Essentials of Business Communication (Canadian) 10th edition Guffey Test Bank

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Name:_____ Class:_____ Date:_____

CHAPTER 1 - Communicating in Today's Workplace

Amina

Amina received her human resources diploma last year and has been working for six months in the human resources department of Global Success, an international marketing organization. When she accepted the position, she was very familiar with text messaging, instant messaging, blogging, and many other new technology-based communication channels, so she was confident that her communication skills would allow her to succeed in her new position. Amina's position requires that she create documents, often posting them to the company human resources website, and make presentations about human resources policies and procedures at company meetings.

1. Amina feels that she has become a much better communicator in the six months since she was hired. Which statement seems to apply best to Amina's situation?

a. Most experienced businesspeople are better communicators than most students.
b. In business, verbal communication isn't as important as nonverbal communication.
c. With learning and practice, students and business professionals can improve communication skills.
d. People are born with the ability to acquire language and to listen, which means that communication skills are innate and hereditary.

ANSWER: c

2. Based on the information in the text, what has Amina likely learned about her communication skills in the past six months?

a. Texting and instant messaging are not used at all in the workplace.
b. The human resources manager, who is 56 years old, is just as proficient as Amina is with these new technology-based communication channels.
c. Nobody that Amina communicates with pays much attention to conventional spelling, grammar, or punctuation.
d. She needs to develop appropriate communication skills for a wider range of purposes, audiences, and situations.

ANSWER: d

3. Which statement expresses another discovery that Amina has likely made since she began her new job?

a. Her employer has no interest in competing in international or world markets.
b. Frontline employees must deal with increasingly hierarchical levels of management.
c. New communication technologies require employees to communicate more often and more rapidly than in the past.
d. Workplaces offer less flexible working arrangements than in the past.

ANSWER: c

4. What has Amina most likely discovered is one of the main benefits of using a variety of media, such as instant messaging and texting, company blogs, collaboration software such as wikis, and social media sites such as Twitter, Facebook, Instagram, and YouTube?

a. Learning to use these technologies effectively can sometimes take considerable time and effort.
b. These technologies make it easier to communicate messages that instantly travel around the globe, to reach potentially vast audiences with a minimum of expense and effort.
c. Amina's computer was already equipped with these programs when she began her job.

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d. These technologies are useful tools, but they can't do the actual writing for Amina.

ANSWER: b

5. During Amina's initial training at Global Success, she was told that the company has fewer employees in management positions than it has had in previous years, and that she would often be expected to work independently and make decisions on her own, and communicate them to customers, to fellow employees, and to executives. What trend does this reflect in the new world of work?

a. rapidly changing communication technologies

b. flattened management hierarchies

c. more participatory management

d. heightened global competition

ANSWER: b

6. Laura Ambrose, a regional manager in the central human resources office of Global Success, has asked Amina and her colleagues to create an updated version of the company's benefits handbook for employees. Ms. Ambrose has suggested that Amina use Dropbox, a file synchronization service. What might be the reason why Ms. Ambrose has chosen Dropbox for this task?

a. It allows users to create documents, enter data, and control their desktops by using their voices.

b. It allows numerous employees to communicate using a broadband Internet connection.

c. It allows group members to meet in special conference rooms to interact in real time.

d. It enables users to edit and sync shared files online independent of the device used to access the files.

ANSWER: d

7. Amina's updated benefits handbook covers some comprehensive and sometimes perplexing material, especially the numerical data. What presentation method would help clarify some of her ideas and be cost effective for distribution to satellite offices in Calgary, Toronto, and Montreal?

a. a faxed copy

b. a hard copy report that is mailed out to each office

c. a simple chart sent via email

d. a tool such as SAS

ANSWER: d

8. Amina plans to meet with seven other human resources specialists in seven different cities in four provinces. The company has decided to eliminate the cost of travel that a face-to-face meeting would incur. The group wants to interact in real time and participants want to see and hear each other. What channel or technology might they use?

a. company blog b. videoconference

c. Google Glass d. speech-recognition software

ANSWER: b

9. Amina realizes that she can satisfy her employer's expectations for professionalism by possessing proficiency in soft skills. According to the text, which of the following is a soft skill?

a. the ability to speak various languages b. possessing strong math skills

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c. the ability to make ethical decisions d. possessing adequate computer skills

ANSWER: c

10. Amina's colleague Sheldon is a relatively new employee at Global Success. He participates in a small group meeting regarding HR retention practices, and he provides information regarding this subject from his former place of employment. Sheldon dominates the conversation, as he believes his previous experiences are vital to the group's topic of discussion, and he frequently interrupts others to provide his thoughts. Sheldon's conduct is an example of which barrier to effective listening?

a. faking attention b. grandstanding

c. language problem d. thought speed

ANSWER: b

11. Amina thinks about an email that she has to send to a coworker, and then begins to revise the second draft of the message to make it appear more professional. According to the text, what strategy should Amina use to aid her in this process?

a. use conciseness when writing

b. use IM abbreviations

c. include a joke at the beginning of the email

d. include short forms and exclamation points

ANSWER: a

12. Amina left a voicemail for a colleague who was a recent immigrant. Amina's colleague was not familiar with some uncommon English words. In the voicemail, Amina used many emotion-laden words and abbreviations that made the content difficult for the colleague to understand. The colleague returned the phone call with many questions about the purpose of the voicemail. Which barrier of effective listening prevented Amina's colleague from processing her voicemail message?

a. psychological barriers b. grandstanding

c. thought speed d. language problems

ANSWER: d

13. The presentation by Global Success's information technology team is about new procedures for accessing important network resources. Amina has difficulty understanding the presentation because she has experienced a terrible headache that afternoon. What barrier to effective listening has Amina encountered?

a. thought speed b. physical barrier

c. personal barrier d. nonverbal distraction

ANSWER: b

14. Amina's supervisor is conducting initial interviews with some job applicants, and wants Amina to sit as an observer. Which of the recommendations given in the text for becoming an active listener is Amina's supervisor practising?

a. Not taking notes, as that can intimidate the applicant.

b. Listen for main points only.

c. Listen for feelings as well as facts.

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d. Judge by appearances alone in the first meeting.

ANSWER: c

15. Amina is interviewing an applicant for a marketing position with Global Success. During the interview, she asks for clarification of some information contained in the applicant's résumé, but she jumps to a false conclusion before allowing the applicant to complete his answer. What listening skill does Amina need to improve?

a. Keep an open mind. b. Listen between the lines.

c. Stop talking. d. Hold your fire.

ANSWER: d

16. Amina attends a presentation by members of Global Success's information technology department. Before she takes a seat, Amina turns off her cell phone. She then selects a seat at the front of the room near the speakers. What technique has Amina used to enhance her listening?

a. keeping an open mind b. capitalizing on lag time

c. controlling her surroundings d. establishing a receptive mindset

ANSWER: c

17. Amina meets with Joan, an employee in the Accounts Receivable Department who is having some difficulty with her manager. Joan seems hesitant about sharing her problem. At one point, Amina feels that Joan may not be expressing all that she wants to say. Amina stops and asks Joan whether she feels anxious about discussing the problem. Joan says no, but her eyes, face, posture, and gestures seem to contradict what she says. What is likely the most accurate indicator of her feelings?

a. her eyes b. her facial expression

c. her posture d. her hand gestures

ANSWER: a

18. Amina has heard several employees of Global Success say that one of her colleagues in the human resources department, Jeanette Kayum, is not very approachable and seems intimidating to the employees. Amina knows that Jeanette is a very kind person, so what might be the reason that Jeanette gives this impression to her coworkers?

a. She ensures that she schedules one-hour blocks of time for meetings with employees.

b. She has arranged her office so that her large desk separates her space from her employees.

c. She maintains eye contact when she is speaking.

d. She typically stands between 1.25 and 3.5 metres (4 and 12 feet) from her employees when having a conversation with them in social situations.

ANSWER: b

19. Amina has to give a presentation to a small group. As she sets up the conference room ahead of time, she wonders how far the podium should be from the audience. According to the text, how far should she stand from her listeners?

a. 45 cm (1.5 feet) b. 1.25 m (4 feet)

c. 1.9 m (6 feet) d. 3.5 m (12 feet) and over

ANSWER: d

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20. A few years ago, the offices Amina works in were renovated; cubicles were replaced with an open office environment to encourage teamwork and improve communication. Now the open spaces are being partitioned off again. Which external element in the communication process is the key to this design change?

a. zone b. space
c. distance d. territory

ANSWER: d

21. Amina has received an email from a classmate in her human resources diploma program, Marco, who has recently been offered a job at another company. He believes that his initiative and self-assertion has helped him to secure this new position, and also thinks that his analytical and logical cognitive abilities are important characteristics he possesses for this job. According to the text, which culture and country would Marco most likely come from?

a. low-context culture, Brazil b. low-context culture, Canada
c. high-context culture, Japan d. high-context culture, India

ANSWER: b

22. Amina notices that her colleagues and bosses tend to become anxious when participants at important meetings show up late. What cultural value does this reaction illustrate?

a. formality b. collectivism
c. individualism d. time orientation

ANSWER: d

23. While talking in the lunch room, one of Amina's coworkers, a Canadian, clearly indicates that she believes Canadian cultural values and business practices are far superior to those of Americans. What attitude is Amina's coworker displaying?

a. discrimination b. stereotyping
c. ethnocentrism d. prejudice

ANSWER: c

24. When she is speaking, whether to an individual or a group, Amina often checks to see whether her audience seems to be paying attention. She sometimes repeats key ideas and asks questions to check for understanding. She appears to be adjusting her communication based on a finding by communication researchers discussed in the text. Which finding is that?

a. Most of us have developed listening habits that allow us to take in and process about 25 to 50 percent of what a speaker says.
b. Physical barriers can impede effective listening.
c. Many of us like to "grandstand"—we prefer speaking to listening.
d. It can be hard to focus on a message when we are distracted by things such as the speaker's wardrobe, physical appearance, or mannerisms.

ANSWER: a

25. A colleague of Amina's, a Canadian salesman for Global Success who does business in Asia, has decided to update his written sales material so that it is easier for his potential new clients to understand. Which of the

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recommendations given in the text for minimizing written miscommunication among cross-cultural audiences should he practise?

a. Use long paragraphs and sentences to explain the material better.
b. Use the empirical system to cite numbers.
c. Adjust writing format to local styles.
d. Avoid relative pronouns when introducing clauses.

ANSWER: c

26. Amina has just been asked to give a speech to a diverse audience of new employees about opportunities for advancement with Global Success. What advice for capitalizing on workforce diversity, mentioned in the text, should Amina include in her tips for employee success?

a. Seek training in intercultural communication and team building.
b. Discourage differences and focus on "groupthink" instead.
c. Make more assumptions since most assumptions tend to be right.
d. Encourage all workers to conform to one organizational culture.

ANSWER: a

27. You will not be able to control some of the many factors that determine your success in the workplace. One factor that you can control, however, is how well you communicate.

a. True
b. False

ANSWER: True

28. Employees in technical fields such as accounting and information technology do not require strong communication skills.

a. True
b. False

ANSWER: False

29. Some digital business messages can be informal depending on who the recipient of a message is.

a. True
b. False

ANSWER: False

30. It is acceptable business practice to take or to place a phone call or send texts during a business meeting.

a. True
b. False

ANSWER: False

31. Flattened management hierarchies are becoming the trend as businesses seek to become more competitive and to reduce expenses.

a. True
b. False

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ANSWER: True

32. The "anytime, anywhere" office requires only an employee's mobile electronic device and a wireless connection.

a. True

b. False

ANSWER: True

33. To be competitive in today's global economy, employees need to develop intercultural skills including patience, sensitivity, flexibility, and tolerance.

a. True

b. False

ANSWER: True

34. Cloud computing requires businesses to maintain expensive hardware and software in-house.

a. True

b. False

ANSWER: False

35. Researchers say that most of us listen at 75 percent efficiency.

a. True

b. False

ANSWER: False

36. People who develop the habit of faking attention to a listener often find it hard to concentrate even when they want to pay attention.

a. True

b. False

ANSWER: True

37. Facial expressions, gestures, and posture are nonverbal communication cues that can speak louder than words.

a. True

b. False

ANSWER: True

38. If Françoise believes that all Americans are impatient and rude, she is guilty of stereotyping.

a. True

b. False

ANSWER: True

39. When speaking with someone whose first language is not English, it is a good idea to speak more loudly than usual to help him or her understand.

a. True

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b. False

ANSWER: False

40. A potential employee will not be hired if he or she posts inappropriate content online.

a. True

b. False

ANSWER: True

41. Communicators in high-context cultures tend to be logical, analytical, and action oriented.

a. True

b. False

ANSWER: False

42. Members of low-context cultures emphasize membership in organizations, groups, and teams, while encouraging acceptance of group values, duties, and decisions.

a. True

b. False

ANSWER: False

43. The term _____ _____ (two words) describes technology that enables participants to connect and share in social networks online.

ANSWER: social media

44. Soft skills, the ability to communicate, work well with others, solve problems, make ethical decisions, and to appreciate diversity are sometimes also known as employability skills or _____ _____ (two words).

ANSWER: key competencies

45. The term for a telecommuter or teleworker who largely remains outside the territorial office is a(n) _____ _____ (two words).

ANSWER: work shifter

46. When communicating with intercultural audiences, writers should compose sentences with fewer than _____ (number) words.

ANSWER: 20 (twenty)

47. During a conversation with a colleague, Naomi stands tall, leans forward, and looks alert when she is speaking. Naomi is using _____ to demonstrate nonverbal interest in the conversation.

ANSWER: posture

48. You are meeting with a new client who is wearing a low-necked, sleeveless dress. She has many dramatic tattoos on her arms and neck. You realize ten minutes into your conversation with the client that you don't remember her name, although she introduced herself, and you haven't answered the question she has just asked because you haven't processed it. The text calls this type of barrier to effective listening a(n) _____ _____ (two words).

ANSWER: nonverbal distraction

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49. In Canada we prefer a space zone of 122 to 360 cm (4 to 12 feet) when communicating with acquaintances, coworkers, and strangers. This is known as the _____ space zone.
ANSWER: social

50. The text defines _____ as "learning about and appreciating beliefs and practices different from our own."
ANSWER: tolerance

51. The complex system of values, traits, morals, and customs shared by a society, region, or country is known as _____.
ANSWER: culture

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