using one or more media and communication channels.

Diff: 1

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

- 3) Improving your communication skills will enhance your career because
- A) having great ideas won't help you much, unless you can communicate them effectively.
- B) the higher you rise in an organization, the more important your communication skills will be.
- C) you'll need to connect with decision makers outside of your area of expertise.
- D) all of the above.

Answer: D

Explanation: D) Ambition and great ideas aren't enough. You'll need to communicate with people if you want to succeed in business. Employers expect employees to speak and write in a professional manner that is clear, direct, and free of slang, jargon, and other inappropriate terms. Diff: 2

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

- 4) Which of the following is one of the essential goals of communication?
- A) Successful negotiations
- B) Sharing
- C) Data development
- D) Engagement
- E) Career development

Answer: B

Explanation: B) The essence of communication is sharing—providing data, information, insights, and inspiration in an exchange that benefits both you and the people with whom you are communicating.

Diff: 1

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

- 5) All of the following EXCEPT _____ will make your business messages more effective.
- A) providing practical information
- B) clarifying expectations and responsibilities
- C) presenting information concisely and efficiently
- D) discussing personal issues and complaining about problems

Answer: D

Explanation: D) To make your communication efforts as effective as possible, focus on making them practical, factual, concise, clear, and persuasive.

Diff: 2

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: Plan and prepare business messages

- 6) How can strong communication skills lead to lower employee turnover in an organization?
- A) Employees will create stronger ties in the marketplace
- B) There is more opportunity to influence perceptions and trends
- C) Employees will feel more engaged with their work
- D) There will be fewer critical safety issues
- E) There will be higher returns on investments

Answer: C

Explanation: C) Effective communication helps businesses in numerous ways, including by promoting greater employee engagement with their work, leading to higher employee satisfaction and lower employee turnover.

Diff: 2

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

- 7) What is the name of all the parties affected by the actions of an organization?
- A) Employees
- B) Managers
- C) The community
- 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.

Diff: 1

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

- 8) What can communicators do to ensure facts, rather than vague impressions, are shared?
- A) Provide practical 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.

Diff: 2

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) If you start a company or become an executive in an established firm, you can expect to spend the majority of your time
- A) budgeting.
- B) traveling.
- C) communicating.
- D) plying your trade.

Answer: C

Explanation: C) If you launch a company or move into an executive role in an existing organization, you can expect communication to consumer the majority of your time.

Diff: 2

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

- 10) What can you do to show an audience how they will benefit from your message?
- A) Offer compelling arguments and recommendations
- B) Clarify expectations and responsibilities
- C) Present information in an efficient manner
- D) Provide practical information
- E) Give 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.

Diff: 2

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) If you have difficult or complex information to share, how can you help the audience understand and accept your message?
- A) Use ethical information
- B) Use simple terms to explain the subject
- C) Clearly state your expectations of the audience
- D) Offer compelling evidence
- E) Show the audience how they will benefit

Answer: B

Explanation: B) The ability to explain a complex subject in simple terms is immensely valuable, whether you're training new employees or pitching a business plan to investors.

Diff: 2

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

- 12) What is the key reason why strong communication skills are important for your career?
- A) You might be asked to interact with customers
- B) You might have to communicate with employees who work in technical areas
- C) You must be able to express your thoughts clearly and persuasively
- D) You might later want to start your own business
- E) You must be able to respond to the changing nature of the work environment Answer: C

Explanation: C) Improving your communication skills may be the single most important step you can take in your career. You can have the greatest ideas in the world, but they're no good to your company or your career if you can't express them clearly and persuasively.

Diff: 2

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

- 13) Which of the following is an outcome of strong communication skills within an organization?
- A) Less trust between senior leadership
- B) The ability to target important communities in the marketplace
- C) A better understanding of perceptions and trends
- D) Increased productivity and faster problem solving
- E) The ability to develop marketing messages

Answer: D

Explanation: D) Effective communication helps businesses in numerous ways, including increased productivity and faster problem solving.

Diff: 2

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

- 14) To make communication efforts as effective as possible, communication should be
- A) practical, timely, and personal.
- B) concise, clear, and electronic.
- C) electronic, ethical and practical.
- D) positive, personal, and quick.
- E) practical, factual, and clear.

Answer: E

Explanation: E) To make your communication efforts as effective as possible, focus on making them practical, factual, concise, clear, and persuasive.

Diff: 2

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

15) 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.

Diff: 2

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

16) 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.

Diff: 2

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

17) 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.

Diff: 2

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

18) 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, and they provide compelling evidence to support all conclusions. They present information in a concise, efficient manner. Finally, effective business messages state expectations and responsibilities precisely and offer compelling, persuasive arguments and recommendations.

Diff: 2

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

19) Why are strong communication skills important to your career, regardless of your major? Answer: Improving your communication skills may be the single most important step you can take in your career. You can have the greatest ideas in the world, but they're no good to your company or your career if you can't express them clearly and persuasively. Some jobs, such as sales and customer support, are primarily about communicating. 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. If you have the entrepreneurial urge, you will need to communicate with a wide range of audiences—from investors, bankers, and government regulators to employees, customers, and business partners.

Diff: 3

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

20) Discuss the five ways in which you can make your communication efforts as effective as possible.

Answer: To make your communication efforts as effective as possible, focus on making them practical, factual, concise, clear, and persuasive. First, provide practical information. Give recipients useful information, whether it's to help them perform a desired action or understand a new company policy. Second, give facts rather than vague impressions. 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. Third, present information in a concise, efficient manner. Concise messages show respect for people's time, and they increase the chances of a positive response. Do your best to simplify complex subjects to help your readers, and make sure you don't inadvertently complicate simple subjects through careless writing. The ability to explain a complex subject in simple terms is immensely valuable, whether you're training new employees or pitching a business plan to investors. Fourth, clarify expectations and responsibilities. Craft messages to generate a specific response from a specific audience. When appropriate, clearly state what you expect from audience members or what you can do for them. Finally, offer compelling, persuasive arguments and recommendations. Show your readers precisely how they will benefit by responding the way you want them to respond to your message.

Diff: 3

LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.

Skill: Synthesis

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 21) Which one of the following is NOT one of the traits possessed by professionals?
- A) Meeting minimum qualifications
- B) Demonstrating a sense of etiquette
- C) Maintaining a positive outlook
- D) Being dependable and accountable

Answer: A

Explanation: A) Professionalism means doing more than putting in the hours and collecting a paycheck; true professionals go beyond minimum expectations and commit to making meaningful contributions.

Diff: 2

LO: 1.2: Explain what it means to communicate as a professional in a business context.

Skill: Concept

AACSB: Reflective thinking

- 22) 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) impression management.

Answer: B

Explanation: B) Professionalism is the quality of performing at a high level and conducting oneself with purpose and pride.

Diff: 2

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

- 23) According to the concept of emotional intelligence, if you'll be speaking to people you don't know and you can't find out more about them
- A) don't worry because you can adjust to their needs on the fly.
- B) always put your own needs before their needs.
- C) rely on chance and circumstance to help you relate to their needs.
- D) use common sense and imagination to relate to their needs.

Answer: D

Explanation: D) When meeting people you don't know and you can't learn more about them, try to project yourself into their position by using common sense and imagination. This ability to relate to the needs of others is a key part of emotional intelligence.

Diff: 3

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

- 24) The term digital information fluency encompasses all of the following elements EXCEPT
- A) recognizing information needs.
- B) searching efficiently to locate reliable sources of information.
- C) using gathered information ethically.
- D) using random methods to present ideas and information.

Answer: D

Explanation: D) Digital information fluency involves the following: recognizing information needs, using efficient search techniques to locate reliable sources of information, particularly from online sources, and using gathered information ethically.

Diff: 2

LO: 1.2: Explain what it means to communicate as a professional in a business context.

Skill: Synthesis

AACSB: Information technology

- 25) Which of the following is one of the six distinct traits that best defines professionalism?
- A) Being a team player
- B) Offering compelling and persuasive arguments
- C) Clarifying expectations and responsibilities
- D) Actively listening to others
- E) Conveying decisions ad providing information to help employees do their job

Answer: A

Explanation: A) Professionalism is the quality of performing at a high level and conducting oneself with purpose and pride. 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.

Diff: 2

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

26) Every organization has ______, which encompasses all communication that occurs outside the lines of command in the company's organization structure.

A) a lateral communication network

B) a peer-to-peer communication network

C) an informal communication network

D) an adjacent 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.

Diff: 2

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

- 27) Which of the following is one of the six distinct traits that best defines professionalism?
- A) Actively listening to others
- B) Being dependable and accountable
- C) Clarifying expectations and responsibilities
- D) Offering compelling and persuasive arguments
- E) Conveying decisions and providing information to help employees do their job

Answer: B

Explanation: B) Professionalism is the quality of performing at a high level and conducting oneself with purpose and pride. 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.

Diff: 2

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

- 28) What 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

Diff: 2

LO: 1.2: Explain what it means to communicate as a professional in a business context.

Skill: Critical Thinking

AACSB: Written and oral communication

- 29) What communication network is being followed when ideas follow the lines of command in an organization?
- A) Horizontal
- B) Grapevine
- C) Critical
- D) Formal
- E) Ethical

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.

Diff: 2

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

- 30) 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.

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.

Diff: 3

LO: 1.2: Explain what it means to communicate as a professional in a business context.

Skill: Concept/Application

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 31) When solving complex organizational problems, how does information flow between departments?
- A) In the rumor mill
- B) Through the grapevine
- 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.

Diff: 2

LO: 1.2: Explain what it means to communicate as a professional in a business context.

Skill: Concept

AACSB: Written and oral communication

- 32) Generally speaking, limitations of the formal communication network
- A) discourage employees from taking advantage of social media.
- B) have not affected the popularity of social media in the business environment.
- C) have helped to spur the growth of social media in the business environment.
- D) do none of the above.

Answer: C

Explanation: C) Informal communication occurs during employee interactions on the job and in social settings; it also occurs when the formal network doesn't provide information that employees want. In fact, the inherent limitations of formal communication networks helped spur the growth of social media in the business environment.

Diff: 3

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) What is the informal communication network used when employees interact in a social setting?
- A) The grapevine
- B) Horizontal
- C) Upward
- D) Downward
- E) Audience-centered

Answer: A

Explanation: A) Every organization has an informal communication network, often referred to as the grapevine or the rumor mill, which encompasses all communication that occurs outside the formal network. Some of this informal communication takes place naturally as a result of employee interaction on the job and in social settings, and some of it takes place when the formal network doesn't provide information that employees want.

Diff: 2

LO: 1.2: Explain what it means to communicate as a professional in a business context.

Skill: Concept

AACSB: Written and oral communication

- 34) What is 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 relate to the needs of others is a key part of emotional intelligence, a combination of emotional and social skills that is widely considered to be a vital characteristic of successful managers and leaders.

Diff: 2

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

- 35) 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.

Diff: 2

LO: 1.2: Explain what it means to communicate as a professional in a business context.

Skill: Critical Thinking

AACSB: Written and oral communication

- 36) 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.

Diff: 2

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

- 37) 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 detail of background information so the audience knows the communication was thoughtful
- C) Use easy to understand language
- 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.

Diff: 2

LO: 1.2: Explain what it means to communicate as a professional in a business context.

Skill: Critical Thinking

AACSB: Written and oral communication

- 38) Which of the following indicates the expected norms of behavior in a given situation?
- A) 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 behavior in any particular situation.

Diff: 2

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

- 39) 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.

Diff: 2

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

- 40) 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.

Diff: 2

LO: 1.2: Explain what it means to communicate as a professional in a business context.

Skill: Critical Thinking

AACSB: Written and oral communication

- 41) How can upward communication help an executive solve problems and make intelligent decisions?
- A) By eliminating the rumor mill
- B) By replacing written documents
- C) By encouraging digital records
- D) By identifying trends
- E) By being audience centered

Answer: D

Explanation: D) Upward communication flows from employees to executives, providing insight into problems, trends, opportunities, grievances, and performance, thus allowing executives to solve problems and make intelligent decisions.

Diff: 2

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

42) 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."

Diff: 2

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

43) 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.

Diff: 2

LO: 1.2: Explain what it means to communicate as a professional in a business context.

Skill: Critical Thinking

AACSB: Written and oral communication

44) What is professionalism? 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.

Diff: 2

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

45) 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.

Diff: 3

LO: 1.2: Explain what it means to communicate as a professional in a business context.

Skill: Synthesis

AACSB: Written and oral communication

- 46) Identify six of the critical communication skills that employers expect you to have.
- Answer: The student should choose any combination of the following skills.
- Recognizing information needs, using efficient search techniques to locate reliable sources of information, particularly from online sources, and using gathered information ethically; this collection of skills is often referred to as digital information fluency
- Organizing ideas and information logically and completely
- Expressing ideas and information coherently, persuasively, and concisely
- Actively listening to others
- Communicating effectively with people from diverse backgrounds and experiences
- Using communication technologies effectively and efficiently
- Following accepted standards of grammar, spelling, and other aspects of high-quality writing and speaking
- Communicating in a civilized manner that reflects contemporary expectations of business etiquette, even when dealing with indifferent or hostile audiences
- Communicating ethically, even when choices aren't crystal clear or you have to share news that people don't want to hear
- Managing your time wisely and using resources efficiently
- Using critical thinking, which is the ability to evaluate evidence completely and objectively in order to form logical conclusions and make sound recommendations

Diff: 2

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

47) To adopt an audience-centered approach to communication, what do you need to learn about your audience? List at least three specific attributes.

Answer: An audience-centered approach requires learning as much as possible about the receiver's biases, education, age, status, style, and personal and professional concerns.

Diff: 2

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

- 48) When someone is determining how to express an idea, which stage of the communication model are they engaging in?
- A) Having an idea
- B) Transmitting the message through a channel
- C) Determining 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.

Diff: 1

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 49) What is one of the goals of the sender when thinking about how an audience might respond to the message?
- A) That the receiver will provide verbal feedback
- B) That the receiver will be able to encode the message
- C) That the message can be transmitted through several channels
- D) That technology will be used to improve the downward communication process
- E) That the receiver will be motivated to respond

Answer: E

Explanation: E) 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.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Written and oral communication

- 50) Within the context of social media, _____ refers to a sense of openness, of giving all participants access to the information they need to understand the messages they are receiving.
- A) transformation
- B) transcendence
- C) transparency
- D) translucency

Answer: C

Explanation: C) The issue of transparency in social media refers to a sense of openness: that is, giving all participants in a conversation access to the information they need to process accurately the messages they are receiving.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Application

AACSB: Written and oral communication

Learning Outcome: Explain how to create messages for different electronic media

- 51) What is a communication medium?
- A) The form a message will take
- 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).

Diff: 1

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Written and oral communication

- 52) To actually receive a message, a person needs to do all of the following EXCEPT
- A) comprehend the message.
- B) sense the presence of the message.
- C) select it from other competing messages.
- D) perceive it as an actual message.

Answer: A

Explanation: A) For an audience member to receive a message, three events need to occur: The receiver has to sense the presence of a message, select it from all the other messages clamoring for attention, and perceive it as an actual message (as opposed to random, pointless noise).

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 53) Which of the following is an example of a communication channel?
- A) Email
- B) Mobile phone
- C) Letter
- D) Memo
- E) Twitter

Answer: B

Explanation: B) 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).

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Application

AACSB: Written and oral communication

54) The	is the form a message takes and the	is the system used to deliver
the message.		

A) channel; medium B) medium; channel

C) schema; pipeline

D) package; tunnel

Answer: B

Explanation: B) 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 the Internet).

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Written and oral communication

Learning Outcome: Compose and shape business messages

- 55) Why is it important 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.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Written and oral communication

- 56) Which type of communication barrier could be the result of multitasking?
- A) Channel breakdowns
- B) Technology
- C) Competing messages
- D) Noise and distractions
- E) Filters

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 requires it to reorient each time.

Diff: 1

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 57) Which of the following is one way an employee can minimize distractions created by messages?
- A) Respond to the message as soon as it is received
- B) Delete all messages older than 2 weeks
- C) Use short text messages whenever possible
- D) Use headphones to minimize interruptions
- 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.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Application

AACSB: Written and oral communication

- 58) Which of the following is one way to increase the chance that your message is received by the audience?
- A) Consider the audience's expectations for delivery
- B) Always send the message via email so there is a copy available
- C) Call the audience to let them know a message is being sent
- D) Copy leadership on the message
- E) Minimize the use of spam filters

Answer: A

Explanation: A) Deliver messages using the media and channels that the audience expects.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 59) Which of the following is one way to help the audience understand your message?
- A) Tell the audience what software you are using
- B) Use images and designs your audience is familiar with
- C) Tell the audience your goals and needs
- D) Embed links to more detailed discussions about your topic
- E) Tell the audience your expectations of them

Answer: B

Explanation: B) Use words, images, and designs that are familiar to your audience to emphasize familiarity.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 60) The voice technology known as _____ converts human speech to computer commands.
- A) speech synthesis
- B) digital vocalics
- C) vocal mnemonics
- D) speech recognition

Answer: D

Explanation: D) Speech recognition is a technology that allows users to convert human speech to computer commands.

Diff: 1

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Information technology

Learning Outcome: Explain how to create messages for different electronic media

- 61) When crafting a message, which of these is a good way to demonstrate empathy?
- A) Address the company's needs
- B) Send the message using multiple channels
- C) Address the audience's needs
- D) Use familiar 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.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Application

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 62) In order for a message to be sent successfully, which of the following must happen?
- A) There must be empathy for the audience
- B) You must tell the audience what technology platform was used
- C) Cultural beliefs have to match between the sender and the receiver
- D) It must be decoded and meaning must be assigned
- E) The audience must be moved to respond

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. Even well-crafted, well-intentioned communication efforts can fail at this stage. Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Written and oral communication

63) Companies can use	_ to identify and capitalize on market opportunities that are
contained in large, complex, or d	ynamic sets of data.

A) telepresence

B) enterprise IM systems

C) data visualization

D) crowdsourcing

Answer: C

Explanation: C) Companies can obtain a competitive advantage by using data visualization to uncover and capitalize on market opportunities contained in "big data" sets.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Synthesis

AACSB: Written and oral communication

Learning Outcome: Explain how to create messages for different electronic media

- 64) What takes place when a receiver distorts information to make it fit their "mental map" of reality?
- A) Ethics
- B) Critical thinking
- C) Cultural differences
- D) Clarification
- E) Selective perception

Answer: E

Explanation: E) The human brain organizes incoming sensations into a mental "map" that represents the person's individual perception of reality. If an incoming detail doesn't fit into that perception, a message recipient may simply distort the information to make it fit rather than rearrange his or her mental map—a phenomenon known as selective perception.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Written and oral communication

- 65) Which of these is a good tactic for a minimizing the influence of cultural and personal beliefs when crafting a message?
- A) By clarifying expectations
- B) By incorporating vague concepts
- C) By using selective perceptions
- D) By incorporating cultural elements
- E) By practicing empathy

Answer: A

Explanation: A) By clarifying expectations and resolving potential ambiguities in your messages, you can minimize uncertainties.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 66) How can a writer increase the chance that a message will be remembered and retrieved by the receiver?
- A) Incorporate the Internet of Things whenever possible
- B) Be sensitive to the audience's wants and needs
- C) Tell the audience how the message fits their perception of reality
- D) Develop the message based on cultural beliefs
- E) Instruct the audience in proper decoding techniques

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.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Written and oral communication

- 67) As a contemporary approach to business communication, the ______ is interactive, conversational, and usually open to all who wish to participate.
- A) reflexive communication model
- B) computer-assisted communication model
- C) social communication model
- D) give-and-take communication model

Answer: C

Explanation: C) The social communication model of business communication is interactive, conversational, and usually open to all who which to participate.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Written and oral communication

Learning Outcome: Explain how to create messages for different electronic media

- 68) Business communication that is interactive, conversational, and open to those who wish to join follows which type of communication model?
- A) Published
- B) Broadcasted
- C) Social
- D) Passive
- E) Reshaped

Answer: C

Explanation: C) The social communication model is interactive, conversational, and usually open to all who wish to participate. Audience members are no longer passive recipients of messages but active participants in a conversation.

Diff: 1

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Information technology

- 69) A barrier to communication can be caused by
- A) the structure and culture of an organization.
- B) the common habit of multitasking.
- C) human or technological intervention between senders and receivers.
- D) all of the above.

Answer: D

Explanation: D) Within any communication environment, messages can be disrupted by a variety of communication barriers: e.g., noise and distractions, competing messages, filters, and channel breakdowns.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 70) Which of the following is one of the ways businesses utilize the social communication model?
- A) By transmitting fixed messages about a brand
- B) By limiting access to stakeholders
- C) By incorporating a "we talk, you listen" model
- D) By monitoring online discussions about the company
- E) By allowing information to flow from the top of the organization

Answer: D

Explanation: D) One of the most common uses of social media among U.S. businesses is monitoring online discussions about a company and its brands.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Information technology

71) ______ is the process of transferring information and meaning between senders and receivers.

A) Reflection

B) Projection

C) Communication

D) Illumination

Answer: C

Explanation: C) Communication is the process of transferring information and meaning between senders and receivers.

Diff: 1

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

- 72) 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) Less distinction between professional and personal lives

Answer: E

Explanation: E) Potential problems with the social communication model include information overload, a lower level of engagement with tasks and other people, fragmented attention, information security risks, reduced productivity, and the difficulty of maintaining a healthy boundary between personal and professional lives.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Information technology

73) The term _____ refers to groups that are affected by or have an interest in a company's actions.

A) coalitions

B) stakeholders

C) confederacies

D) partnerships

Answer: B

Explanation: B) Groups that are affected by a company's actions are called stakeholders. These groups may include employees, customers, shareholders, suppliers, neighbors, the community, and the world at large.

Diff: 1

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse

world

74) In order to increase the chances of successful message delivery, communicators should consider audience expectations.

Answer: TRUE

Explanation: Deliver messages using the media and channels that the audience expects.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Critical Thinking

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

75) If a message is fact-based, it will not be interpreted based on culture or personal beliefs.

Answer: FALSE

Explanation: Cultural and personal beliefs and biases influence the meaning audiences get from messages.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Application

AACSB: Written and oral communication

76) Human or technological interventions between the sender and the receiver can block or distort messages.

Answer: TRUE

Explanation: 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).

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

77) The only thing a person needs to receive a message is technical compatibility with the person who's 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.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

78) The more two people or two groups of people share experiences (personal, professional, and cultural) the more likely it is that receivers will get the intended meanings senders encode into their messages.

Answer: TRUE

Explanation: In general, the more experiences you share with another person, the more likely you are to share perception and thus share meaning.

Diff: 1

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Written and oral communication

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

79) Discuss the 8 steps in the communication model.

Answer:

- 1. The sender has an idea. Whether a communication effort will ultimately be effective starts right here and 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.

Diff: 3

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Application

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

80) What is meant by the expression "The Internet of Things (IoT)"?

Answer: The Internet of Things (IoT) refers to the billions of devices that are connected to the Internet and the networking potential of having all these gadgets communicate with each other, feed data into vast information warehouse, and interact with the people and the physical environment. These "things" range from sensors that measure temperature, location, and other parameters all the way up to robots and other complex systems. People and animals with Internet-capable sensors or devices also qualify as things in this model.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Information technology

81) Discuss the disadvantages of a social communication model and what companies are doing to minimize those disadvantages.

Answer: Potential problems include information overload, a lower level of engagement with tasks and other people, fragmented attention, information security risks, reduced productivity, and the difficulty of maintaining a healthy boundary between personal and professional lives. All business professionals and managers need to choose and use digital tools wisely to control the flow of information they receive. A hybrid approach is emerging in which some communications (such as strategic plans and policy documents) follow the traditional approach, whereas others (such as project management updates and customer support messages) follow the social model. Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Synthesis

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

82) Briefly explain the nature and importance of the final phase in the communication process. Answer: The final phase in the communication process occurs when the receiver provides

feedback for the sender. Feedback enables the sender to evaluate the effectiveness of the message.

Diff: 1

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

83) Outline the eight steps of the communication process.

Answer: The first step in the communication process occurs when the sender has an idea and decides to share it. Second, the sender encodes the idea as a message that the receiver will understand. Third, the sender produces the message in a transmittable medium. Fourth, the sender transmits the message through a channel (such as a face-to-face conversation or an email). Fifth, the audience receives the message. Sixth, the audience decodes the message by extracting the idea from it. Seventh, the audience responds to the message. Eighth, the audience provides feedback that helps the sender evaluate the effectiveness of the communication effort.

Diff: 3

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

84) 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; i.e., 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.

Diff: 3

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

85) Briefly define Business Communication 2.0, and explain how it differs from a more traditional approach to business communication.

Answer: Business Communication 2.0 is a convenient label for a new social communication model that is transforming the ways organizations communicate. Unlike the traditional approach which is characterized by a "we talk, you listen" model, this new approach is conversational and interactive, encouraging audiences to become active participants in the dialogue.

Diff: 2

LO: 1.3: Describe the communication process model and the ways social media are changing the nature of business communication.

Skill: Concept

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

- 86) Which of the following is one of the benefits of incorporating mobile communication in business?
- A) Increased employee productivity
- B) Limited customer relationships
- C) Better defined business partner parameters
- D) Stronger written communication skills
- E) More collaborative writing

Answer: A

Explanation: A) Mobile apps and communication systems can boost employee productivity, help companies form closer relationships with customers and business partners, and spur innovation in products and services.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Critical Thinking

AACSB: Information technology

- 87) Which of the following is one of the benefits of incorporating mobile communication in business?
- A) Increased levels of expectations
- B) Closer relationships with customers and business partners
- C) Integrated technology throughout the organization
- D) More people have a say in every business matter
- E) Strategic plans and documents can follow a more social model

Answer: B

Explanation: B) For millions of people around the world, a mobile device is their primary way, if not their only way, to access the Internet. Globally, roughly 80 percent of Internet users access the web at least some of the time with a mobile device. Incorporating mobile communications will provide more access to communication for customers and business partners.

Diff: 1

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Application

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

- 88) Which of the following is the most common non-voice use of smartphones for business professionals under age 40?
- A) Collaborative writing
- B) Reading
- C) Email
- D) GPS use
- E) Web browsing

Answer: C

Explanation: C) Email and web browsing rank first and second in terms of the most common non-voice uses of smartphones, and more email messages are now opened on mobile devices than on PCs.

Diff: 1

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Critical Thinking

AACSB: Information technology

- 89) To respond to the increase in mobile technology use, what are some companies doing when designing websites?
- A) Adding additional links to their traditional website
- B) Eliminating browsing features from websites
- C) Incorporating key pads
- D) Using a mobile-first approach
- E) Making information available 24 hours per day

Answer: D

Explanation: D) As mobile access overtakes computer-based access, some companies now take a mobile-first approach, in which websites are designed for optimum viewing on smartphones and tablets rather than conventional PC screens.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Critical Thinking

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

- 90) How does a mobile-first approach to websites affect their design?
- A) Websites include more links and search features
- B) Websites can be viewed on a PC then linked to tablets
- C) Websites are incorporating more graphics
- D) Websites are designed to be more colorful and interactive
- E) Websites are designed for optimum viewing on smartphones and tablets

Answer: E

Explanation: E) As mobile access overtakes computer-based access, some companies now take a mobile-first approach, in which websites are designed for optimum viewing on smartphones and tablets rather than conventional PC screens.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Application

AACSB: Information technology

- 91) The ability to send vast amounts of data instantly, globally, and constantly is referred to as
- A) radical connectivity.
- B) the Internet of Things.
- C) the Social Communication model.
- D) digital information fluency.
- E) horizontal communications.

Answer: A

Explanation: A) Social media pioneer Nicco Mele coined the term "radical connectivity" to describe, "the breathtaking ability to send vast amounts of data instantly, constantly, and globally."

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Concept

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

- 92) Which of the following is one way utilizing mobile technology helps companies to reduce costs and hire nontraditional employees?
- A) By making it easier to consume content
- B) By allowing telecommuting
- C) By incorporating podcasts
- D) By allowing text messaging grammar
- E) By improving sensory and cognitive extensions

Answer: B

Explanation: B) Mobile technology can give employees more flexibility to meet their personal and professional obligations. In this regard, mobile plays an important role in efforts to reduce operating costs through telecommuting and other nontraditional work models.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Critical Thinking

AACSB: Information technology

- 93) Which of the following is one way companies can use location-aware content in mobile apps to enhance the user experience?
- A) By alerting users when they are approaching a hazard
- B) By eliminating the ability to text and walk at the same time
- C) By creating maps and property information
- D) By requiring all employees to use the same brand of device
- E) By increasing the use of apps related to the work environment

Answer: C

Explanation: C) The addition of location-aware content, such as facility maps and property information, enhances the mobile experience.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Critical Thinking

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

- 94) Which of these is a disadvantage of allowing employees to use their own devices to access work files?
- A) Employees work from home more often
- B) There is less opportunity for digital publishing
- C) Location-aware content can be shared
- D) Security and privacy issues
- E) There is greater risk of injury when multitasking

Answer: D

Explanation: D) Mobile devices create a host of security and privacy concerns for both end users and corporate technology managers.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Critical Thinking

AACSB: Information technology

- 95) Which of these is one of the ways mobile tools have enhanced productivity and collaboration in the workplace?
- A) By increasing security of mobile devices
- B) By incorporating location-aware devices
- C) By limiting access to poorly designed technology
- D) By the creation of new texting apps
- E) By increasing access to information

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.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Critical Thinking

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

- 96) How can mobile connectivity accelerate decision making and problem solving in an organization?
- A) By giving information to the right user, exactly when it is needed
- B) By creating more engaging experiences for user
- C) By creating apps geared at customers
- D) By improving the customer service process
- E) By eliminating experts within the company

Answer: A

Explanation: A) 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. Mobile communication also makes it easier to quickly tap into pockets of expertise within a company. Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Critical Thinking

AACSB: Information technology

- 97) How does mobile connectivity create more engaging experiences for users?
- A) Guarding against information overload
- B) Through the use of interactivity
- C) By making communication more personal
- D) By incorporating gamification devices
- E) By eliminating the information technology paradox

Answer: B

Explanation: B) With interactivity designed to take advantage of the capabilities of mobile devices (including cameras, accelerometers, compasses, and GPS), companies can create more engaging experiences for customers and other users.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Critical Thinking

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

98) All of the following EXCEPT _____ are characteristics of social media and mobile communication.

- A) forcing professionals to develop new skills
- B) altering relationships between senders and receivers
- C) changing the nature of communication
- D) creating countless opportunities but few meaningful challenges

Answer: D

Explanation: D) The parallels between social media and mobile communication are striking: both sets of technologies change the nature of communication, alter the relationships between senders and receivers, create opportunities as well as challenges, and force business professionals to hone new skills.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Concept

AACSB: Information technology

- 99) People who've grown up with _____ expect to have immediate access to information and the ability to stay connected to their various social and business networks.
- A) multifunctional communication technology
- B) desktop communication technology
- C) personal communication technology
- D) mobile communication technology

Answer: D

Explanation: D) People who've grown up with mobile communication technology expect to have immediate access to information and the ability to stay connected to their various social and business networks.

Diff: 1

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Concept

AACSB: Information technology

Learning Outcome: Explain how to create messages for different electronic media

- 100) By providing ______, such as facility maps and property information, mobile technology can allow users to experience more of their environment and access information instantly.
- A) digital domiciles
- B) location-aware content
- C) social-media catalogues
- D) multimedia relationships

Answer: B

Explanation: B) Users of mobile technology can access location-aware content to enhance their mobile experience.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Concept

AACSB: Written and oral communication, Information technology

Learning Outcome: Explain how to create messages for different electronic media

101) The personal mobile devices of employees always have the same level of security as those devices issued by the company.

Answer: FALSE

Explanation: Devices don't always have the rigorous security controls that corporate networks need, and users don't always use the devices in secure ways.

Diff: 1

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Critical Thinking

AACSB: Information technology

102) When compared to social media, mobile technology will have relatively little effect on the nature of business communication.

Answer: FALSE

Explanation: As much of a game-changer as social media have been, some experts predict that mobile communication will change the nature of business and business communication even more.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Concept

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

103) Firms on the leading edge of the mobile revolution are hesitant to integrate mobile technology in their organizations.

Answer: FALSE

Explanation: Given the rising expectations of employees and customers, firms on the leading edge of the mobile revolution are working to integrate mobile technology throughout their organizations.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Concept

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

104) Globally, no more than 50 percent of Internet users access the web at least some of the time with a mobile device.

Answer: FALSE

Explanation: Globally, about 80 percent of internet users access the web via a mobile device, at least some of the time.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Concept

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

105) Data traffic on mobile devices exceeds voice traffic significantly.

Answer: TRUE

Explanation: For many people, the fact that a smartphone can make phone calls is practically a secondary consideration; data traffic from mobile devices far outstrips voice traffic.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Concept

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

106) Discuss the similarities between social media and mobile communication.

Answer: The parallels between social media and mobile communication are striking. Both sets of technologies change the nature of communication, alter the relationships between senders and receivers, create opportunities as well as challenges, and force business professionals to hone new skills. In fact, much of the rise in social communication can be attributed to the connectivity made possible by mobile devices. Companies that work to understand and embrace mobile, both internally and externally, stand the best chance of capitalizing on this monumental shift in the way people communicate.

Diff: 3

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Synthesis

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

107) Why is it important for companies to have mobile-friendly websites?

Answer: The rise of mobile communication has some obvious implications, such as the need for websites to be mobile friendly. Increasingly, users expect websites to be mobile friendly, and they're likely to avoid sites that aren't optimized for mobile. As mobile access overtakes computer-based access, some companies now take a mobile-first approach, in which websites are designed for optimum viewing on smartphones and tablets rather than conventional PC screens. Another successful approach is creating mobile apps that offer a more interactive and mobile-friendly experience than a conventional website can offer. Just as with social media, the changes brought about by mobile go far deeper than the technology itself. Mobile changes the way people communicate, which has profound implications for virtually every aspect of business communication.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Critical Thinking

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

108) How does mobile connectivity change the decision-making process in an organization? Answer: 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. For example, if the people in a decision-making meeting need more information, they can do the necessary research on the spot. Mobile communication also makes it easier to quickly tap into pockets of expertise within a company. Customer service can be improved by making sure technicians and other workers always have the information they need right at hand. Companies can also respond and communicate faster during crises.

Diff: 2

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Application

AACSB: Information technology

109) Who's driving the *bring your own device* (BYOD) phenomenon? Why are information technology managers concerned about it?

Answer: Employees are pushing for *bring your own device* (BYOD) in the workplace. They want to access company networks and files via their personal smartphones and tablets, both in the office and away from it. However, accessing company systems via mobile devices can create a host of security concerns for corporate IT managers. For example, these devices don't always have the rigorous security controls that corporate networks need. Moreover, employees don't always use their personal devices in secure ways.

Diff: 3

LO: 1.4: Outline the challenges and opportunities of mobile communication in business.

Skill: Reflection

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

- 110) According to the text, what is the most important point to remember about technology?
- A) Technology is a tool that can aid interpersonal communication, not replace it
- B) Technology must be consistently updated to be effective
- C) People will embrace technology until they hit information overload
- D) Technology should replace interpersonal communication whenever possible
- E) Technology will fill in the gaps if you lack essential skills

Answer: A

Explanation: A) Perhaps the single most important point to remember about technology is that it is simply a tool, a means by which you can accomplish certain tasks. Technology is an aid to interpersonal communication, not a replacement for it.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Concept

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 111) Which of the following is the result of people receiving more information than they can process?
- A) Less access to the Internet of Things
- B) Information overload
- C) Radical connectivity
- D) Digital information fluency
- E) A strong social communication model

Answer: B

Explanation: B) The overuse or misuse of communication technology can lead to information overload, in which people receive more information than they can effectively process.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Critical Thinking

AACSB: Written and oral communication

- 112) Which of the following is an effect of information overload?
- A) Less stress because of increased access to information
- B) The ability to use technology to fill communication gaps
- C) Difficulty in identifying the difference between useful and useless information
- D) Difficulty in developing essential communication skills
- E) Improved health and relationships

Answer: C

Explanation: C) 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, even to the point of causing health and relationship problems.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Synthesis

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 113) Which of these can be used to help control the number of messages you receive?
- A) Twitter streams
- B) Only reading messages marked "urgent"
- C) Gamification technology
- D) Filtering features
- E) Radical connectivity

Answer: D

Explanation: D) You often have some level of control over the number and types of messages you choose to receive. Use the filtering features of your communication systems to isolate high-priority messages that deserve your attention.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Critical Thinking

AACSB: Written and oral communication

- 114) Which of these can companies use to increase user engagement by incorporating game-playing aspects in an activity or process?
- A) Radical connectivity
- B) Information overload
- C) Mobile connectivity
- D) Digital publishing
- E) Gamification

Answer: E

Explanation: E) Gamification is the addition of game-playing aspects to an activity or a process with the goal of increasing user engagement, and it's a natural for social media and mobile devices.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Application

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

- 115) Which of the following best describes the information technology paradox?
- A) Information tools can waste as much time as they save
- B) Millennials are only attracted to firms with gamification
- C) To improve performance on the job, it must feel like a game
- D) Collaboration and brainstorming must be used to increase individual influence
- E) Customer service ratings are increased when consumers connect with the company through technology

Answer: A

Explanation: A) The information technology paradox is when information tools can waste as much time as they save. Social media are a particular source of concern; while they offer great opportunities for connecting with customers and other stakeholders, the potential for distraction can waste significant amounts of employee time.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Concept

AACSB: Written and oral communication

- 116) Which one of the following statements is TRUE?
- A) Data traffic and voice traffic from mobile devices are returning to desktop platforms.
- B) Voice traffic from mobile devices exceeds data traffic.
- C) Voice traffic and data traffic from mobile devices are roughly equivalent.
- D) Data traffic from mobile devices exceeds voice traffic.

Answer: D

Explanation: D) For many people, making phone calls on a smart phone is a secondary consideration; therefore, data traffic from mobile devices far outstrips voice traffic.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Concept

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

- 117) As a sender, which of these is an important step you can take to help reduce information overload?
- A) Mark messages as "urgent"
- B) Don't send unnecessary messages
- C) Use filtering features
- D) Only write messages that can be sent through texts
- E) Use priority markings on messages

Answer: B

Explanation: B) As a sender, you can help reduce information overload by making sure you don't send unnecessary messages. In addition, when you send messages that aren't urgent or crucial, let people know so they can prioritize.

Diff: 1

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Critical Thinking

AACSB: Written and oral communication

118) The term	describes the	ability to send	vast amounts	of data instantl	y, constantly
and globally.					

- A) mobile connectivity
- B) radical connectivity
- C) social connectivity
- D) boundless connectivity

Answer: B

Explanation: B) Social media pioneer Nicco Mele coined the term radical connectivity to describe "the breathtaking ability to send vast amounts of data instantly, constantly, and globally."

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Concept

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

- 119) Which of the following will help the communication process?
- A) Communicating through several media sites
- B) Communicating electronically whenever possible
- C) Disengage from the computer to communicate in person
- D) Structure communications as short, text-like messages
- E) Stay up to date on emerging technology tools

Answer: C

Explanation: C) To communicate effectively, learn to keep technology in perspective, guard against information overload and information addiction, use technological tools productively, and disengage from the computer frequently to communicate in person.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Critical Thinking

AACSB: Written and oral communication

120) Companies are wrestling with the _____, in which employees want to use their personal tablets and smartphones to access company networks and files.

A) BAPD phenomenon

B) BMSP phenomenon

C) BYOD phenomenon

D) BCNU phenomenon

Answer: C

Explanation: C) Employees want to access company networks and files with their personal smartphones and tablets, both in the office and away from it. This desire underlies the "bring your own device" (BYOD) phenomenon.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Concept

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

- 121) Which of the following is a key point to remember when incorporating the use of technology in the communication process?
- A) Technology will eliminate the stress of trying to discriminate between useful and useless information
- B) Technology will allow the audience to process information more effectively
- C) Technology will fill in knowledge gaps
- D) Technology is simply a tool to help you accomplish a task
- E) Technology will replace essential communication skills

Answer: D

Explanation: D) Perhaps the single most important point to remember about technology is that it is simply a tool, a means by which you can accomplish certain tasks. Technology is an aid to interpersonal communication, not a replacement for it.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Application

AACSB: Reflective thinking

- 122) Companies that use the mobile-first approach
- A) allow employees to bring their mobile devices to work.
- B) design their websites for optimum viewing on smartphones and tablets.
- C) control operating costs through telecommuting and other nontraditional work models.
- D) ignore traditional standards of grammar, punctuation, and spelling when writing messages.

Answer: C

Explanation: C) As mobile access overtakes computer-based access, some companies now take a mobile-first approach, in which websites are designed for optimum viewing on smartphones and tablets.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Concept

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

- 123) Which of the following are advantages of collaboration and brainstorming gamification systems?
- A) The identification of leadership potential based on influence within an online community
- B) The ability to reward product champions
- C) Reducing the number of apps employees have to access to do their job
- D) Customers can determine the outcome of a social media campaign
- E) Increased connections and sharing of ideas

Answer: E

Explanation: E) On several collaboration and brainstorming systems, gamification encourages people to make more connections, share ideas, and boost their influence within a community. Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Critical Thinking

AACSB: Interpersonal relations and teamwork

Learning Outcome: Discuss the challenges and importance of business communications

- 124) All of the following EXCEPT _____ can facilitate the communication process through the effective use of communication technology.
- A) using technological tools productively
- B) staying connected around the clock
- C) guarding against information overload
- D) disengaging from computing devices to communicate in person

Answer: B

Explanation: B) To communicate effectively, learn to keep technology in perspective, guard against information overload and information addiction, use technological tools productively, and disengage from the computer frequently to communicate in person.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Concept/Application

AACSB: Information technology

- 125) What is one disadvantage of technology and information tools such as social media in the workplace?
- A) They can waste a significant amount of employee time
- B) They have to be constantly updated
- C) They have to have full-time monitoring of systems for security issues
- D) They allow managers to monitor all employee activity
- E) They allow more employees to telecommute

Answer: A

Explanation: A) While social media offers great opportunities for connecting with customers and other stakeholders, the potential for distraction can waste significant amounts of employee time.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Critical Thinking

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

- 126) How can employers limit the inappropriate use of technology and social media on the job?
- A) All managers to monitor the social media sites of all employees
- B) Establish and enforce clear policies for all employees
- C) Establish a procedure for posting confidential information to the web
- D) Allow employees to use their own technology so the employer is not responsible for it
- E) Be active on as many social media sites as possible

Answer: B

Explanation: B) Employers have a responsibility to establish clear guidelines and set examples for ethical behavior, including ethical business communication.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Application

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

127) Facebook, Twitter, YouTube, and other technologies are key elements of the ______, in which information tools can waste as much time as they save.

- A) social media conundrum
- B) time-space continuum
- C) information technology paradox
- D) digital efficiency enigma

Answer: C

Explanation: C) According to the "information technology paradox," information tools can waste as much time as they save. Concerns over inappropriate use of social networking sites, for example, have led many companies to ban employees from accessing them during work hours.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Concept

AACSB: Information technology

128) Employee blogs can expose confidential information about a firm and damage the firm's reputation.

Answer: TRUE

Explanation: Social media have created another set of managerial challenges, given the risk that employee blogs or social networking pages can expose confidential information or damage a firm's reputation in the marketplace.

Diff: 1

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Critical Thinking

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communications

129) The speed and simplicity of using an information tool can be its greatest weaknesses.

Answer: TRUE

Explanation: Managers need to guide their employees in productive use of information tools because the speed and simplicity of these tools are also among their greatest weaknesses.

Diff: 3

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Critical Thinking

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

130) Explain what's meant by the phrase, "constant connectivity is a mixed blessing." Answer: Regarding mobile technology, constant connectivity is a mixed blessing. Like social media, mobile connectivity can blur the boundaries of personal and professional time and space, preventing people from fully disengaging from work during personal and family time. On the other hand, it can give employees more flexibility to meet their personal and professional obligations. In this regard, mobile plays an important role in efforts to reduce operating costs

through telecommuting and other nontraditional work models. Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Critical Thinking

AACSB: Information technology

131) How can gamification strategies help to improve customer loyalty?

Answer: Gamification is the addition of game-playing aspects to an activity or a process with the goal of increasing user engagement, and it's a natural for social media and mobile devices. Gamification is a key strategy for many companies trying to improve customer loyalty. Badgeville's Reputation Mechanics system, for example, boosts the profile of knowledgeable customers who share expertise on social media sites and other online forums. By rewarding their product champions this way, companies encourage them to keep contributing their expertise, thereby helping other customers be successful and satisfied. Millennials are targeted for gamification in the workplace and the marketplace because of this generation's enthusiasm for video games.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Application

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

132) What steps can a user take to guard against information overload?

Answer: Users can take a number of steps to control the number and types of messages they choose to receive. Use the filtering features of your communication systems to isolate high-priority messages that deserve your attention. Be wary of subscribing to too many Twitter streams and other sources. Focus on the information you truly need in order to do your job. As a sender, you can help reduce information overload by making sure you don't send unnecessary messages. In addition, when you send messages that aren't urgent or crucial, let people know so they can prioritize. Also, most communication systems let you mark messages as urgent; however, use this feature only when it is truly needed. Its overuse leads to annoyance and anxiety, not action.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Synthesis

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communications

133) Why is it important to connect with people personally instead of always using technology tools?

Answer: Even the best technologies can hinder communication if they are overused. For instance, a common complaint among employees is that managers rely too heavily on email and don't communicate face to face often enough. Speaking with people over the phone or in person can take more time and effort and can sometimes force you to confront unpleasant situations directly, but it is often essential for solving tough problems and maintaining productive relationships. Good communications must step out from behind the technology frequently to learn more about the people they work with and to let them learn more about you as a professional.

Diff: 2

LO: 1.5: List four general guidelines for using communication technology effectively.

Skill: Critical Thinking

AACSB: Written and oral communication

- 134) What is another name for the accepted principles of conduct that govern behavior in society?
- A) Leadership
- B) Transparency
- C) Ethics
- D) Audits
- E) Contracts

Answer: C

Explanation: C) Ethics are the accepted principles of conduct that govern behavior within a society. 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.

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Concept

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communications

- 135) Failing to report all data a manager needs to make a good decision is an example of A) plagiarizing.
- B) selective misquoting.
- C) distorting visuals.
- D) omitting essential information.
- E) misrepresenting numbers.

Answer: D

Explanation: D) Information is essential if your audience needs it to make an intelligent, objective decision. Leaving out necessary information can change what decision a manager makes.

Diff: 1

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Critical Thinking

AACSB: Ethical understanding and reasoning

- 136) 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.

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Concept

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communications

- 137) Which of the following represents a set of choices that are conflicting, yet 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.

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Critical Thinking

AACSB: Ethical understanding and reasoning

- 138) Which of the following is one of the required elements needed to help ensure ethical communication in an organization?
- A) A promotional communication policy
- B) Ethical individuals
- C) Employment contracts
- D) Contracts
- E) Intellectual property rights

Answer: B

Explanation: B) Ensuring ethical business communication requires three elements: ethical individuals, ethical company leadership, and the appropriate policies and structures to support employees' efforts to make ethical choices.

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Critical Thinking

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communications

- 139) Which of the following can help employees determine the right course of action to take in an ethical dilemma?
- A) An ethics audit
- B) Promotional communication
- C) A code of ethics
- D) Contracts
- E) A defamation policy

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.

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Critical Thinking

AACSB: Ethical understanding and reasoning

- 140) 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.

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Application

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communications

- 141) 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

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Critical Thinking

AACSB: Ethical understanding and reasoning

- 142) Which type of communication includes comments about others that are FALSE and potentially damaging?
- A) Defamation
- B) Transparency
- C) Auditing
- D) Employment
- E) Intellectual

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.

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Critical Thinking

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communications

- 143) When governments work to ensure consumers know who is behind the information they receive through social media, what is the government promoting?
- A) Blogger's rights
- 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.

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Application

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communications

144) 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.

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Concept

AACSB: Ethical understanding and reasoning

145) 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.

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Critical Thinking

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communications

146) Discuss the six areas of unethical communications covered in the chapter.

Answer: Plagiarism is presenting someone else's words or other creative product as your own. Second is the act of purposely omitting essential information. Information is essential if your audience needs it to make an intelligent, objective decision. The third type of unethical communication is selective misquoting, which is distorting or hiding the true intent of someone else's words. Fourth, statistics and other data can be unethically manipulated by increasing or decreasing numbers, exaggerating, altering statistics, or omitting numeric data. The fifth area of unethical communication happens when images are manipulated in unethical ways, such as altering photos to deceive audiences or changing the scale of graphs and charts to exaggerate or conceal differences. Finally, failing to respect privacy or information security needs can result in unethical communication. Failing to respect the privacy of others or failing to adequately protect information entrusted to your care can also be considered unethical (and is sometimes illegal).

Diff: 3

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Synthesis

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communications

147) 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.

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Critical Thinking

AACSB: Ethical understanding and reasoning

148) What is the difference between an ethical dilemma and an ethical lapse?

Answer: 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. Every company has responsibilities to multiple groups of people inside and outside the firm, and those groups often have competing interests. In contrast, an ethical lapse is a clearly unethical choice.

Diff: 2

LO: 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.

Skill: Synthesis

AACSB: Ethical understanding and reasoning