Excellence in Business Communication 14th edition Thill Test Bank

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Excellence in Business Communication, 14e **(Thill)**
Chapter 1 Professional Communication in a Digital, Social, Mobile World

1) Which of the following best describes the communication process?
A) Transferring information and meaning
B) Listening actively
C) Writing messages
D) Speaking to others
E) Providing data that benefits the speaker
Answer: A
Explanation: Communication is the process of transferring information and meaning between senders and receivers, using one or more written, oral, visual, or electronic media. The other answers are only part of the communication process.
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

2) Strong communication skills are important in today's "gig economy" because you will need to
A) commit to one employer.
B) manage interpersonal conflict.
C) climb the management ladder.
D) sell yourself into new contracts.
E) build international connections.
Answer: D
Explanation: The changing nature of employment is putting new pressure on communication skills. In this new "gig economy," many companies now supplement their permanent workforces with independent contractors who are brought on for a short period or even just a single project. In these situations, you will need to "sell yourself" into each new contract, communicate successfully in a wide range of work situations, and take full responsibility for your career growth and success.
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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

4) Which of the following does the best job of clarifying expectations and responsibilities for the receiver?
A) We need to figure out a way to solve this problem.
B) I would like to hear your ideas on how to fix this.
C) I need to know how we can fix this; can you get to work on a solution?
D) Please devise a solution to this problem and share it with me by this Friday.
E) Please think about how we can solve this and get back to me as soon as possible.
Answer: D
Explanation: 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. The message should clarify exactly what the sender wants (for the receiver to devise a solution and specifically, do so by Friday).
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Critical thinking
Learning Outcome: Discuss the challenges and importance of business communications

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5) Benefits of strong communication skills include
A) stronger business relationships.
B) guaranteed pay increases.
C) improved capital projects.
D) elimination of risks.
E) fewer information leaks.
Answer: A
Explanation: Just as in personal and social relationships, business relationships depend on effective connections between the company and all stakeholders, including employees, customers, and others affected by the company's business decisions. Communication helps to foster emotional connections that create a healthy work environment.
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Critical thinking
Learning Outcome: Discuss the challenges and importance of business communications

6) Which of the following is true about communication pressures in the "gig economy?"
A) Independent workers need to "sell themselves" into each new contract.
B) Workers in the gig economy no longer need to worry about formal business communication.
C) Companies such as Uber and Lyft take care of all the communication.
D) There is less pressure on communication in the gig economy.
E) Every work situation is essentially the same, so independent workers can use the same approach for every contract.
Answer: A
Explanation: In the gig economy, independent contractors work without many of the advantages or the disadvantages of regular employment. Independent contractors are brought on for a short period, working without the support network that an established company environment provides. Members of the gig economy have to "sell themselves" into each new contract and communicate successfully in a wide range of work situations.
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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7) Which of the following is most important for increasing your chances of crafting a successful message?
A) Keep the message as short as possible.
B) Incorporate design elements such as bullet points whenever possible.
C) Clarify expectations and responsibilities.
D) Clearly identify what you want from the audience.
E) Develop a new message for each type of technology that may be used.
Answer: C
Explanation: 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.
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Compose and shape business messages

8) Like personal and social relationships, business relationships depend on communication.
Answer: TRUE
Explanation: Effective communication strengthens the connections between a company and all its stakeholders, which are any persons or organizations significantly affected by the company's business decisions and operations. Individuals within companies also rely on communication to foster the emotional connections that create a healthy work environment.
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

9) Describe five characteristics of effective business messages.
Answer: Effective business messages provide practical information that immediately helps receivers in concrete ways. They also give facts rather than vague impressions and provide compelling evidence to support all conclusions. They present information in a concise, efficient manner. Effective business messages also state precise expectations and responsibilities, and they offer compelling, persuasive arguments and recommendations.
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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10) Which of the following best describes professionalism?
A) Establishing closer ties with the marketplace
B) Conducting oneself with purpose and pride
C) Using clearer and more persuasive messaging
D) Creating greater employee engagement
E) Incorporating timely, reliable information
Answer: B
Explanation: Professionalism is the quality of performing at a high level and conducting oneself with purpose and pride to help the organization achieve its goals.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Reflective thinking
Difficulty: Easy
Classification: Application
Learning Outcome: Discuss the challenges and importance of business communications

11) If you can understand people's emotions and manage your own emotions in a productive way you probably have a high degree of
A) common sense.
B) professional pride.
C) manipulation ability.
D) social sophistication.
E) emotional intelligence.
Answer: E
Explanation: Relating to the needs of others is a key part of emotional intelligence, which is the ability to read other people's emotions accurately and to manage one's own emotions in productive ways. The more you know about your audience, the easier it will be to focus on their needs, which will make it easier for them to hear and respond positively to your message.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Reflective thinking
Difficulty: Moderate
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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12) Which of the following best describes the ability to evaluate evidence objectively and form logical conclusions and recommendations based on the evidence?
A) Channeling
B) Decoding
C) Lateral communication
D) Critical thinking
E) Quality
Answer: D
Explanation: Information fluency includes critical thinking, which is the ability to evaluate evidence completely and objectively in order to form logical conclusions and make sound recommendations.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Reflective thinking
Difficulty: Easy
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

13) An example of downward communication is
A) a junior staff person giving information to a staff supervisor.
B) a sales manager giving instructions to a salesperson.
C) an email message about sick leave from one staff member to another.
D) a company briefing held on the organization's top floor.
E) a conversation between colleagues that quickly becomes hostile.
Answer: B
Explanation: Downward communication flows from top executives to middle managers to front-line employees, for example, when the president conveys executive decisions and provides employees information that helps them do their jobs.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Application
Learning Outcome: Discuss the challenges and importance of business communications

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14) An example of horizontal communication is
A) a junior staff person giving information to a staff supervisor.
B) a company briefing held on the organization's ground floor.
C) an email message from one department office assistant to an office assistant in a different department.
D) an email message that sparks a chain of multiple replies.
E) a manager sending an email to their staff.
Answer: C
Explanation: Horizontal communication flows laterally between departments to help employees share information, coordinate tasks, and solve complex problems.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Application
Learning Outcome: Discuss the challenges and importance of business communications

15) Which of the following refers to communication that occurs outside the formal lines of command in a company's organizational structure?
A) Online social networking presence
B) Informal communication network
C) Extraneous communication network
D) External communication network
E) Transitional communication system
Answer: B
Explanation: 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.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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16) In most organizations, rumors tend to be particularly active when
A) employees are satisfied with their jobs.
B) established communication channels are working efficiently.
C) employees are wasting company time.
D) the formal communication network is not functioning effectively.
E) managers use an audience-centered approach.
Answer: D
Explanation: The rumor mill tends to be more active when the formal communication network is not providing the information employees need and want. People feel more comfortable and secure with strong communication. If that breaks down, people will look to informal sources.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Application
Learning Outcome: Discuss the challenges and importance of business communications

17) _____ communication flows laterally between departments to help employees share information, coordinate tasks, and solve complex problems.
A) Upward
B) Downward
C) Horizontal
D) Diagonal
E) Circular
Answer: C
Explanation: Horizontal communication flows at the same organizational level between departments to help employees share information, coordinate tasks, and solve complex problems, for example, when a project manager sends an email to project manager in a different department on a new companywide policy.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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18) An audience-centered approach to communication involves
A) saying whatever it takes to win over the members of your audience.
B) embedding a layer of technology between you and your audience members.
C) respecting, understanding, and meeting the needs of your audience members.
D) focusing on how the members of the audience can help you obtain your goals.
E) telling the audience exactly how they can help you.
Answer: C
Explanation: 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.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept / Application
Learning Outcome: Discuss the challenges and importance of business communications

19) All six of the distinct traits of professionalism rely on
A) making clear recommendations.
B) tangible job expectations.
C) strong communication skills.
D) practical skills development.
E) fact-based information.
Answer: C
Explanation: Professionalism can be broken down into six distinct traits, which include ethical decision making, striving to excel and being dependable. These elements of professionalism all depend on effective communication. Without strong communication skills, you won't be able to perform to potential and others won't recognize you as a professional.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Application
Learning Outcome: Discuss the challenges and importance of business communications

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20) Which of the following will help to make your communication more effective and meaningful to an audience?
A) Adopt a "you" attitude when sending messages.
B) Always include as much information as possible.
C) Prepare the message as if the audience is not interested.
D) Start by telling the audience how they can help you.
E) Limit questions.
Answer: A
Explanation: Audiences tend to tune out when they receive "me" messages. An audience-centered approach involves understanding and respecting the members of your audience and making every effort to create a message that is meaningful to the audience. To make sure a message is heard and understood, use the "you" attitude to focus on the other person, not on yourself.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

21) When you adopt _____ approach to communication, you understand and respect the members of your audience and make every effort to communicate in a way that's meaningful to them.
A) an audience-centered
B) a technology-driven
C) an egocentric
D) an informal
E) a downward flow
Answer: A
Explanation: The key to an audience-centered approach is for the sender of the message to focus on the needs of the audience, not their own needs. This "you" rather than "me" attitude breeds trust between the sender and the audience and makes the audience more receptive to any message that the sender wants to communicate.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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22) 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 the members of your audience.
C) crafting your message in a way that is meaningful to audience members.
D) focusing on how the members of your audience can help you obtain your goals.
E) limiting the number of topics covered.
Answer: C
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.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

23) Which of the following skills are required in order to evaluate evidence completely and objectively?
A) Relationship building
B) Downward communication
C) Critical thinking
D) Audience orientation
E) Team leadership
Answer: C
Explanation: Use critical thinking, the ability to evaluate evidence completely and objectively in order to form logical conclusions and make sound recommendations.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Reflective thinking
Difficulty: Easy
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

24) Most of the information that flows downward in an organization is geared toward helping employees do their jobs.
Answer: TRUE
Explanation: Downward communication flows from executives to employees, conveying executive decisions and providing information that helps employees do their jobs.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

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25) Within organizations, formal communication is upward and downward, while informal communication is always horizontal.
Answer: FALSE
Explanation: Throughout the formal network, information flows in four directions–downward, upward, horizontally, and diagonally. Downward communication flows from executives to employees. Upward communication flows from employees to executives. Horizontal or lateral communication flows between departments to help employees share information, coordinate tasks, and solve complex problems. Diagonal communication crosses department lines while moving up or down.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

26) Emotional intelligence includes the ability to relate to the needs of others.
Answer: TRUE
Explanation: A key part of emotional intelligence is the ability to relate to the needs of others. The more you know about the people you are communicating with, the easier it will be to concentrate on their needs–which, in turn, will make it easier for them to hear your message, understand it, and respond positively.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

27) As long as employees get the job done, most companies are not concerned with employees meeting expectations of business etiquette.
Answer: FALSE
Explanation: Today's employers expect you to be competent at a wide range of communication tasks. One of those tasks is communicating in a civilized manner that reflects contemporary expectations of business etiquette, even when dealing with indifferent or hostile audiences.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

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28) When does the informal communication network tend to be most active within an organization? Provide an example.
Answer: The informal communication network tends to be most active when employees believe the formal network is not providing the information they want. For example, if employees are worried about possible layoffs but managers do not address the topic, it would probably become more active.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Reflective thinking
Difficulty: Moderate
Classification: Application
Learning Outcome: Discuss the challenges and importance of business communications

29) 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 beliefs, education, age, status, communication style, and personal and professional concerns.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

30) Define professionalism and list its six distinctive traits.
Answer: Professionalism is the quality of performing at a high level with purpose and pride. Professionals exhibit six traits: striving to excel, being dependable and accountable, being a team player, demonstrating a sense of etiquette, making ethical decisions, and staying positive.
LO: 1.2: Explain what it means to communicate as a professional in a business context.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Critical thinking
Learning Outcome: Discuss the challenges and importance of business communications

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31) What does the sender do in the first step of the communication process?
A) Decides what to say
B) Chooses a channel
C) Selects a medium
D) Has an idea
E) Evaluates the options
Answer: D
Explanation: Whether a communication effort will ultimately be effective starts with an idea. For example, if you have a clear idea about a procedure change that will save your company time and money, the communication process is off to a strong start. The other answers are what the sender should do after having an idea.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Plan and prepare business messages

32) Which of the following occurs in the last step of the communication process and allows the sender to evaluate the effectiveness of the communication effort?
A) The audience receives the message.
B) The sender transmits the message.
C) The audience provides feedback.
D) The audience interprets the message.
E) The sender decodes the message.
Answer: C
Explanation: When the audience provides feedback to the sender, this can help the sender evaluate the effectiveness of the communication effort. Feedback can be verbal, nonverbal, or both. However, this feedback may need to be decoded carefully. A smile, for example, can have many meanings. The other steps are earlier steps in the communication process.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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33) Which of the following could create a distraction or communication barrier within the communication environment?
A) Consistent feedback
B) Multitasking
C) Focused attention
D) User-friendly messages
E) Familiarity
Answer: B
Explanation: Messages can be disrupted by a variety of communication barriers. These barriers include noise, distractions, competing messages, filters, and channel breakdowns. Noise and distractions include the common habit of multitasking, working with competing messages, and channel breakdowns.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Application
Learning Outcome: Discuss the challenges and importance of business communications

34) Which of the following is a human or technological intervention that can block a message between the sender and the receiver?
A) Friendships
B) Filters
C) Narrowing
D) Modeling
E) Ethics
Answer: B
Explanation: Filters are human or technological interventions that block or distort messages between the sender and the receiver. Filtering can be intentional or unintentional.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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35) Of the following, _____ increases empathy in the communication process.
A) utilizing a broadcast mindset
B) utilizing all delivery channels
C) avoiding negative news
D) addressing audience needs
E) management approval
Answer: D
Explanation: Empathy is the ability to address the needs and wants of the audience, not just yours. This is the essence of the "you" attitude.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Critical thinking
Learning Outcome: Describe best practices in team and interpersonal communication

36) Which of the following must occur in order for audience members to respond to a business message as the sender hopes?
A) The message must be short.
B) The message must avoid jargon.
C) The receiver must acknowledge receipt of the message.
D) The receiver must be motivated to respond.
E) The conversation must be one-sided.
Answer: D
Explanation: Three things must occur in order for the audience members to respond to a message in the way you would like them to. First, the recipient has to remember the message long enough to act on it. Second, the recipient has to be able to respond as you wish. Lastly, the recipient has to be motivated to respond.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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37) Which of the following best describes the social communication model?
A) The complete abandonment of the traditional approach to communication
B) A technology-based approach that is too complicated for most employees
C) An interactive, conversational approach that is usually open to all who wish to participate
D) A downward communication model
E) A voice-input virtual approach used on smart technology
Answer: C
Explanation: A social communication model to business communication is an interactive, conversational model that is usually open to all who wish to participate. Audience members are no longer passive recipients of messages but active participants in a conversation.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Reflective thinking
Difficulty: Moderate
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

38) Which of the following best describes a communication medium?
A) The form a message takes
B) The destination for the message
C) How well the message is understood
D) The system used to deliver the message
E) The main idea of the message
Answer: A
Explanation: 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 written message) and the channel as the system used to *deliver* the message (such as Twitter or email).
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Plan and prepare business messages

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39) Which of the following is an example of the social communication model in action?
A) A manager sends out weekly newsletters to employees.
B) An electronics store invites customers to submit YouTube videos showing how to install home theater systems.
C) An advertising firm creates a television commercial for a local automobile dealer.
D) A small business owner rents sign space on neglected downtown buildings to promote revitalization efforts.
E) An organization uses the company website to announce a policy change.
Answer: B
Explanation: The social communication model is interactive, conversational, and usually open to all who wish to participate. When customers post YouTube videos, they are participating in the conversation in a way that is interactive and meaningful to them.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Application
Learning Outcome: Plan and prepare business messages

40) A _____ refers to the system used to deliver a message.
A) channel
B) medium
C) pipeline
D) tunnel
E) schema
Answer: A
Explanation: 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).
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Plan and prepare business messages

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41) Which of the following is needed for the audience to act on a message?
A) There must be only one idea in the message.
B) The message must be conversational.
C) The message must be remembered and retrieved.
D) Information must be of value to the organization.
E) The message must be technology-enabled.
Answer: C
Explanation: The transfer of information works only if three events occur. The audience must remember the message long enough to act on it, they must be able to respond as desired, and they must be motivated to respond.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Critical thinking
Learning Outcome: Plan and prepare business messages

42) As a contemporary approach to business communication, the _____ model is interactive, conversational, and usually open to all who wish to participate.
A) conventional communication
B) computer-assisted communication
C) social communication
D) static communication
E) downward communication
Answer: C
Explanation: The social communication model of business communication is interactive, conversational, and usually open to all who wish to participate.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Reflective thinking
Difficulty: Moderate
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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43) When senders put an idea into a message, what are they doing with it?
A) Transmitting
B) Decoding
C) Mobilizing
D) Encoding
E) Shaping
Answer: D
Explanation: Encoding can involve any kind of written, spoken, or physical code. Encoding can involve such things as putting a message into words, conveying the message as a facial expression, writing the message, or translating the message into a computer language.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Plan and prepare business messages

44) In the communication process model, _____ describes the step in which the audience extracts the idea from a message.
A) processing
B) encoding
C) shaping
D) decoding
E) transmitting
Answer: D
Explanation: Decoding is the act of interpreting the message, of changing it from a set of symbols to a form that the human brain can understand.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Plan and prepare business messages

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45) If an incoming message doesn't fit into a person's view of reality, they may use _____ to distort or ignore that information.
A) myopic introspection
B) cognitive reconstruction
C) selective attention
D) creative interpretation
E) cognitive interpretation
Answer: C
Explanation: People sometimes hear only what they want to hear; this is a form of selective attention. When a supervisor tells a worker that he is very creative but too sloppy, the worker is engaging in selective attention if he hears the "creative" part of the message, but not the "sloppy" part.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

46) Feedback can be used by the sender to help in evaluating the effectiveness of the communication effort.
Answer: TRUE
Explanation: 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.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Plan and prepare business messages

47) Although multitasking may be a popular habit, it undermines successful communication.
Answer: TRUE
Explanation: The common habit of multitasking–attempting more than one task at a time–is practically guaranteed to create communication barriers. You may think you are doing two or more tasks at once, but you are really shifting back and forth between individual tasks, and your productivity and focus can suffer every time you shift.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Reflective thinking
Difficulty: Easy
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

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48) Explicitly telling the audience what you want from them while ignoring their needs is the basis for the "you" attitude.
Answer: FALSE
Explanation: Your message should speak to the audience by clearly addressing their wants and needs–not just yours. This is the essence of the "you" attitude.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Plan and prepare business messages

49) In what way has the social communication model enabled a new approach to business communication?
Answer: 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. Social media have given customers and other stakeholders a voice they did not have in the past, and businesses are listening to that voice. In fact, one of the most common uses of social media among U.S. businesses is monitoring online discussions about a company and its brands.
Instead of transmitting a fixed message, a sender in a social media environment initiates a conversation by sharing valuable information. This information is often revised and reshaped by the web of participants as they share it and comment on it. People can add to it or take pieces from it, depending on their needs and interests.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Diverse and multicultural work environments
Difficulty: Difficult
Classification: Concept
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

50) What is selective attention?
Answer: Selective attention is defined as focusing on a subset of incoming stimuli or information sources and ignoring others. The receiver focuses on only positive, stimulating messages and ignores or denies incoming messages that do not support their experienced view of self and the organization.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Reflective thinking
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

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51) Briefly discuss factors that impact whether a communicator's messages will gain a positive audience response.
Answer: By crafting messages in ways that show the benefits of responding, senders can increase the chances that recipients will respond in positive ways. Whether a receiver responds as the sender hopes depends on the receiver (a) remembering the message long enough to act on it, (b) being able to act on it, and (c) being motivated to respond.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Application
Learning Outcome: Plan and prepare business messages

52) 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.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Written and oral communication
Difficulty: Difficult
Classification: Concept
Learning Outcome: Plan and prepare business messages

53) 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: any human or technological intervention 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.
LO: 1.3: Contrast the conventional communication process model with the social communication model.
AACSB: Reflective thinking
Difficulty: Difficult
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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54) Of the following, which is a cause of information overload?
A) Inability to multitask various projects
B) Fear of technology and its capabilities
C) Demanding hours in high-tech jobs
D) An aging workforce and retirement
E) Overuse of communication technology
Answer: E
Explanation: The overuse of communication technology can cause information overload, in which people receive more information than they can effectively process. Information overload makes it difficult to discriminate between useful and useless information, lowers productivity, and amplifies employee stress both on the job and at home. Information overload has nothing to do with fear of technology. Anyone who uses a computer, a smart phone, or other advanced gadget is susceptible to information overload.
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
AACSB: Analytical thinking
Difficulty: Moderate
Classification: Critical thinking
Learning Outcome: Discuss the challenges and importance of business communications

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

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56) Which of the following best describes the role of technology in the communication process?
A) An aid to interpersonal communication
B) A replacement for face-to-face communication
C) A tool to replace essential skills
D) A source of data to minimize human error
E) A tool to fill the gaps in a skill set
Answer: A
Explanation: Technology is an aid to interpersonal communication, not a replacement for it. Technology can't think for you or communicate for you, and if you lack some essential skills, technology can't fill in the gaps.
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
AACSB: Reflective thinking
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

57) Which of the following supports the idea that technology is an aid, not a replacement for, communication?
A) Converting all face-to-face meetings with virtual meetings
B) Requiring technology to be a shared responsibility
C) Using technology as a device to distract coworkers from more important messages
D) Keeping technology in perspective
E) Staying connected to as many people as possible, as often as possible
Answer: D
Explanation: Technology is simply a tool, a means by which you can accomplish certain tasks. Technology is an aid to communication, not a replacement for it. It can get in the way if not used thoughtfully.
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
AACSB: Reflective thinking
Difficulty: Easy
Classification: Concept
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

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

59) Companies that integrate mobile technology can expect
A) a distancing in relationships with business partners.
B) limited opportunity for competitors to be innovative.
C) potential increases in employee productivity.
D) improvements in security of sensitive data.
E) consumer resistance to promotional text messages.
Answer: C
Explanation: Companies recognize the value of integrating mobile technology, from communication platforms to banking to retail. 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.
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
AACSB: Integration of real-world business experiences
Difficulty: Difficult
Classification: Application
Learning Outcome: Explain how to create brief messages for different electronic media

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

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

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

63) _____ is/are an AI method that emulates information processing in the brain.
A) Neural networks
B) Micro connections
C) Augmented reality
D) Mental processors
E) Surface learning
Answer: A
Explanation: Neural networks are an AI method that emulates the function of neurons in the brain and makes AI much more powerful.
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
AACSB: Application of knowledge
Difficulty: Difficult
Classification: Application
Learning Outcome: Compose and shape business messages

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64) Which of the following is a result of using mobile devices in the workplace?
A) They increase security controls.
B) The improve ethical communication.
C) They tend to standardize writing.
D) They help to minimize distractions.
E) They change how people live and work.
Answer: E
Explanation: The changes brought about by mobile communication go far deeper than the technology itself. Mobile alters the way people live and work, which requires communicators to modify their approach to writing and designing messages.
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
AACSB: Integration of real-world business experiences
Difficulty: Moderate
Classification: Critical thinking
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

65) When used well, communication technology can
A) increase expertise in an organization.
B) limit crisis communication.
C) reduce time needed for research.
D) improve decision making.
E) decrease corporate security issues.
Answer: D
Explanation: 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.
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
AACSB: Application of knowledge
Difficulty: Difficult
Classification: Critical thinking
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

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

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

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

69) Technology can be used to remove barriers in the communication process.
Answer: TRUE
Explanation: Technology brings a wide variety of benefits to business communication and can remove communication barriers so more people can participate in the communication process more easily.
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
AACSB: Reflective thinking
Difficulty: Moderate
Classification: Critical thinking
Learning Outcome: Describe best practices in team and interpersonal communication

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

71) Discuss ways organizations utilize social communication systems within the organization.
Answer: Today, everyone and everything is connected. In addition to connecting with customers using tools such as Facebook and Twitter, companies have private, internal social networks that are restricted to employees and selected business partners. These private systems are often enhanced with shared file access; group messaging; and real-time collaboration capabilities for brainstorming, reviewing and revising documents, and virtual meetings.
LO: 1.4: Identify five major benefits of business communication technology and three major innovations that are reshaping the practice of communication.
AACSB: Application of knowledge
Difficulty: Difficult
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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

73) Which of the following refers to accepted principles of right and wrong that govern behavior in society?
A) Ethics
B) Guidelines
C) Norms
D) Protocols
E) Laws
Answer: A
Explanation: Ethics are the accepted principles of conduct that govern behavior within a society. While there is a great deal of overlap between laws, ethics, and social guidelines, they are not always the same thing. Protocols are procedures to help people follow laws, guidelines, and ethics.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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74) Which of the following is a characteristic of unethical communication?
A) It includes all relevant information.
B) It is intended to hide some negative information.
C) It is true in every sense.
D) It is not deceptive in any way.
E) It is not manipulative in any way.
Answer: B
Explanation: Ethical communication includes all the information an audience needs in order to make an informed decision or take an informed stance on an issue, and it is not deceptive in any way.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Critical thinking
Learning Outcome: Describe best practices in team and interpersonal communication

75) Which of these represents ethical communication?
A) Including all the information a reader needs to make an informed decision
B) Misquoting a source so that it supports a writer's purposes
C) Using visuals to show only benefits of a decision
D) Plagiarizing information
E) Omitting information that doesn't support the writer's position
Answer: A
Explanation: Ethical communication includes all the information an audience needs in order to make an informed decision or take an informed stance on an issue, and it is not deceptive in any way.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe best practices in team and interpersonal communication

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76) Which of the following is an example of an ethical dilemma?
A) Deciding whether to inform employees that layoffs are coming as they work on finishing a big project
B) Deciding whether to tell an employee that they need to improve their performance
C) Deciding whether to use the copy machine for personal copying
D) Deciding whether to declare the costs of your vacation travel as a deductible business expense
E) Deciding whether to use your corporate credit card to buy fuel for a personal trip
Answer: A
Explanation: An ethical dilemma involves choosing among alternatives that are not 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 various groups often have competing interests.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Critical thinking
Learning Outcome: Describe best practices in team and interpersonal communication

77) Sharing confidential information with a new employer about a competing employer's major clients is an example of an ethical
A) guideline.
B) lapse.
C) strategy.
D) dilemma.
E) communication.
Answer: B
Explanation: An ethical lapse is nothing more complicated than doing something that you know is wrong.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Difficult
Classification: Critical thinking
Learning Outcome: Describe best practices in team and interpersonal communication

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78) To help establish clear guidelines for ethical behavior, many companies provide employees a written
A) ethics audit.
B) ethical warning.
C) ethical directive.
D) code of ethics.
E) ethics contract.
Answer: D
Explanation: Many companies have established an explicit ethics policy by using a written code of ethics to help employees determine what is acceptable. The other answers do not involve any guidelines that a company might provide its employees.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe best practices in team and interpersonal communication

79) Attempting to promote products and services to customers who don't know they're being marketed to is known as _____ marketing.
A) viral
B) surprise
C) deep
D) stealth
E) neural
Answer: D
Explanation: A major issue in business communication transparency is stealth marketing, which involves attempting to promote products and services to customers who do not know they are being marketed to. This type of marketing falls under ethical and legal communication and is deceptive because it does not give the target or audience the opportunity to raise their instinctive defenses against the persuasive powers of marketing messages.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

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80) 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) friendliness
B) net neutrality
C) transparency
D) modeling
E) emoji use
Answer: C
Explanation: The issue of transparency in social media refers to a sense of openness, of giving all participants in a conversation access to the information they need to process accurately the messages they are receiving.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Application
Learning Outcome: Describe best practices in team and interpersonal communication

81) If someone makes an intentionally false statement that damages someone's character or reputation, what type of offense have they committed?
A) Privacy
B) Statutory
C) Defamation
D) Civil
E) Administrative
Answer: C
Explanation: In addition to ethical guidelines, business communication is also bound by a wide variety of laws and regulations. Defamation is the intentional communication of false statements that damage character or reputation.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Easy
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

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82) An ethical _____ involves choosing between conflicting alternatives that are not clear-cut.
A) lapse
B) riddle
C) enigma
D) dilemma
E) quandary
Answer: D
Explanation: An ethical dilemma arises when the choice is between two alternatives that both have merit and are morally equivalent.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

83) An ethical _____ involves making a choice that's clearly unethical.
A) lapse
B) situation
C) quandary
D) dilemma
E) decision
Answer: A
Explanation: An ethical lapse is a lapse, or temporary failure to exercise good judgment, when a normally ethical person carries out an unethical action.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

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84) Which of the following best describes ethical communication?
A) It includes information the audience needs to make an informed decision.
B) It includes only information that supports the writer's perspective.
C) It is short and to the point.
D) It includes information that is true but does not include all relevant information.
E) It eliminates the ability to take an informed stance on an issue.
Answer: A
Explanation: Ethical communication includes all the information an audience needs in order to make an informed decision or take an informed stance on an issue and is not deceptive in any way. Whenever you communicate in business, you ask audiences to trust that you will provide information that is complete, true, and not deceptive in any way.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Difficult
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

85) When a writer is lacking in transparency, they fail to disclose
A) friendships.
B) biases.
C) deficiencies.
D) errors.
E) facts.
Answer: E
Explanation: Senders can intentionally withhold information, such as avoiding taking responsibility for mistakes or presenting an incomplete set of facts. The widespread use 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 message.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

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86) Which of the following best describes sponsored content in advertising?
A) Advertising content that creates a sense of openness within the conversation
B) Advertising content that changes based on a natural language process system
C) Advertising content that is designed to look like a news story
D) Advertising content that uses intelligent communication technology to enhance the communication experience
E) Advertising content that ensures all information needed to accurately process the message is available
Answer: C
Explanation: Native advertising, also known as sponsored content, is advertising material that is designed to look like regular news stories, articles, or social media posts. Sponsored content must be labeled as such if content is likely to mislead consumers into thinking it is anything other than an ad.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

87) Selectively quoting a source in order to create a different impression than the source intended is an example of what type of unethical communication?
A) Stealth marketing
B) Plagiarism
C) Fair use
D) Distorting information
E) Including irrelevant information
Answer: D
Explanation: Intentionally distorting information is unethical. This can involve words, numbers, or images. Selectively misquoting someone in order to create a different impression than the source intended is unethical.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

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88) Which of the following can be done to avoid presenting someone else's word or images as your own?
A) Documenting your sources
B) Avoiding labeling visual aids
C) Following the fair use doctrine
D) Using long and extensive quotations
E) Duplicating key graphic information
Answer: A
Explanation: To avoid plagiarism when using someone else's work, use it ethically and legally, including properly documenting your sources, clearly labeling anyone else's words and images as theirs, and using only minor portions, such as brief quotations.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

89) It is possible to commit an ethical violation without doing anything illegal.
Answer: TRUE
Explanation: While there is some overlap between ethical behavior and legal behavior, they are not always the same.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

90) In the business environment, plagiarism another term for information sharing.
Answer: FALSE
Explanation: Plagiarism is an example of unethical communication. Plagiarism is presenting someone else's words or other creative products as your own. Note that plagiarism can be illegal if it violates a copyright, which is a form of legal protection for the expression of creative ideas.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Concept
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91) When people must choose between alternatives that aren't completely wrong or completely right, they are facing an ethical lapse.
Answer: FALSE
Explanation: An ethical dilemma involves choosing among alternatives that are not clear-cut. All choices could be both ethical and valid or perhaps the alternatives lie somewhere in the gray area between clearly right or clearly wrong.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

92) 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.
LO: 1.5: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
AACSB: Ethical understanding and reasoning
Difficulty: Moderate
Classification: Critical thinking
Learning Outcome: Describe best practices in team and interpersonal communication

93) If you are good at defining and solving problems and forming judgments about a situation, which of the following skills do you have?
A) Collaboration
B) Knowledge application
C) Business ethics
D) Critical thinking
E) Data literacy
Answer: D
Explanation: Critical thinking is used in many assignments and activities that require you to define and solve problems and make decisions or form judgments about a particular situation or set of circumstances.
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
AACSB: Reflective thinking
Difficulty: Moderate
Classification: Concept
Learning Outcome: Discuss the challenges and importance of business communications

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94) Which of the following is an example of collaboration?
A) Making decisions and judgments about a particular situation or set of circumstances
B) Working with others on reports, presentations, and other projects
C) The ability to learn a concept and then apply that knowledge to other challenges
D) Using projects and activities to build skills with technology, including presentation software and AI tools
E) Accessing, assessing, interpreting, manipulating, and communicating data
Answer: B
Explanation: Collaboration is the opportunity to work with others on reports, presentations, and other projects.
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
AACSB: Written and oral communication
Difficulty: Easy
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

95) Which of the following occurs when a concept is learned, and then used to understand a new challenge?
A) Collaboration
B) Social responsibility
C) Knowledge application and analysis
D) Data literacy
E) Critical thinking
Answer: C
Explanation: Knowledge application and analysis is the ability to learn a concept and then apply that knowledge to other challenges, and it is a skill that employers value highly.
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
AACSB: Reflective thinking
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

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96) Which of the following represents the ability to create projects with word-processing apps, spreadsheets, presentation software and AI tools?
A) Data literacy
B) Critical thinking
C) Collaboration
D) Information technology skills
E) Knowledge application and analysis
Answer: D
Explanation: Use projects and activities to build your information technology skills, including word-processing apps, spreadsheets, presentation software, messaging systems, and AI tools.
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
AACSB: Application of knowledge
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

97) Which of the following best describes data literacy?
A) The ability to use AI tools and word-processing apps
B) The ability to understand ethical implications of data
C) The ability to learn a concept and then apply that knowledge to other challenges
D) The ability to be socially responsible when presenting data and facts
E) The ability to access, assess, interpret, manipulate, summarize, and communicate data
Answer: E
Explanation: Data literacy includes the ability to access, assess, interpret, manipulate, summarize, and communicate data.
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

98) Critical thinking and knowledge application are the same thing.
Answer: FALSE
Explanation: Critical thinking is being able to define and solve problems and make decisions or form judgments about a particular situation or set of circumstances. Knowledge application and analysis is the ability to learn a concept and then apply that knowledge to other challenges.
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

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99) A collaborative person with good knowledge application skills still needs to be a strong communicator.
Answer: TRUE
Explanation: Communication skills are the single most important asset you can polish as you launch and manage your career. Skills such as collaboration and knowledge application are important but do not replace communication skills.
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe best practices in team and interpersonal communication

100) Describe the difference between critical thinking and knowledge application and analysis.
Answer: Critical thinking refers to the ability to define and solve problems and make decisions or form judgments about a particular situation or set of circumstances. Knowledge application and analysis refers to the ability to learn a concept and then apply that knowledge to other challenges.
LO: 1.6: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
AACSB: Written and oral communication
Difficulty: Moderate
Classification: Concept
Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

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