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| 1. Which of the following statements about the importance of communication skills in today's workplace is correct?

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|   | a.  | They are not as important as they once were. |
|   | b.  | They are a necessity in today's workplace. |
|   | c.  | They are only required for high-level positions. |
|   | d.  | They are not needed in today's high-tech workplace. |

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| *ANSWER:* | b |

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| 2. Which of the following best describes the need for writing skills in the workplace?

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|   | a.  | Writing skills in today's workplace are an advantage, but they are not a necessity. |
|   | b.  | Only the very top level of salaried employees needs good writing skills. |
|   | c.  | Having good writing skills can improve your chances for promotion and can result in higher earnings. |
|   | d.  | Good writing skills are no longer important in today's digital world. |

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| *ANSWER:* | c |

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| 3. Which of the following best describes an effective communicator in the digital age?

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|   | a.  | Digital workplace writing can be much more casual than traditional business writing. |
|   | b.  | Don’t worry about your daily texts, Facebook postings, and tweets because they’re not “real” writing. |
|   | c.  | Because most business is conducted face-to-face, you don’t have to be a grammar expert. |
|   | d.  | Workers using social media and other online technology must guard their online image and reputation. |

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| *ANSWER:* | d |

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| 4. What is the 21st-century economy mainly based on?

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|   | a.  | information and knowledge |
|   | b.  | manual labor |
|   | c.  | a supply of raw materials |
|   | d.  | the stock market |

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| *ANSWER:* | a |

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| 5. What must knowledge and information workers do to succeed in today's digital workplace?

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|   | a.  | Write a minimum number of tweets per day. |
|   | b.  | Communicate information to others. |
|   | c.  | Install software programs. |
|   | d.  | Subscribe to numerous social networking sites. |

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| *ANSWER:* | b |

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| 6. What does it mean to think creatively and critically?

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|   | a.  | agreeing with your supervisor at all times |
|   | b.  | going with your gut instinct |
|   | c.  | being able to make decisions quickly |
|   | d.  | having opinions that are backed by reason and evidence |

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| *ANSWER:* | d |

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| 7. What should students entering today's workplace expect to find?

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|   | a.  | a position that involves lifelong learning and constant training |
|   | b.  | employers to provide them with a clearly defined career path |
|   | c.  | an abundance of nine-to-five jobs |
|   | d.  | regular pay increases and job security |

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| *ANSWER:* | a |

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| 8. In today's competitive job market, what qualifications should a successful job candidate possess?

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|   | a.  | at least a 2.0 grade point average |
|   | b.  | mediocre writing skills |
|   | c.  | website design capabilities |
|   | d.  | the ability to communicate effectively. |

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| *ANSWER:* | d |

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| 9. Which of the following is a significant trend in today's dynamic workplace?

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|   | a.  | union participation and regulation |
|   | b.  | more homogeneous workforces |
|   | c.  | around-the-clock availability |
|   | d.  | stricter dress codes |

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| *ANSWER:* | c |

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| 10. Which statement accurately describes social media?

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|   | a.  | Social media are still relatively new and untried communication channels for some businesses. |
|   | b.  | Most businesses today have discarded old media and instead use social media exclusively for communicating and marketing. |
|   | c.  | Social media networks first attracted industries built on tradition and formality. |
|   | d.  | Social media sites such as Facebook and Twitter offer no advantages for businesses. |

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| *ANSWER:* | a |

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| 11. What type of technology makes it possible to locate and identify a computing device as soon as users connect to the network?

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| --- | --- | --- |
|   | a.  | cloud computing technology |
|   | b.  | blogs, podcasts, and wikis |
|   | c.  | telephony |
|   | d.  | presence technology |

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| *ANSWER:* | d |

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| 12. Gerard’s company will no longer store its data using in-house hardware and software; instead, data will be stored online at a remote location. What is this type of technology called?

|  |  |  |
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|   | a.  | telephony |
|   | b.  | virtual office |
|   | c.  | cloud computing |
|   | d.  | Web conferencing |

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| *ANSWER:* | c |

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| 13. Jack has colleagues located throughout the world, and he would like to conduct a real-time meeting with them to discuss an important issue. Which of the following communication technologies should he choose?

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|   | a.  | teleconferencing or videoconferencing |
|   | b.  | e-mail |
|   | c.  | blogging or a wiki |
|   | d.  | text messaging |

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| *ANSWER:* | a |

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| 14. Kendra is responsible for updating her company’s Facebook page with information about products, promotions, and special events. What communication medium is Kendra using?

|  |  |  |
| --- | --- | --- |
|   | a.  | presence technology |
|   | b.  | blogging |
|   | c.  | social media |
|   | d.  | Web conferencing |

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| *ANSWER:* | c |

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| 15. Which statement accurately describes the term “around-the clock availability”?

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|   | a.  | It means that you will be paid for working 24 hours a day, 7 days a week, 365 days a year. |
|   | b.  | It means workers may be expected to be available practically anytime without extra pay. |
|   | c.  | It is illegal under Canadian labour laws. |
|   | d.  | It refers only to websites, not people. |

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| *ANSWER:* | b |

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| 16. What is the most significant difficulty in doing business globally?

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|   | a.  | dealing with people who live in different time zones |
|   | b.  | dealing with people who speak another language |
|   | c.  | dealing with people who differ from you in customs, lifestyles, and religious beliefs |
|   | d.  | dealing with people who use different equipment and technology in conducting business |

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| *ANSWER:* | c |

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| 17. Given the increase of diversity in the workplace, which of the following should be a major priority for businesspeople?

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|   | a.  | Learn to design their own wiki. |
|   | b.  | Learn a second language to communicate with co-workers |
|   | c.  | Co-operate and communicate successfully with diverse co-workers |
|   | d.  | Reconsider their values in order to relate to a diverse global markets. |

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| *ANSWER:* | c |

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| 18. For years businesses have been flattening their management hierarchies. What does this flattening mean?

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|   | a.  | Information must flow through more layers of management. |
|   | b.  | It takes longer to make decisions. |
|   | c.  | Various areas within an organization have little contact with one another. |
|   | d.  | Employees at all levels must be skilled communicators. |

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| *ANSWER:* | d |

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| 19. Which of the following statements best describes team-based management?

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|   | a.  | Companies use team-based management as a way to improve communication. |
|   | b.  | Because the concept is relatively new, very few companies have adopted team-based management yet. |
|   | c.  | People are willing to work in teams, so there is rarely any conflict or any need for communication coaches when companies adopt team-based management. |
|   | d.  | Companies that use team-based management are willing to train new employees to work effectively as part of a team. |

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| *ANSWER:* | a |

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| 20. How do employers benefit from establishing diverse work teams?

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|   | a.  | Having diverse work teams ensure that all co-workers will get along. |
|   | b.  | Diverse work teams are better able to predict and meet the needs of a diverse customer base. |
|   | c.  | Diverse work teams ensure that employment equity standards are being met. |
|   | d.  | Diverse work teams require very little employee support. |

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| *ANSWER:* | b |

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| 21. Lucy works in an office that has nonterritorial workspaces. This is new to her, and she would like to display good open office etiquette. What should she do?

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|   | a.  | Speak in a soft voice and wear headphones to cut down on noise. |
|   | b.  | Try to get to the office first each morning so that she always gets the best desk. |
|   | c.  | Engage in a lot of small talk to get to know her coworkers better. |
|   | d.  | Exhibit territorial behaviour and avoid casual interactions with co-workers. |

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| *ANSWER:* | a |

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| 22. Which of the following statements best describes today's new work environments?

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|   | a.  | Mobile technologies support flexible working arrangements that allow employees to work from home or on the road. |
|   | b.  | Few workers in companies are part of virtual teams. |
|   | c.  | Individual offices and cubicles are used to promote an open environment. |
|   | d.  | Working from home or on the road makes communication skills less important. |

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| *ANSWER:* | c |

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| 23. What are the three basic functions of business communication?

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|   | a.  | to inform, entertain, and impress |
|   | b.  | to inform, persuade, and promote goodwill |
|   | c.  | to inform, persuade, and explain |
|   | d.  | to inform, instruct, and entertain |

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| *ANSWER:* | b |

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| 24. What is the *most* common business communication function?

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|   | a.  | to persuade |
|   | b.  | to inform |
|   | c.  | to promote goodwill |
|   | d.  | to impress readers |

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| *ANSWER:* | b |

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| 25. What statement best describes communication in today’s work environment?

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|   | a.  | Today’s organizations use e-mail, instant messaging (IM), texting, and interacting with social media such as Facebook, Twitter, and LinkedIn to speed up the flow of communication. |
|   | b.  | Web chats are still lagging as a preferred communication channel for online customer service. |
|   | c.  | Hard-copy memos and letters still outnumber other forms of communication. |
|   | d.  | Desktop computers are still the preferred devices in the workplace. |

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| *ANSWER:* | a |

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| 26. Which of the following best describes communication in today's business organizations?

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|   | a.  | Many companies use intranets to communicate with customers, outside vendors, and governmental agencies. |
|   | b.  | Smartphones and tablet computers are prevalent in the workplace but do not have the capabilities to replace laptops and personal computers. |
|   | c.  | Wireless access is increasingly blanketing entire office buildings, airports, hotels, restaurants, school and college campuses, cities, and other public spaces. |
|   | d.  | The most common workplace use of tablet computers is blogging. |

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| *ANSWER:* | c |

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| 27. Which of the following is an example of external organizational communication?

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|   | a.  | an employee performance appraisal |
|   | b.  | a sales letter sent to a prospective customer |
|   | c.  | a report recommending a change in company procedure |
|   | d.  | an e-mail message giving instructions for requesting a change in health benefits. |

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| *ANSWER:* | b |

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| 28. Which of the following is an example of an internal organizational communication?

|  |  |  |
| --- | --- | --- |
|   | a.  | a collection letter sent to a customer |
|   | b.  | a website advertising a company's products |
|   | c.  | a meeting of all department managers |
|   | d.  | an annual report sent to company stockholders |

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| *ANSWER:* | c |

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| 29. Which of the following is the main advantage of face-to-face communication?

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|   | a.  | Face-to-face communication provides ample time for chitchat. |
|   | b.  | Face-to-face communication takes less time than communicating electronically. |
|   | c.  | Face-to-face communication minimizes misunderstanding. |
|   | d.  | Although face-to-face communication feels unnatural, it promotes friendships. |

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| *ANSWER:* | c |

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| 30. Which of the following is an advantage of written communication?

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| --- | --- | --- |
|   | a.  | It creates a permanent record. |
|   | b.  | It provides immediate feedback. |
|   | c.  | It is more personal than oral communication. |
|   | d.  | It is effective for delivering nonverbal cues. |

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| *ANSWER:* | a |

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| 31. Which of the following is NOT an advantage of oral communication?

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| --- | --- | --- |
|   | a.  | It provides immediate feedback. |
|   | b.  | It promotes easy recall. |
|   | c.  | It can be adjusted to the audience. |
|   | d.  | It supplies nonverbal cues. |

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| *ANSWER:* | b |

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| 32. According to the text, why are more businesses shifting away from paper forms of communication, suchas memos and letters, to e-mail and text-messaging?

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| --- | --- | --- |
|   | a.  | The advances in information technology allow businesses to speed up the flow of communication. |
|   | b.  | Businesses like their employees to be available after work hours. |
|   | c.  | Memos and letters are no longer preferred because they leave a permanent record. |
|   | d.  | Customers expect businesses to communicate using the technologies they prefer. |

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| *ANSWER:* | a |

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| 33. Internal and external communication have a lot in common; however, internal communications are used for one key purpose for which external communications are not typically used. What is this purpose?

|  |  |  |
| --- | --- | --- |
|   | a.  | to exchange ideas |
|   | b.  | to inform |
|   | c.  | to promote goodwill |
|   | d.  | to persuade |

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| *ANSWER:* | a |

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| 34. Which of the following statements best compares oral and written communication?

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| --- | --- | --- |
|   | a.  | Written communication is preferred only when a permanent record is needed. |
|   | b.  | Written messages are generally less well-considered than oral messages. |
|   | c.  | Oral communication such as a face-to-face meeting allows for immediate feedback. |
|   | d.  | Oral communication is recommended to present formal or complex ideas. |

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| *ANSWER:* | c |

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| 35. Which of the following is the most prevalent communication channel in the workplace today?

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|   | a.  | texting |
|   | b.  | e-mail |
|   | c.  | face-to-face meetings |
|   | d.  | Facebook |

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| *ANSWER:* | b |

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| 36. Which of the following is an example of an internal organizational communication?

|  |  |  |
| --- | --- | --- |
|   | a.  | a tweet sent to a customer about a private sale that will take place tomorrow |
|   | b.  | a Facebook page advertising a company's products |
|   | c.  | a meeting of all department managers |
|   | d.  | an annual report sent to company stockholders |

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| *ANSWER:* | c |

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| 37. Which of the following is an example of external organizational communication?

|  |  |  |
| --- | --- | --- |
|   | a.  | an employee performance appraisal |
|   | b.  | a brochure sent to a prospective customer |
|   | c.  | a report recommending a change in company procedure |
|   | d.  | an e-mail message to employees about an upcoming training seminar |

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| *ANSWER:* | b |

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| 38. *Media richness theory* attempts to classify media in organizations according to what criterion?

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|   | a.  | how much the media cost to use |
|   | b.  | how technologically advanced the media are |
|   | c.  | how widely the media are used in the workplace |
|   | d.  | how clearly the media convey information to a recipient |

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| *ANSWER:* | d |

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| 39. Which of the following is considered a rich medium?

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| --- | --- | --- |
|   | a.  | e-mail message |
|   | b.  | face-to-face conversation |
|   | c.  | flyer or poster |
|   | d.  | blog |

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| --- | --- |
| *ANSWER:* | b |

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| 40. Which of the following communication media require the most clarifying information for the recipient?

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| --- | --- | --- |
|   | a.  | face-to-face meetings and conversations |
|   | b.  | e-mail messages |
|   | c.  | flyers or posters |
|   | d.  | telephone calls |

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| --- | --- |
| *ANSWER:* | c |

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| 41. Daniel must handle a complex organizational issue. Which of the following media would be *best* for this purpose?

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| --- | --- | --- |
|   | a.  | videoconference |
|   | b.  | e-mail message |
|   | c.  | telephone conversation |
|   | d.  | face-to-face meeting |

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| *ANSWER:* | d |

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| 42. How is social presence defined?

|  |  |  |
| --- | --- | --- |
|   | a.  | how extroverted a person is in a business meeting with either internal or external audiences |
|   | b.  | how well a company uses social media to communicate to customers and employees |
|   | c.  | the degree of “salience” (being there) between a sender and receiver using a communication medium |
|   | d.  | a person’s ability to get along with others whether dealing with customers or employees in an organization |

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| --- | --- |
| *ANSWER:* | c |

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| 43. Which statement is an accurate statement about social presence?

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| --- | --- | --- |
|   | a.  | Media with high social presence conveys impersonal information. |
|   | b.  | Social presence is greater in asynchronous communication than in synchronous communication. |
|   | c.  | Social presence can mean how much awareness of the sender is conveyed along with the message. |
|   | d.  | Social presence is as great face-to-face, as it is in mediated and written communication. |

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| *ANSWER:* | c |

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| 44. Mina wants to use the communication medium with the highest social presence. Which of the following should she choose?

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|   | a.  | e-mail |
|   | b.  | blog posting |
|   | c.  | discussion forum post |
|   | d.  | live chat |

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| --- | --- |
| *ANSWER:* | d |

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| 45. What does a free exchange of information help organizations to do?

|  |  |  |
| --- | --- | --- |
|   | a.  | to respond rapidly to changing markets |
|   | b.  | to minimize employee morale |
|   | c.  | to limit public information |
|   | d.  | to reduce the exchange of ideas within organizations |

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| *ANSWER:* | a |

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| 46. Which of the following is an example of horizontal communication in an organization?

|  |  |  |
| --- | --- | --- |
|   | a.  | Six marketing reps meet to discuss ideas for targeting new customers. |
|   | b.  | An accounting clerk submits a progress report about a current project to her supervisor. |
|   | c.  | An employee suggests to her supervisor a way to improve customer service. |
|   | d.  | A supervisor sends an e-mail message to all division employees detailing the newest procedure for submitting expense claims. |

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| *ANSWER:* | a |

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| 47. Which of the following is an example of upward communication in an organization?

|  |  |  |
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|   | a.  | Three administrative assistants meet to discuss possible software upgrades. |
|   | b.  | A department manager sends a text message to his employees about a new overtime policy. |
|   | c.  | A warehouse worker suggests to his boss a way to improve employee morale. |
|   | d.  | The CEO sends an e-mail message to all employees inviting them to a company picnic. |

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| *ANSWER:* | c |

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| 48. Which of the following is an example of downward communication in an organization?

|  |  |  |
| --- | --- | --- |
|   | a.  | A business professor submits a conference report to her dean. |
|   | b.  | Four accountants meet to discuss the quarterly financial reports. |
|   | c.  | Members of a task force submit a progress report to the CEO. |
|   | d.  | The CFO sends information about a new accounting regulation to employees in the accounting department. |

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| *ANSWER:* | d |

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| 49. How have today's companies improved communication to compete more effectively?

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|   | a.  | Companies have made a concerted effort to eliminate the grapevine. |
|   | b.  | Companies have restructured and reengineered themselves into smaller operating units. |
|   | c.  | Companies have limited free-flowing communication to external audiences. |
|   | d.  | Companies increased the number of levels in the communication chain. |

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| *ANSWER:* | b |

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| 50. Naoko has just moved to Canada and is taking a class to improve her English skills. What organizational communication barrier is she trying to overcome?

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|   | a.  | lack of communication skills |
|   | b.  | long lines of communication |
|   | c.  | differing frames of reference |
|   | d.  | ego involvement |

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| *ANSWER:* | a |

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| 51. Bert is CEO of an organization with many layers in the chain of command. He is looking for ways to reduce these layers so that he can communicate more directly with the first-line employees. What organizational communication barrier is he trying to overcome?

|  |  |  |
| --- | --- | --- |
|   | a.  | lack of trust between management and employees |
|   | b.  | long lines of communication |
|   | c.  | closed communication climate |
|   | d.  | ego involvement |

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| *ANSWER:* | b |

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| 52. Melinda was recently hired as manager of a small retail establishment. She immediately noticed that employees seem afraid to speak with her. She wants her employees to feel comfortable coming to her about anything. What organizational communication barrier is she trying to overcome?

|  |  |  |
| --- | --- | --- |
|   | a.  | lack of trust between management and employees |
|   | b.  | top-heavy organizational structure |
|   | c.  | turf wars |
|   | d.  | lack of communication skills |

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| *ANSWER:* | a |

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| 53. Which of the following statements best describes formal and information communication channels?

|  |  |  |
| --- | --- | --- |
|   | a.  | All relevant organizational information should flow through formal communication channels. |
|   | b.  | Ideally, the heaviest flow of information within an organization should be downward, from decision makers to workers. |
|   | c.  | The grapevine can be a fairly accurate and speedy source of organization information. |
|   | d.  | Most traditional organizations have established regular channels for the horizontal exchange of information. |

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| *ANSWER:* | c |

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| 54. Which of the following is an example of an informal organizational communication channel?

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| --- | --- | --- |
|   | a.  | A supervisor gives a performance appraisal to her subordinate. |
|   | b.  | An employee suggests to his supervisor a way to increase productivity in his department. |
|   | c.  | Research and development team members hold a virtual meeting to discuss ideas for future products. |
|   | d.  | An employee starts a blog to share her personal work experiences, opinions, and observations. |

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| *ANSWER:* | d |

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| 55. Which of the following statements best describes formal and informal communication channels?

|  |  |  |
| --- | --- | --- |
|   | a.  | All relevant organizational information should flow through formal communication channels. |
|   | b.  | A free exchange of information within organizations should be avoided because it can lead to chaos. |
|   | c.  | Managers should do everything possible to avoid grapevine communication within an organization. |
|   | d.  | Companies should monitor social media sites to see what customers and others are saying about the company. |

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| *ANSWER:* | d |

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| 56. Sandra owns a medium-sized financial services firm. She would like to make the best use of the grapevine for communication. What is the most effective way for Sandra to do so?

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| --- | --- | --- |
|   | a.  | Use the grapevine for delivering only good news. |
|   | b.  | Stay away from the grapevine and let employees use it privately. |
|   | c.  | Increase the amount of information delivered through formal channels. |
|   | d.  | Eliminate the grapevine entirely and allow formal communication only. |

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| *ANSWER:* | c |

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| 57. Peter has started a new job and has noticed that there is a lot of gossip in his new workplace. He wants to come across professionally. What is the best way for him to handle this situation?

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| --- | --- | --- |
|   | a.  | He should listen to all the gossip he can to learn more about his new workplace. |
|   | b.  | He should avoid getting involved, even if he hears inaccurate gossip being spread about a co-worker. |
|   | c.  | He should attack any rumours about himself aggressively. |
|   | d.  | He should not use the informal grapevine for any kind of workplace communication. |

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| *ANSWER:* | c |

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| 58. Covering up incidents, abusing sick days, lying to a supervisor, taking credit for a colleague's ideas, and inflating grades on a résumé are examples of

|  |  |  |
| --- | --- | --- |
|   | a.  | breaking the law |
|   | b.  | common workplace practices |
|   | c.  | unethical actions |
|   | d.  | workplace distrust |

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| *ANSWER:* | c |

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| 59. Ethical business communicators strive to tell the truth, label opinions so that they are not confused with facts, are objective, communicate clearly. From an ethical perspective, what else should ethical business communicators do?

|  |  |  |
| --- | --- | --- |
|   | a.  | Ensure that communication flows upward, downward, and horizontally. |
|   | b.  | Give credit when using the ideas of others. |
|   | c.  | Encourage feedback. |
|   | d.  | Choose appropriate channels of communication. |

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| *ANSWER:* | b |

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| 60. When faced with an ethical dilemma, what is the *first* question you should ask?

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| --- | --- | --- |
|   | a.  | What would my family, friends, and coworkers think? |
|   | b.  | Would I take this action if I were on the opposite side? |
|   | c.  | Is the action I am considering legal? |
|   | d.  | Would a trusted advisor agree with this action? |

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| *ANSWER:* | c |

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| 61. Companies are increasingly incorporating ethics programmes into their organizations because they want to be socially responsible. What else do companies hope will result from having good corporate ethics?

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| --- | --- | --- |
|   | a.  | more litigation, more resentment, more government regulation |
|   | b.  | less litigation, less resentment, more government regulation |
|   | c.  | less litigation, more resentment, less government regulation |
|   | d.  | less litigation, less resentment, less government regulation |

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| *ANSWER:* | d |

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| 62. Because your department has not reached its sales quota, your boss has asked you to change figures to show that sales were higher than they actually were. Which of the following questions is NOT important as you decide what to do?

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| --- | --- | --- |
|   | a.  | Is the action you are considering legal? |
|   | b.  | Are there better alternatives? |
|   | c.  | Would family, friends, or coworkers approve? |
|   | d.  | What is the best channel of communication to use in responding to your boss? |

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| *ANSWER:* | d |

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| 63. Communication today generally flows one way—from companies to the public.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 64. In making hiring decisions, employers often rank communication skills among the most-requested competencies.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 65. Today’s new communication technologies have made writing skills less important than in the past.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 66. You are born with the abilities to read, listen, speak, and write effectively.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 67. The 21st-century economy depends mainly on information and knowledge.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 68. The “new economy” comprises Internet-based companies, m-commerce, and e-commerce.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 69. In today’s Information Age, nearly three out of four jobs will require thinking, brainpower, and decision-making.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 70. Knowledge and information workers are paid for their ability to engage in physical labour and lift heavy objects.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 71. Only workers at the highest levels of management are expected to think creatively and critically.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 72. With more organizations using short forms of communication like “tweets” and text messages, writing skills are not as important today.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 73. Flattened management hierarchies allow companies to react more quickly to market changes.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 74. Diverse workforces are more likely to create the products that consumers demand.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 75. Cross-functional teams are usually made up of people with similar backgrounds, knowledge, and training.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 76. You may expect to work long hours without extra compensation and be available 24/7/365.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 77. The rise of new communication technologies, trade barriers, advanced forms of transportation, and saturated local markets have encouraged companies to move to emerging markets around the world.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 78. Frontline employees as well as managers participate in critical thinking and decision-making.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 79. A sizable chunk of our future economy may rely on “free agents” who will be hired on a project basis.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 80. A “virtual office” is a workplace that is mobile and centralized.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 81. The three primary business communication functions are to inform, to persuade, and to entertain.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 82. Communication in today’s workplace is shifting from one-sided, slow to interactive, instant, less paper-based communication.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 83. E-mail is rapidly becoming the preferred communication channel for online customer service.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 84. One advantage of oral communication over written communication is that oral communication can be more easily adjusted to the audience.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| 85. One disadvantage of written communication is that it the paper trail it leaves can be dangerous.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| 86. External communication includes sharing ideas and messages with superiors, coworkers, and subordinates.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | False |

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| 87. According to media richness theory, face-to-face conversations are the richest because they provide helpful cues and allow for immediate feedback.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| 88. Social presence is greater in asynchronous communication (e-mail, forum posts) than in synchronous communication (live chat, IM).

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | False |

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| 89. Information flows through formal communication channels in three directions: downward, upward, and spiral.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 90. Organizations with free-flowing, open communication tend to be more successful.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 91. Melinda, a company department manager, frequently communicates via text messages with other department managers within the company. This is an example of an upward flow of communication.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 92. David, a payroll clerk, came up with an idea for processing payroll more efficiently and presented it to the Human Resources Department manager. This is an example of an upward flow of communication.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

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| 93. A company’s CEO has developed a five-year strategic plan and will share it with all employees. This is an example of downward communication.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| 94. Jennifer’s poor listening skills cause her to miss much of what her colleagues say during meetings. The organization communication barrier she is experiencing is a lack of communication skills.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| 95. To improve information flow, many of today's companies have decreased the number of operating units and managers, thereby shortening lines of communication.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| 96. Managers can use the grapevine productively by sharing bad news as well as good news.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| 97. Being ethical makes good business sense.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| 98. A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or information worker engages in mind work and is paid for his or her education and ability to learn.

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| --- | --- |
| *ANSWER:* | knowledge |

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| 99. The three primary functions of business communication are to inform, to persuade, and to promote \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

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| --- | --- |
| *ANSWER:* | goodwill |

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| 100. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ communication includes exchanging ideas and messages with superiors, coworkers, and subordinates.

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| --- | --- |
| *ANSWER:* | Internal |

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| 101. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ communication includes exchanging ideas and messages with customers, suppliers, the government, and the public.

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| --- | --- |
| *ANSWER:* | External |

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| 102. Telephone calls, conversations, interviews, meetings, and conferences are all forms of \_\_\_\_\_\_\_\_\_\_\_ communication.

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| --- | --- |
| *ANSWER:* | oral |

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| 103. E-mail messages, memos, letters, and reports are all forms of \_\_\_\_\_\_\_\_\_\_\_ communication.

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| --- | --- |
| *ANSWER:* | written |

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| 104. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ richness theory attempts to classify media in organizations according to how much clarifying information they are able to convey from a sender to a recipient.

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| --- | --- |
| *ANSWER:* | Media |

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| 105. Media with high \_\_\_\_\_\_\_\_\_\_\_\_\_ presence convey warmth and are personal.

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| --- | --- |
| *ANSWER:* | social |

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| 106. Official information typically flows through formal channels in three directions: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, upward, and horizontally.

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| --- | --- |
| *ANSWER:* | downward |

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| 107. Policies, procedures, directives, job plans, and mission goals flow \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from managers to employees.

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| --- | --- |
| *ANSWER:* | downward |

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| 108. Feedback from employees to management forms the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ flow of communication in most organizations.

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| --- | --- |
| *ANSWER:* | upward |

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| 109. Workers at the same level coordinate tasks, share information, solve problems, and resolve conflicts through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ communication.

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| --- | --- |
| *ANSWER:* | horizontal |

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| 110. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an informal channel of communication that carries organizationally relevant gossip and functions through social relationships.

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| *ANSWER:* | grapevine |

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| 111. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the conventional standards of right and wrong that prescribe what people should do.

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| *ANSWER:* | Ethics |

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| 112. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are verifiable and often are quantifiable; opinions are beliefs held with confidence but without substantiation.

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| *ANSWER:* | Facts |

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| 113. Ethical business communicators are \_\_\_\_\_\_\_\_\_\_\_\_\_\_ when they recognize their own biases and strive to keep them from distorting a message.

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| *ANSWER:* | objective |

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| 114. \_\_\_\_\_\_\_\_\_\_ English policies ensure businesses write policies, warranties, and contracts in language comprehensible to average readers.

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| *ANSWER:* | Plain |

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| 115. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ language is language that does not discriminate against individuals or groups on the basis of their sex, ethnicity, disability, race, sexual orientation, or age.

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| *ANSWER:* | Inclusive |

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| 116. Explain why having strong writing skills is important in today’s digital world.

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| *ANSWER:* | Student answers will vary and should touch on some or all of the following points.Writing skills can be your ticket to work—or your ticket out the door. Two thirds of salaried employees have some writing responsibility. However, about one third of them do not meet the writing requirements for their positions. Businesses desperately need employees who can write well. Effective writing skills can be a stepping stone to great job opportunities, or, if poorly developed, may derail a career. Writing is a marker of high-skill, high-wage, professional work; if you can’t express yourself clearly, you limit your opportunities for many positions. Long gone are the days when business was mostly conducted face-to-face and when administrative assistants corrected spelling and grammar for their bosses. Although interpersonal skills still matter greatly, writing effectively is critical. Ever since the digital revolution swept the workplace, most workers write their own messages. Writing matters more than ever because the online media require more of it, not less. |

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| 117. Describe five trends occurring in today's dynamic workplace and discuss how communication skills are related to those changes.

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| *ANSWER:* | Students will select five of the following and answers will vary.

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| --- | --- |
| 1) | Social media and changing communication technologies: To use new communication technologies, including social media, the Internet, e-mail, instant messaging, text messaging, voice mail, telephony, smartphones, powerful laptop computers and tablets, satellite communications, wireless networking, teleconferencing, videoconferencing, blogs, wikis, and presence technology effectively, skilled business communicators must develop a tool kit of new communication skills including how to select the best communication channel, how to use each channel safely and effectively, and how to incorporate the latest technologies and search tools efficiently. |
| 2) | "Anytime, anywhere": 24/7/365 availability offices: As you rise on the career ladder, you may be expected to work long hours without extra compensation and be available practically anytime and anywhere, should a crisis strike at work. In many industries information workers are expected to remain tethered to their workplaces with laptops, tablets, and smartphones around the clock and on weekends. |   |
| 3) | The global marketplace and competition: Successful communication in global markets requires developing new skills and attitudes. These include cultural knowledge and sensitivity, flexibility, and patience. If necessary, multinational companies even adjust their products to different palates. |
| 4) | Shrinking management layers: Today's flatter organizations require that every employee be a skilled communicator. Frontline employees, as well as managers, participate in critical thinking and decision making. Nearly everyone is a writer and a communicator. |
| 5) | Collaborative environment and teaming: When companies form cross-functional teams, individuals must work together and share information. These employees must develop strong interpersonal, negotiation, and collaboration skills. |
| 6) | Growing workforce diversity: Business communicators must be able to interact with many coworkers who differ from them in race, ethnicity, gender, age, and many other ways. |   |
| 7) | Virtual and nonterritorial offices: Working in open offices, having flexible working arrangements, telecommuting, and being a member of virtual teams all require the need for even stronger communication skills. Staying connected involves sending messages, most of which are written, meaning that one's writing skills are constantly on display. |

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| 118. Explain *media richness theory* and given an example of a rich medium and a lean medium.

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| --- | --- |
| *ANSWER:* | Student answers will vary.Media richness theory attempts to classify media in organizations according to how much clarifying information they are able to convey from a sender to a recipient. The more helpful cues and immediate feedback the medium provides, the richer it is. The richest media are face-to-face conversations and meetings. The leanest media are newsletters, flyers, bulletins, and posters. |

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| 119. Compare and contrast formal and informal channels of organizational communication.

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| *ANSWER:* | Student answers will vary.Information flows formally in organizations in three ways:

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| --- | --- |
| 1) | Downward flow: Information flowing downward generally moves from decision makers, including the CEO and managers, through the chain of command to workers. This information includes job plans, policies, procedures, and feedback about employee performance. |
| 2) | Upward flow: Information flowing upward provides feedback from nonmanagement employees to management. This information includes such items as progress reports and suggestions. |
| 3) | Horizontal flow: Lateral channels transmit information horizontally among workers at the same level. These channels enable individuals to coordinate tasks, share information, solve problems, and resolve conflicts. |

Information also flows informally in organizations, most commonly through the grapevine, an informal channel of communication that functions through social relationships and carries organizationally relevant gossip. The grapevine can also be used by managers as an excellent source of information about employee morale and problems. |

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