Essentials of Business Communication 12th edition Guffey Test Bank

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Name:_____ Class:_____ Date:_____

Chapter 01 Thriving in a Digital, Social, and Mobile Workplace

1. Which statement regarding communication skills in the workplace is correct?
   a. The COVID-19 pandemic has revealed the relative unimportance of good communication skills in the workplace.
   b. Communication skills often rank at the bottom of recruiters' wish lists.
   c. Superior communication skills will make you marketable in the workplace of the future regardless of economic climate.
   d. Today's workers communicate less, not more, since information technology and social media have swept the workplace.

ANSWER: c

2. Communication skills _____.
   a. are not as important as technical skills for career success
   b. are not necessary in today's competitive job market
   c. are ranked by recruiters at the top of qualities they most desire in job seekers
   d. cannot be learned; they are innate

ANSWER: c

3. Which of the following statements is an accurate description of communication in the workplace today?
   a. Workers today communicate less than in previous years.
   b. Technology has not affected how and why we communicate.
   c. Businesses today generate a wide range of messages using a variety of media.
   d. Writing is a skill set used only by managers and corporate executives.

ANSWER: c

4. The combination of communication, logical reasoning, critical-thinking, teamwork, and management skills used to be referred to as soft skills, but now are being referred to instead as interpersonal skills or _____.
   a. statistical skills
   b. professional skills
   c. emotional skills
   d. executive skills

ANSWER: b

5. Strategic use of e-mail, internet, voice mail, and texting are important in developing your _____.
   a. on-the-job accuracy
   b. relationships with your co-workers
   c. professional image
   d. productivity goals

ANSWER: c

6. Major trends in today's dynamic world of work include increased emphasis on self-directed work groups and virtual teams, heightened global competition, innovative communication technologies, new work environments, and focus on _____.
   a. creating an entirely online presence
   b. promoting from within
   c. increasing levels of management

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d. business ethics

ANSWER: d

7. Which one of the following statements about today's business environments is correct?
   a. The number of telecommuting employees is expected to decline in the future.
   b. All companies assign offices for employees.
   c. Many employees today no longer need an office; they can work anytime and anywhere.
   d. Workers today spend more time in offices than workers in the past.

ANSWER: c

8. Which statement below is an accurate description of today's workplace?
   a. Employees can expect to have more managers.
   b. Very few businesses involve employees in decision making.
   c. Today's employees can expect to interact with people from many cultures.
   d. Businesses use social media only to interact with customers.

ANSWER: c

9. The term *flattened management hierarchies* refers to _____.
   a. renewed emphasis on ethics
   b. fewer levels of management
   c. more levels of management
   d. less individual decision making and communication

ANSWER: b

10. The ability to access data on remote servers with a computer or mobile device is called _____.
   a. presence technology
   b. cloud computing
   c. videoconferencing
   d. podcasting

ANSWER: b

11. According to researchers, most people listen at what level of proficiency?
   a. 100 percent
   b. 5 percent
   c. 25-50 percent
   d. 75 percent

ANSWER: c

12. Which of the following statements is an accurate statement about listening?
   a. Very few management problems are related to listening.
   b. The average person remembers nearly three quarters of what he or she hears following a 10-minute presentation.
   c. We misinterpret, misunderstand, or change very little of what we hear.
   d. Most people are not very good listeners.

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ANSWER: d

13. Many of us are poor listeners because _____.
    a. the brain can process information at least three times as fast as people talk
    b. we have become a distractible society
    c. we rely more on visual cues
    d. we rely more on non-verbal cues

ANSWER: a

14. The lag time between the speed with which listeners process words per minute (450) and the speed at which speakers talk (about 125 to 175 words per minute) is called the _____.
    a. speech-thought differential
    b. mind gap
    c. listening gap
    d. speaking distinction

ANSWER: a

15. Which of the following is a psychological barrier for listening?
    a. Hearing disabilities
    b. Poor acoustics
    c. Noisy surroundings
    d. Personal values

ANSWER: d

16. Your boss is giving instructions for a new method of keeping expense accounts. However, you find it difficult to concentrate because you think the change is unnecessary. What type of barrier to effective listening are you experiencing?
    a. Language problem barrier
    b. Psychological barrier
    c. Physical barrier
    d. Nonverbal distraction barrier

ANSWER: b

17. Breanna must inform her workforce that the company will need to let go of a certain number of employees. Which word would be *best* for Breanna to use when delivering this news to the employees?
    a. Layoff
    b. Streamlining
    c. Paradigm shift
    d. Rightsizing

ANSWER: a

18. Which of the following is associated with *active* listening?
    a. Establishing a receptive mindset
    b. Focusing on appearance and delivery
    c. Concentrating on your next comment

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d. Taking as many notes as possible

ANSWER: a

19. To show that you are actively listening during a job interview, you should _____.
    a. nod strategically and maintain eye contact
    b. reply quickly to minimize lag time
    c. use ambient noises to create a relaxed environment
    d. adopt a sympathetic attitude

ANSWER: a

20. Amelia has made a conscious effort to become an active listener. Therefore, she shuts down her computer, turns off her cell phone, and asks her assistant to hold all incoming calls when she conducts interviews. What technique is she using to improve listening?
    a. Keeping an open mind
    b. Establishing a receptive mindset
    c. Capitalizing on lag time
    d. Controlling her surroundings

ANSWER: d

21. Nonverbal communication includes _____.
    a. all unwritten and unspoken messages
    b. only body language and gestures that accompany a spoken message
    c. only eye contact and facial expressions that support the meaning of the words
    d. only cues that reveal agreement with or contradiction of the verbal message

ANSWER: a

22. Examples of nonverbal communication include facial expressions, eye contact, and _____.
    a. taking notes
    b. speaking in a loud voice
    c. posture
    d. appropriate dress

ANSWER: c

23. Which of the following statements is an accurate description of nonverbal communication?
    a. Nonverbal communication comprises very little of a message that is sent or received.
    b. When verbal and nonverbal messages contradict, receivers believe that the verbal message is more accurate.
    c. Meanings of nonverbal behaviors are often influenced by the communication context and by one's culture.
    d. Nonverbal communication applies to only intended messages.

ANSWER: c

24. Most people think that the best predictor of a speaker's true feelings is their _____.
    a. facial expressions
    b. posture
    c. gestures

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d. eyes

ANSWER: d

25. Which of the following statements about posture and gestures is accurate?
a. The meaning of some gestures can vary among cultures.
b. Gestures are only movements without meaning attached to them.
c. Leaning towards a speaker suggests boredom and disinterest.
d. Erect posture tends to convey rigidity and stubbornness.

ANSWER: a

26. According to Edward T. Hall, in which spatial zone do most people converse with friends and family members?
a. Intimate
b. Personal
c. Social
d. Public

ANSWER: a

27. According to Edward T. Hall, which spatial zone is the largest?
a. Intimate
b. Personal
c. Social
d. Public

ANSWER: d

28. Which of the following tips should you follow to improve your nonverbal communication skills?
a. Focus only on the speaker's words when you are engaged in conversation.
b. Observe yourself on video.
c. Avoid individuals from other cultures so that you don't start using inappropriate nonverbal behaviors displayed in other cultures.
d. Avoid asking the speaker questions when their nonverbal and verbal messages contradict.

ANSWER: b

29. In addition to her attire and physical engagement during an interview, what other element of Laylah's candidacy for the position embodies nonverbal communication?
a. How well she shows that she has researched the company in her responses to questions
b. The visual appeal of the resume and cover letter she has submitted
c. The content of the questions she asks at the end of the interview
d. All of these

ANSWER: b

30. Stephen's manager notices that he slammed his desk drawer right after he said that he was happy to work late. To optimize communication, the manager should _____.
a. tell Stephen that he should behave more professionally
b. respond to the verbal message only and thank him for working late

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c. seek additional information by saying, *I'm not sure that you're okay with staying late. Do you have somewhere you need to be?*
d. avoid asking Stephen to stay late in the future

ANSWER: c

31. Every country has a unique culture or common heritage that _____.
a. teaches its members how to behave and conditions their reactions
b. results from a common gene pool
c. is created by a structured educational system
d. comes from an orderly system of government and laws

ANSWER: a

32. The five dimensions of culture are: power distance, individualism, context, time orientation, and _____.
a. tolerance
b. collectivism
c. communication style
d. space orientation

ANSWER: c

33. The most important cultural dimension is _____.
a. power distance
b. communication style
c. time orientation
d. context

ANSWER: d

34. Which of the following is a common trait of a business communicator from a low-context culture?
a. Valuing group membership
b. Preferring indirect verbal interaction
c. Placing emphasis on written information
d. Relying on context and feeling

ANSWER: c

35. Communicators from North America, Scandinavia, and Germany tend to be logical, analytical, and action oriented. They also depend little on the context of a situation to convey their meaning. These communicators represent what kind of culture?
a. High-context
b. Primitive
c. Ancient
d. Low-context

ANSWER: d

36. Which of the following countries represents a high-context culture?
a. United States

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b. Germany
c. Norway
d. Japan

ANSWER: d

37. North Americans value straightforwardness and are suspicious of evasiveness. These traits identify the cultural dimension of _____.
a. individualism
b. power distance
c. communication style
d. time orientation

ANSWER: c

38. Which of the following countries would likely view a business contract as a binding document?
a. Mexico
b. Greece
c. Japan
d. Germany

ANSWER: d

39. Which one of the following statements accurately describes the effect of social media and communication technology on culture?
a. Because of social media, communicators can now reach out to larger and more varied audiences than in the past.
b. Social media always makes individuals of various cultures feel connected.
c. Social media offers very little potential for intercultural engagement.
d. Developers of social media should use the same design principles for all audiences.

ANSWER: a

40. Which one of the following is an accurate statement about ethnocentrism?
a. Ethnocentrism occurs in only Western cultures.
b. Ethnocentrism does not exist in today's culturally diverse workplace.
c. Ethnocentrism causes us to judge others by our own values.
d. Ethnocentrism is the oversimplified perception of a behavioral pattern or characteristic applied to all groups.

ANSWER: c

41. An American businessperson who thinks that all Swiss are hardworking, efficient, and neat is demonstrating an example of _____.
a. ethnocentrism
b. tolerance
c. stereotyping
d. a cultural norm

ANSWER: c

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42. Learning about beliefs and practices different from our own and appreciating them means displaying _____.
a. tolerance
b. individualism
c. stereotyping
d. gender norming
ANSWER: a

43. One of the best ways to increase tolerance when communicating with those from other cultures is to practice *empathy,* which refers to _____.
a. speaking louder and listening more actively
b. sharing your preferred communication style with others
c. trying to see the world through others' eyes
d. thinking more individualistically
ANSWER: c

44. While conducting business with a customer from Italy, Zoe was careful to speak slowly and clearly, using short sentences and familiar words. However, she noticed that the customer had a glazed expression and did not understand her. Zoe should _____.
a. repeat what she has said in a louder voice
b. graciously accept the blame for not making her meaning clear
c. end the conversation until an interpreter can be found
d. require the Italian businessperson to restate the message in simple words
ANSWER: b

45. When speaking with someone for whom English is a second language, you should talk slowly, enunciate clearly, check frequently for comprehension, observe eye messages, listen without interrupting, and _____.
a. follow up important messages in writing
b. avoid smiling, which might make you appear to lack seriousness
c. use words that will impress the listener
d. assume that the listener understands if he or she nods and smiles in agreement
ANSWER: a

46. Which of the following is an example of an *idiom*, which can cause confusion for multicultural audiences?
a. This product really rocks!
b. Our products can improve your bottom line.
c. Please submit your report ASAP.
d. Call me if you have any questions.
ANSWER: b

47. Max is preparing a contract between his company and one in Mexico. What should he do when citing numbers in the contract?
a. Use the metric system.
b. Use American currency figures.
c. Write all months as figures rather than as words.

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d. Avoid using any figures in the contract.

ANSWER: a

48. The benefits of a diverse work environment include improved ability to respond to a diverse customer base, better decision making and problem solving, and _____.

a. being able to charge more money for products and services
b. having lower payroll expenses
c. improve employee relationships
d. increased automation of lower skill jobs

ANSWER: c

49. Which of the following is key to improving workforce diversity?

a. Hiring a more homogenous work group
b. Making fewer assumptions
c. Ignoring differences
d. Requiring employees to conform to a standard company culture

ANSWER: b

50. Workers who communicate successfully with diverse audiences must make few assumptions, learn about their own and other cultures, and _____.

a. seek common ground
b. help others conform
c. avoid noticing differences
d. encourage group thinking

ANSWER: a

51. Because of today's communication technology, employees in today's workforce can expect to write fewer messages.

a. True
b. False

ANSWER: False

52. Recruiters often rank communication skills as the highest skill set sought by employers.

a. True
b. False

ANSWER: True

53. Only managers and business executives need strong communication skills.

a. True
b. False

ANSWER: False

54. Employees in today's workforce must be prepared to write using a variety of media.

a. True
b. False

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ANSWER: True

55. Appreciating diversity is an example of a "soft" skill.
    a. True
    b. False
ANSWER: True

56. The COVID-19 pandemic has accelerated the shift to _____.
    a. remote-based work
    b. smaller offices
    c. larger breakout areas for impromptu meetings
    d. digital databases
ANSWER: a

57. As a frontline employee, you can expect to have more managers in the workforce.
    a. True
    b. False
ANSWER: False

58. As an employee in today's digital workplace, you can expect to work more independently rather than collaboratively in groups.
    a. True
    b. False
ANSWER: False

59. Faking attention while others are speaking often increases listening skills.
    a. True
    b. False
ANSWER: False

60. Psychological barriers to listening include hearing disabilities, poor acoustics, and noisy surroundings.
    a. True
    b. False
ANSWER: False

61. Physical barriers to listening include only environmentally produced noises.
    a. True
    b. False
ANSWER: False

62. Trying to write down the majority of what a speaker is saying can improve your listening skills.
    a. True
    b. False
ANSWER: False

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63. If you want to become a better listener, your first step is to stop talking.
    a. True
    b. False
ANSWER: True

64. To improve your listening ability, focus both on what is spoken and what is unspoken.
    a. True
    b. False
ANSWER: True

65. Brooke is listening to a difficult presentation on nanotechnology development. As a good listener, she should ask as many questions as possible during the presentation.
    a. True
    b. False
ANSWER: False

66. Establishing a receptive mindset refers to the listener's openness to learn something new.
    a. True
    b. False
ANSWER: True

67. When verbal and nonverbal messages conflict, listeners tend to believe the verbal message.
    a. True
    b. False
ANSWER: False

68. Most communication is nonverbal.
    a. True
    b. False
ANSWER: True

69. Understanding a message involves listening to only the spoken words.
    a. True
    b. False
ANSWER: False

70. Most Americans communicate with business associates at approximately 1½ feet.
    a. True
    b. False
ANSWER: False

71. The physical appearance of your business documents (such as resume and cover letter) transmit important *nonverbal* messages.
    a. True
    b. False

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ANSWER: True

72. Zach's company does business globally. By associating with people from diverse cultures, Zach can widen his knowledge of intercultural messages and can increase his tolerance of differences.
    a. True
    b. False
ANSWER: True

73. Guilherme wants to make sure that his posture during his upcoming job interview affirms his interest in the position. To accomplish this, he should lean slightly forward, sit erectly, and maintain eye contact.
    a. True
    b. False
ANSWER: True

74. Our culture molds the way we think, behave, and communicate.
    a. True
    b. False
ANSWER: True

75. Communication style is the most important dimension of culture.
    a. True
    b. False
ANSWER: False

76. Individuals in high-context cultures prefer direct verbal interaction, value individualism, rely on logic, say "No" directly, and give authority to written information.
    a. True
    b. False
ANSWER: False

77. The United States is an example of a low-context culture.
    a. True
    b. False
ANSWER: True

78. Laura values individualism and personal responsibility in herself and coworkers. These values are typical of North American culture.
    a. True
    b. False
ANSWER: True

79. North Americans consider time a precious commodity and correlate it with productivity, efficiency, and money.
    a. True
    b. False
ANSWER: True

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80. Individuals in Western cultures are more relaxed about social status and the appearance of power.
    a. True
    b. False
ANSWER: True

81. Emphasis on the importance of individual words, especially in contracts and negotiations, is a trait of lower-context cultures such as that of the United States.
    a. True
    b. False
ANSWER: True

82. The first step in learning intercultural skills is being aware of your own culture and how it contrasts with others.
    a. True
    b. False
ANSWER: True

83. Ethnocentrism can be found in all cultures.
    a. True
    b. False
ANSWER: True

84. Cross-cultural communication can be improved by practicing tolerance and ethnocentrism.
    a. True
    b. False
ANSWER: False

85. When communicating face-to-face with a person from another culture, you can always assume that the other person is understanding your ideas if he or she smiles.
    a. True
    b. False
ANSWER: False

86. For international trade it is a good idea to learn and use the metric system.
    a. True
    b. False
ANSWER: True

87. The U.S. workplace is expected to remain dominated by males and be Anglo-oriented.
    a. True
    b. False
ANSWER: False

88. Diversity has become a critical bottom-line business strategy in today's global economy.
    a. True
    b. False

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ANSWER: True

89. Businesses that want to capitalize on cultural diversity need to train workers to think and act alike to reduce conflicts.
    a. True
    b. False
ANSWER: False

90. Lori will be traveling to Germany for a business meeting. Because she and her German counterparts work for the same company, she can rightfully assume that they are like-minded and have similar ideas about how to accomplish goals.

    a. True
    b. False
ANSWER: False

91. Juan Jose's supervisor has noticed that Juan Jose works effectively in teams, has excellent presentation skills, and has strong initiative at resolving problems when they arise. These qualities that Juan Jose's supervisor appreciates in Juan Jose as an employee are his _____.
    a. professional skills
    b. technical skills
    c. communication skills
    d. emotional skills
ANSWER: a

92. The ability to store and manage applications and data in remote locations is known as _____.
    a. cloud computing
    b. information sharing
    c. the Internet of things
    d. artificial intelligence
ANSWER: a

93. Among the five most desirable attributes in job seekers—management, leadership, problem-solving skills, written and oral communication, and teamwork—which one ranked first?
    a. Leadership
    b. Management
    c. Written and oral communication
    d. Teamwork skills
ANSWER: c

94. During Maram's interview, the interviewer was interested in learning more about Maram's background and extended the interview an extra 15 minutes. This is an example of what type of non-verbal communication?
    a. Space
    b. Territory
    c. Time
    d. Appearance
ANSWER: c

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95. What are the key components of what constitutes culture, as shared by a society, region, or country?
a. A complex system of values, traits, morals, and customs
b. A complex system of beliefs and attitudes
c. A complex system of language, religion, and social structure
d. A complex system of social hierarchy and power
ANSWER: a

96. According to a model developed by cultural anthropologist Edward T. Hall, context refers to the stimuli, environment, or ambience surrounding an event. When cultures are placed on a continuum from low to high in relation to context, the model becomes especially useful for helping to understand differences in _____.
a. personalities
b. attitudes
c. preferences
d. communication styles
ANSWER: d

97. The belief in the superiority of one's own culture, an attitude found naturally in all cultures, is known as _____.
a. stereotyping
b. ethnocentrism
c. intolerance
d. closed-mindedness
ANSWER: b

98. What term describes the oversimplified perception of a behavior pattern or characteristic applied uncritically to entire groups?
a. Stereotyping
b. Ethnocentrism
c. Empathy
d. Intolerance
ANSWER: a

99. Power distance refers to how people in different societies see and address differences in _____.
a. equality
b. diversity
c. communication style
d. individualism
ANSWER: a

100. Tolerance means learning about those who are not like us and being receptive to new experiences. One of the best ways to develop this trait is to practice _____.
a. open-mindedness
b. patience
c. empathy

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d. ethnocentrism

ANSWER: c

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Chapter 01 Thriving in a Digital, Social, and Mobile Workplace

1. Which statement regarding communication skills in the workplace is correct?
   a. The COVID-19 pandemic has revealed the relative unimportance of good communication skills in the workplace.
   b. Communication skills often rank at the bottom of recruiters' wish lists.
   c. Superior communication skills will make you marketable in the workplace of the future regardless of economic climate.
   d. Today's workers communicate less, not more, since information technology and social media have swept the workplace.

ANSWER:	c
RATIONALE:	The COVID-19 pandemic forced an unprecedented expansion of remote work and accelerated the digital transformation of the workplace. In this hyperconnected and always-on environment, communication skills are critical.
POINTS:	1
DIFFICULTY:	Moderate
REFERENCES:	p. 5
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS:	United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04 United States - BUSPROG.ESBC.GULO.23.06.05 - DISC.ESBC.GULO.23.06.05
TOPICS:	Succeeding With Twenty-First-Century Skills
KEYWORDS:	Bloom's: Understand
DATE CREATED:	1/10/2022 3:55 PM
DATE MODIFIED:	3/1/2022 11:40 AM

2. Communication skills _____.
   a. are not as important as technical skills for career success
   b. are not necessary in today's competitive job market
   c. are ranked by recruiters at the top of qualities they most desire in job seekers
   d. cannot be learned; they are innate

ANSWER:	c
RATIONALE:	Studies confirm that recruiters rank communication skills at the top of qualities they most desire in job seekers. Your ability to communicate will make you marketable and continue to be your ticket to success regardless of the current economic climate. The good news is that effective communication can be learned.
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	pp. 2-3
QUESTION TYPE:	Multiple Choice
HAS VARIABLES:	False
LEARNING OBJECTIVES:	ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS:	United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS:	Succeeding With Twenty-First-Century Skills
KEYWORDS:	Bloom's: Remember
DATE CREATED:	1/10/2022 3:55 PM

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3. Which of the following statements is an accurate description of communication in the workplace today?

a. Workers today communicate less than in previous years.

b. Technology has not affected how and why we communicate.

c. Businesses today generate a wide range of messages using a variety of media.

d. Writing is a skill set used only by managers and corporate executives.

ANSWER: c

RATIONALE: Because of technology, all workers will write more on the job and use a wider range of communication channels, including letters, memos, e-mails, wikis, texts, instant messages, and blogs.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: pp. 3-4

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04

TOPICS: Succeeding With Twenty-First-Century Skills

KEYWORDS: Bloom's: Understand

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4. The combination of communication, logical reasoning, critical-thinking, teamwork, and management skills used to be referred to as soft skills, but now are being referred to instead as interpersonal skills or _____.

a. statistical skills

b. professional skills

c. emotional skills

d. executive skills

ANSWER: b

RATIONALE: Soft skills are essential career attributes. In addition to technical knowledge, your future employer will expect you to show professionalism and possess what are variously called soft skills, people skills or emotional intelligence. Because these skills are becoming increasingly more important, they are now being referred to as interpersonal skills or professional skills.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: pp. 8-9

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04

TOPICS: Succeeding With Twenty-First-Century Skills

KEYWORDS: Bloom's: Remember

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5. Strategic use of e-mail, internet, voice mail, and texting are important in developing your _____.

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a. on-the-job accuracy
b. relationships with your co-workers
c. professional image
d. productivity goals

ANSWER: c
RATIONALE: If you look and sound professional while working, you are more likely to be taken seriously and to be promoted.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 5
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Succeeding With Twenty-First-Century Skills
KEYWORDS: Bloom's: Remember
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6. Major trends in today's dynamic world of work include increased emphasis on self-directed work groups and virtual teams, heightened global competition, innovative communication technologies, new work environments, and focus on _____.

a. creating an entirely online presence
b. promoting from within
c. increasing levels of management
d. business ethics

ANSWER: d
RATIONALE: Because of recent publicized business scandals, companies are now eager to regain public trust and to build ethical environments. Many businesses have written ethical mission statements, installed hotlines, and appointed compliance officers to ensure strict adherence to standards and legislation.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: pp. 5-7
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.02.04 - DISC.ESBC.GULO.23.02.04
United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Succeeding With Twenty-First-Century Skills
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7. Which one of the following statements about today's business environments is correct?

a. The number of telecommuting employees is expected to decline in the future.

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b. All companies assign offices for employees.

c. Many employees today no longer need an office; they can work anytime and anywhere.

d. Workers today spend more time in offices than workers in the past.

ANSWER: c

RATIONALE: Technological advances have allowed today's employees to work anytime and anywhere with just a mobile phone and a wireless computer, causing the number of telecommuting employees to increase.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: pp. 6-7

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04

TOPICS: Succeeding With Twenty-First-Century Skills

KEYWORDS: Bloom's: Understand

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8. Which statement below is an accurate description of today’s workplace?

a. Employees can expect to have more managers.

b. Very few businesses involve employees in decision making.

c. Today's employees can expect to interact with people from many cultures.

d. Businesses use social media only to interact with customers.

ANSWER: c

RATIONALE: Because many companies are moving beyond domestic markets, today's employees will be interacting more with people from many cultures. To be a successful communicator, you will want to learn about other cultures and develop intercultural skills such as sensitivity, tolerance, flexibility, and patience.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: p. 7

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04

TOPICS: Succeeding With Twenty-First-Century Skills

KEYWORDS: Bloom's: Understand

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9. The term *flattened management hierarchies* refers to _____.

a. renewed emphasis on ethics

b. fewer levels of management

c. more levels of management

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d. less individual decision making and communication

ANSWER: b

RATIONALE: After recent scandals many businesses have a renewed interest in ethics and a dedication to regain public trust. In addition, these companies have expanded to global markets and have reduced layers of management to remain competitive. Companies also expect employees to work in teams more than ever.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: p. 7

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.02.05 - DISC.ESBC.GULO.23.02.05
United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04

TOPICS: Succeeding With Twenty-First-Century Skills

KEYWORDS: Bloom's: Understand

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10. The ability to access data on remote servers with a computer or mobile device is called _____.

a. presence technology
b. cloud computing
c. videoconferencing
d. podcasting

ANSWER: b

RATIONALE: Cloud computing is the ability to access data on remote servers with a computer or mobile device, and it has helped fuel unparalleled mobility and information sharing.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 7

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.09.02 - DISC.ESBC.GULO.23.04.05

TOPICS: Succeeding With Twenty-First-Century Skills

KEYWORDS: Bloom's: Remember

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11. According to researchers, most people listen at what level of proficiency?

a. 100 percent
b. 5 percent
c. 25-50 percent
d. 75 percent

ANSWER: c

RATIONALE: Researchers suggest that we listen at only 25 to 50 percent efficiency. These poor listening

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habits are costly in business and affect professional relationships.

POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 10
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Practicing Active Listening
KEYWORDS: Bloom's: Remember
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12. Which of the following statements is an accurate statement about listening?
    a. Very few management problems are related to listening.
    b. The average person remembers nearly three quarters of what he or she hears following a 10-minute presentation.
    c. We misinterpret, misunderstand, or change very little of what we hear.
    d. Most people are not very good listeners.

ANSWER: d
RATIONALE: Most of us are not very good listeners because we don't remember even half of what we hear following a short presentation and because we misinterpret, misunderstand, or change nearly 70 to 90 percent of what we hear! Effective listening is also important to businesses because over half of management problems are related to listening.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 10
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Practicing Active Listening
KEYWORDS: Bloom's: Understand
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13. Many of us are poor listeners because _____.
    a. the brain can process information at least three times as fast as people talk
    b. we have become a distractible society
    c. we rely more on visual cues
    d. we rely more on non-verbal cues

ANSWER: a
RATIONALE: Many of us are poor listeners because our brains can process information faster than speakers talk. Specifically, listeners can process 450 words per minute, but in reality speakers talk about 125 to 175 words per minute.
POINTS: 1

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DIFFICULTY: Easy
REFERENCES: p. 10
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Practicing Active Listening
KEYWORDS: Bloom's: Remember
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14. The lag time between the speed with which listeners process words per minute (450) and the speed at which speakers talk (about 125 to 175 words per minute) is called the _____.

a. speech-thought differential
b. mind gap
c. listening gap
d. speaking distinction

ANSWER: a
RATIONALE: People can process information that they hear faster than the average speaking speed. This difference is called the speech-thought differential.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 10
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Practicing Active Listening
KEYWORDS: Bloom's: Remember
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15. Which of the following is a psychological barrier for listening?

a. Hearing disabilities
b. Poor acoustics
c. Noisy surroundings
d. Personal values

ANSWER: d
RATIONALE: Physical barriers for listening include hearing disabilities, poor acoustics, and noisy surroundings. Other physical barriers include being ill, tired, or uncomfortable. We encounter psychological barriers to listening when we tune a speaker out because their ideas run counter to our preconceived thoughts.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 10
QUESTION TYPE: Multiple Choice

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HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Practicing Active Listening
KEYWORDS: Bloom's: Remember
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16. Your boss is giving instructions for a new method of keeping expense accounts. However, you find it difficult to concentrate because you think the change is unnecessary. What type of barrier to effective listening are you experiencing?

a. Language problem barrier
b. Psychological barrier
c. Physical barrier
d. Nonverbal distraction barrier

ANSWER: b
RATIONALE: You are experiencing a psychological barrier, which results from having different cultural, ethical, and personal values. Language barriers refer to word choices, physical barriers refer to problems in the setting, and nonverbal barriers refer to body language and other delivery dynamics.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 10
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.06 - DISC.ESBC.GULO.23.06.06
United States - BUSPROG.ESBC.GULO.23.06.07 - DISC.ESBC.GULO.23.06.07
TOPICS: Practicing Active Listening
KEYWORDS: Bloom's: Apply
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17. Breanna must inform her workforce that the company will need to let go of a certain number of employees. Which word would be *best* for Breanna to use when delivering this news to the employees?

a. Layoff
b. Streamlining
c. Paradigm shift
d. Rightsizing

ANSWER: a
RATIONALE: To prevent reactions due to language usage, Breanna should probably use "layoff" to describe the company's need to let go of employees. All other answer choices reflect unfamiliar or unclear words that the audience might not understand.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 10
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False

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LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
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United States - BUSPROG.ESBC.GULO.23.06.07 - DISC.ESBC.GULO.23.06.07
TOPICS: Practicing Active Listening
KEYWORDS: Bloom's: Apply
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18. Which of the following is associated with *active* listening?
    a. Establishing a receptive mindset
    b. Focusing on appearance and delivery
    c. Concentrating on your next comment
    d. Taking as many notes as possible

ANSWER: a
RATIONALE: Active listening includes stopping your talking, controlling surroundings, establishing a receptive mindset, keeping an open mind, listening between the lines and for main points, capitalizing on lag time, judging ideas and not appearances, holding fire, and taking selective notes.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 11
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Practicing Active Listening
KEYWORDS: Bloom's: Remember
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19. To show that you are actively listening during a job interview, you should _____.
    a. nod strategically and maintain eye contact
    b. reply quickly to minimize lag time
    c. use ambient noises to create a relaxed environment
    d. adopt a sympathetic attitude

ANSWER: a
RATIONALE: Eye contact and head nodding indicate that the individual is listening actively and is interested in the speaker's message.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 11
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
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KEYWORDS: Bloom's: Remember
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20. Amelia has made a conscious effort to become an active listener. Therefore, she shuts down her computer, turns off her cell phone, and asks her assistant to hold all incoming calls when she conducts interviews. What technique is she using to improve listening?

a. Keeping an open mind
b. Establishing a receptive mindset
c. Capitalizing on lag time
d. Controlling her surroundings

ANSWER: d
RATIONALE: Active listeners strive to do all of these, but Amelia is focusing on controlling her surroundings by removing as many competing sounds and distractions as possible.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 11
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.06 - DISC.ESBC.GULO.23.06.06
United States - BUSPROG.ESBC.GULO.23.06.07 - DISC.ESBC.GULO.23.06.07
TOPICS: Practicing Active Listening
KEYWORDS: Bloom's: Apply
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21. Nonverbal communication includes _____.

a. all unwritten and unspoken messages
b. only body language and gestures that accompany a spoken message
c. only eye contact and facial expressions that support the meaning of the words
d. only cues that reveal agreement with or contradiction of the verbal message

ANSWER: a
RATIONALE: Nonverbal communication is all communication except the actual words (verbal communication). Body language, eye contact, gestures, and facial expressions are only a part of nonverbal communication.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 11
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally
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22. Examples of nonverbal communication include facial expressions, eye contact, and _____.
    a. taking notes
    b. speaking in a loud voice
    c. posture
    d. appropriate dress

ANSWER: c
RATIONALE: In the workplace, you can make a good impression by controlling your posture and gestures. Erect posture can send a message of confidence, competence, diligence, and strength.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 11
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally
KEYWORDS: Bloom's: Remember
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23. Which of the following statements is an accurate description of nonverbal communication?
    a. Nonverbal communication comprises very little of a message that is sent or received.
    b. When verbal and nonverbal messages contradict, receivers believe that the verbal message is more accurate.
    c. Meanings of nonverbal behaviors are often influenced by the communication context and by one's culture.
    d. Nonverbal communication applies to only intended messages.

ANSWER: c
RATIONALE: Nonverbal communication includes all unspoken and unwritten messages that are intended or not. The interpretations of such messages are often influenced by the communication context and one's culture. In addition, nonverbal messages are usually more reliable than verbal messages when the two contradict.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 12
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally
KEYWORDS: Bloom's: Understand
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24. Most people think that the best predictor of a speaker's true feelings is their _____.

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a. facial expressions
b. posture
c. gestures
d. eyes

ANSWER: d
RATIONALE: While all these types of nonverbal communication may provide some indication of the speaker's feelings, most people think that the eyes are the best predictor of a speaker's true feelings.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 12
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally
KEYWORDS: Bloom's: Remember
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25. Which of the following statements about posture and gestures is accurate?
a. The meaning of some gestures can vary among cultures.
b. Gestures are only movements without meaning attached to them.
c. Leaning towards a speaker suggests boredom and disinterest.
d. Erect posture tends to convey rigidity and stubbornness.

ANSWER: a
RATIONALE: The meaning of gestures can vary from culture to culture.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: pp. 12-13
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
United States - BUSPROG.ESBC.GULO.23.06.01 - DISC.ESBC.GULO.23.06.01
United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally
KEYWORDS: Bloom's: Understand
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26. According to Edward T. Hall, in which spatial zone do most people converse with friends and family members?
a. Intimate
b. Personal
c. Social
d. Public

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ANSWER: a
RATIONALE: The intimate zone is usually reserved for the communications we have with friends and family.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 13
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally
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27. According to Edward T. Hall, which spatial zone is the largest?
    a. Intimate
    b. Personal
    c. Social
    d. Public

ANSWER: d
RATIONALE: The public zone represents the largest spatial zone and extends approximately 12 feet and beyond.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 13
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally
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28. Which of the following tips should you follow to improve your nonverbal communication skills?
    a. Focus only on the speaker’s words when you are engaged in conversation.
    b. Observe yourself on video.
    c. Avoid individuals from other cultures so that you don't start using inappropriate nonverbal behaviors displayed in other cultures.
    d. Avoid asking the speaker questions when their nonverbal and verbal messages contradict.

ANSWER: b
RATIONALE: The best way to improve your nonverbal communication skills is to observe yourself on video to ensure that your verbal and nonverbal messages are in sync.
POINTS: 1
DIFFICULTY: Moderate

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REFERENCES: p. 14
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.01.06 - DISC.ESBC.GULO.23.01.06
United States - BUSPROG.ESBC.GULO.23.06.01 - DISC.ESBC.GULO.23.06.01
United States - BUSPROG.ESBC.GULO.23.06.03 - DISC.ESBC.GULO.23.06.03
TOPICS: Communicating Nonverbally
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29. In addition to her attire and physical engagement during an interview, what other element of Laylah's candidacy for the position embodies nonverbal communication?

a. How well she shows that she has researched the company in her responses to questions
b. The visual appeal of the resume and cover letter she has submitted
c. The content of the questions she asks at the end of the interview
d. All of these

ANSWER: b
RATIONALE: Laylah should make sure that her resume and cover letter are error free and look neat, professional, and well-organized. The way an e-mail, letter, memo, or report looks can have either a positive or a negative effect on the receiver.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 14
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally
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30. Stephen's manager notices that he slammed his desk drawer right after he said that he was happy to work late. To optimize communication, the manager should _____.

a. tell Stephen that he should behave more professionally
b. respond to the verbal message only and thank him for working late
c. seek additional information by saying, *I'm not sure that you're okay with staying late. Do you have somewhere you need to be?*
d. avoid asking Stephen to stay late in the future

ANSWER: c
RATIONALE: When you perceive nonverbal cues that contradict verbal meanings, politely probe for more information. You can improve communication and resolve confusion by asking a sincere, polite question.
POINTS: 1
DIFFICULTY: Moderate

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REFERENCES: p. 14
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.06 - DISC.ESBC.GULO.23.06.06
United States - BUSPROG.ESBC.GULO.23.06.07 - DISC.ESBC.GULO.23.06.07
TOPICS: Communicating Nonverbally
KEYWORDS: Bloom's: Apply
DATE CREATED: 1/10/2022 3:55 PM
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31. Every country has a unique culture or common heritage that _____.
    a. teaches its members how to behave and conditions their reactions
    b. results from a common gene pool
    c. is created by a structured educational system
    d. comes from an orderly system of government and laws

ANSWER: a
RATIONALE: Every country has a unique culture or common heritage that teaches its members how to behave and conditions their reactions. This culture or common heritage has nothing to do with a common gene pool, formal education, or laws.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 15
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Recognizing How Culture Affects Communication
KEYWORDS: Bloom's: Remember
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32. The five dimensions of culture are: power distance, individualism, context, time orientation, and _____.
    a. tolerance
    b. collectivism
    c. communication style
    d. space orientation

ANSWER: c
RATIONALE: The five dimensions of culture include context, individualism, time orientation, power distance, and communication style.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: pp. 15-17
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04

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NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Understanding Culture and Communication
KEYWORDS: Bloom's: Remember
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33. The most important cultural dimension is _____.
    a. power distance
    b. communication style
    c. time orientation
    d. context

ANSWER: d
RATIONALE: Context, which refers to the stimuli, environment, or ambience surrounding an event, is probably the most important dimension of culture.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 15
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.02 - DISC.ESBC.GULO.23.05.02
TOPICS: Recognizing How Culture Affects Communication
KEYWORDS: Bloom's: Remember
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34. Which of the following is a common trait of a business communicator from a low-context culture?
    a. Valuing group membership
    b. Preferring indirect verbal interaction
    c. Placing emphasis on written information
    d. Relying on context and feeling

ANSWER: c
RATIONALE: Communicators from low-context cultures prefer direct verbal interaction, value individualism, rely on logic, and place emphasis on written information.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 15
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.02 - DISC.ESBC.GULO.23.05.02
TOPICS: Recognizing How Culture Affects Communication
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35. Communicators from North America, Scandinavia, and Germany tend to be logical, analytical, and action oriented. They also depend little on the context of a situation to convey their meaning. These communicators represent what kind of culture?

a. High-context
b. Primitive
c. Ancient
d. Low-context

ANSWER: d
RATIONALE: Communicators in low-context cultures tend to be logical, analytical, and action oriented. They depend little on the context of a situation to convey meaning.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 16
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.02 - DISC.ESBC.GULO.23.05.02
TOPICS: Recognizing How Culture Affects Communication
KEYWORDS: Bloom's: Remember
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36. Which of the following countries represents a high-context culture?

a. United States
b. Germany
c. Norway
d. Japan

ANSWER: d
RATIONALE: Japan, along with China and Arab countries, is a high-context culture.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 16
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.02 - DISC.ESBC.GULO.23.05.02
TOPICS: Recognizing How Culture Affects Communication
KEYWORDS: Bloom's: Remember
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37. North Americans value straightforwardness and are suspicious of evasiveness. These traits identify the cultural dimension of _____.

a. individualism
b. power distance
c. communication style

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d. time orientation

ANSWER: c

RATIONALE: In business situations North Americans tend to value straightforwardness and are suspicious of evasiveness. These values illustrate communication style.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 17

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01

TOPICS: Recognizing How Culture Affects Communication

KEYWORDS: Bloom's: Remember

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38. Which of the following countries would likely view a business contract as a binding document?

a. Mexico

b. Greece

c. Japan

d. Germany

ANSWER: d

RATIONALE: Because members of a low-context culture such as Germany consider words in contracts to be precise, important, and constant, they view contracts differently than will members of high-context cultures like Mexico, Greece, and Japan.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 17

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.02 - DISC.ESBC.GULO.23.05.02

TOPICS: Recognizing How Culture Affects Communication

KEYWORDS: Bloom's: Remember

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39. Which one of the following statements accurately describes the effect of social media and communication technology on culture?

a. Because of social media, communicators can now reach out to larger and more varied audiences than in the past.

b. Social media always makes individuals of various cultures feel connected.

c. Social media offers very little potential for intercultural engagement.

d. Developers of social media should use the same design principles for all audiences.

ANSWER: a

RATIONALE: Because of social media, communicators can now reach out to larger and more varied

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audiences than in the past. Therefore, social media offers the potential for intercultural engagement, which explains the reason why those who design media appeal to each market. However, social media can deepen feelings of isolation and make interpersonal communication more difficult because all contact is mediated electronically.

POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 17
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
United States - BUSPROG.ESBC.GULO.23.09.02 - DISC.ESBC.GULO.23.04.05
TOPICS: Recognizing How Culture Affects Communication
KEYWORDS: Bloom's: Understand
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40. Which one of the following is an accurate statement about ethnocentrism?
    a. Ethnocentrism occurs in only Western cultures.
    b. Ethnocentrism does not exist in today's culturally diverse workplace.
    c. Ethnocentrism causes us to judge others by our own values.
    d. Ethnocentrism is the oversimplified perception of a behavioral pattern or characteristic applied to all groups.

ANSWER: c
RATIONALE: Ethnocentrism is the belief in the superiority of one's own culture. This belief is a natural attitude found in all cultures, and it causes us to judge others by our own values.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 18
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Understand
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41. An American businessperson who thinks that all Swiss are hardworking, efficient, and neat is demonstrating an example of _____.
    a. ethnocentrism
    b. tolerance
    c. stereotyping
    d. a cultural norm

ANSWER: c
RATIONALE: The belief that all members of a group have the same behavioral pattern is stereotyping and not ethnocentrism, tolerance, or a cultural norm.

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POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 19
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.06 - DISC.ESBC.GULO.23.06.06
United States - BUSPROG.ESBC.GULO.23.06.07 - DISC.ESBC.GULO.23.06.07
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Apply
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42. Learning about beliefs and practices different from our own and appreciating them means displaying _____.

a. tolerance
b. individualism
c. stereotyping
d. gender norming

ANSWER: a
RATIONALE: Developing intercultural tolerance means practicing empathy, being nonjudgmental, and being patient. To do so, you must first learn about the beliefs and practices different from your own and appreciate them.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 19
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Remember
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43. One of the best ways to increase tolerance when communicating with those from other cultures is to practice *empathy,* which refers to _____.

a. speaking louder and listening more actively
b. sharing your preferred communication style with others
c. trying to see the world through others' eyes
d. thinking more individualistically

ANSWER: c
RATIONALE: Tolerance requires you to have sympathy for and appreciation of the customs of other cultures. You develop this tolerance through practicing empathy, which helps you to see the world through another's eyes. If you are more individualistic or ethnocentric, you will probably have less tolerance.
POINTS: 1

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DIFFICULTY: Easy
REFERENCES: p. 19
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Remember
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44. While conducting business with a customer from Italy, Zoe was careful to speak slowly and clearly, using short sentences and familiar words. However, she noticed that the customer had a glazed expression and did not understand her. Zoe should _____.

a. repeat what she has said in a louder voice
b. graciously accept the blame for not making her meaning clear
c. end the conversation until an interpreter can be found
d. require the Italian businessperson to restate the message in simple words

ANSWER: b
RATIONALE: Zoe did well to speak slowly, simply, and clearly with this customer. Now she should graciously accept the blame for not being clear instead of repeating the same words more loudly or asking the other person to restate her message.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: pp. 19-20
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
United States - BUSPROG.ESBC.GULO.23.06.06 - DISC.ESBC.GULO.23.06.06
United States - BUSPROG.ESBC.GULO.23.06.07 - DISC.ESBC.GULO.23.06.07
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Apply
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45. When speaking with someone for whom English is a second language, you should talk slowly, enunciate clearly, check frequently for comprehension, observe eye messages, listen without interrupting, and _____.

a. follow up important messages in writing
b. avoid smiling, which might make you appear to lack seriousness
c. use words that will impress the listener
d. assume that the listener understands if he or she nods and smiles in agreement

ANSWER: a
RATIONALE: When exchanging important information with someone for whom English is a second language, you should confirm the results and agreements in writing.
POINTS: 1
DIFFICULTY: Moderate

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REFERENCES: pp. 19-20
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
United States - BUSPROG.ESBC.GULO.23.06.01 - DISC.ESBC.GULO.23.06.01
United States - BUSPROG.ESBC.GULO.23.06.03 - DISC.ESBC.GULO.23.06.03
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Remember
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46. Which of the following is an example of an *idiom*, which can cause confusion for multicultural audiences?
a. This product really rocks!
b. Our products can improve your bottom line.
c. Please submit your report ASAP.
d. Call me if you have any questions.

ANSWER: b
RATIONALE: A multicultural audience is less likely to understand American slang, idioms, or acronyms. The audience is more likely to understand clear writing that uses short sentences, short paragraphs, and action-specific verbs.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 20
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
United States - BUSPROG.ESBC.GULO.23.06.01 - DISC.ESBC.GULO.23.06.01
United States - BUSPROG.ESBC.GULO.23.06.03 - DISC.ESBC.GULO.23.06.03
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Remember
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47. Max is preparing a contract between his company and one in Mexico. What should he do when citing numbers in the contract?
a. Use the metric system.
b. Use American currency figures.
c. Write all months as figures rather than as words.
d. Avoid using any figures in the contract.

ANSWER: a
RATIONALE: Max should express numbers as figures using the metric system. He should also convert dollar figures into local currency and avoid using figures to express months. For clarity, he should instead spell out the month.
POINTS: 1
DIFFICULTY: Moderate

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REFERENCES: p. 20
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
United States - BUSPROG.ESBC.GULO.23.05.05 - DISC.ESBC.GULO.23.05.05
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Remember
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48. The benefits of a diverse work environment include improved ability to respond to a diverse customer base, better decision making and problem solving, and _____.

a. being able to charge more money for products and services
b. having lower payroll expenses
c. improve employee relationships
d. increased automation of lower skill jobs

ANSWER: c
RATIONALE: Inclusivity has become a critical bottom-line strategy to increase revenue, engage employees, and spur innovation. A culturally diverse group can create a sense of camaraderie and cohesion, is more likely to increase market share and benefits all workers.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Ensuring Intercultural Effectiveness
KEYWORDS: Bloom's: Remember
DATE CREATED: 1/10/2022 3:55 PM
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49. Which of the following is key to improving workforce diversity?

a. Hiring a more homogenous work group
b. Making fewer assumptions
c. Ignoring differences
d. Requiring employees to conform to a standard company culture

ANSWER: b
RATIONALE: Workforce diversity can be improved by understanding the value of differences, providing diversity training for employees, building on similarities, and making fewer assumptions.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: pp. 21-22
QUESTION TYPE: Multiple Choice

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HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Ensuring Intercultural Effectiveness
KEYWORDS: Bloom's: Remember
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50. Workers who communicate successfully with diverse audiences must make few assumptions, learn about their own and other cultures, and _____.

a. seek common ground
b. help others conform
c. avoid noticing differences
d. encourage group thinking

ANSWER: a
RATIONALE: Successful communicators avoid assumptions; learn about all cultures; invite, use, and give feedback; and seek common ground. Pretending differences don't exist or trying to help others conform will not improve your communication success with diverse populations who desire to be recognized and respected.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: pp. 21-22
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Remember
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51. Because of today's communication technology, employees in today's workforce can expect to write fewer messages.

a. True
b. False

ANSWER: False
RATIONALE: Today's workforce communicates more, not less, because information technology and the Internet have transformed the world of work.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 3
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Succeeding With Twenty-First-Century Skills
KEYWORDS: Bloom's: Remember

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52. Recruiters often rank communication skills as the highest skill set sought by employers.
    a. True
    b. False
ANSWER: True
RATIONALE: In a poll of recruiters, oral and written communication skills were by a large margin the top skill set sought by employers.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 3
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Succeeding With Twenty-First-Century Skills
KEYWORDS: Bloom's: Remember
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53. Only managers and business executives need strong communication skills.
    a. True
    b. False
ANSWER: False
RATIONALE: Employees at all levels and in all fields will need strong communication skills in today's information-driven society.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 3
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Succeeding With Twenty-First-Century Skills
KEYWORDS: Bloom's: Remember
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54. Employees in today's workforce must be prepared to write using a variety of media.
    a. True
    b. False
ANSWER: True
RATIONALE: Employees in today's workforce must be prepared to communicate with the public and within a company by using a variety of media such as e-mail, instant messaging, texting, blogs, wikis, and social media sites.

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POINTS: 1
DIFFICULTY: Easy
REFERENCES: pp. 3-4
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Succeeding With Twenty-First-Century Skills
KEYWORDS: Bloom's: Remember
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55. Appreciating diversity is an example of a "soft" skill.
    a. True
    b. False
ANSWER: True
RATIONALE: "Soft" skills, which are desirable in all business sectors and job positions, include communicating and working with others, solving problems, making ethical decisions, and appreciating diversity.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 5
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Succeeding With Twenty-First-Century Skills
KEYWORDS: Bloom's: Remember
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56. The COVID-19 pandemic has accelerated the shift to _____.
    a. remote-based work
    b. smaller offices
    c. larger breakout areas for impromptu meetings
    d. digital databases
ANSWER: a
RATIONALE: The Covid-19 pandemic has accelerated the shift to remote-based work, as people were forced to work from home. The change may become permanent, especially in tech and insurance business sectors.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: pp. 21-22
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01

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NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.09.02 - DISC.ESBC.GULO.23.04.05
TOPICS: Succeeding With Twenty-First-Century Skills
KEYWORDS: Bloom's: Remember
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57. As a frontline employee, you can expect to have more managers in the workforce.
    a. True
    b. False
ANSWER: False
RATIONALE: To reduce costs and inefficiencies, today's companies are reducing the levels of management, which means that you can expect to have fewer managers on the job and that you will be making more decisions and communicating these decisions to customers, coworkers, and management.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 7
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Succeeding With Twenty-First-Century Skills
KEYWORDS: Bloom's: Remember
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58. As an employee in today's digital workplace, you can expect to work more independently rather than collaboratively in groups.
    a. True
    b. False
ANSWER: False
RATIONALE: Teamwork has become a reality in businesses. Many companies have created cross-functional teams to empower employees and boost their involvement in decision making.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 7
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.09.02 - DISC.ESBC.GULO.23.04.05
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59. Faking attention while others are speaking often increases listening skills.

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a. True

b. False

ANSWER: False

RATIONALE: Faked attention seriously threatens effective listening because it encourages the mind to engage in flights of fancy. Those who fake attention often find it hard to concentrate even when they want to.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 10

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04

TOPICS: Practicing Active Listening

KEYWORDS: Bloom's: Remember

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60. Psychological barriers to listening include hearing disabilities, poor acoustics, and noisy surroundings.

a. True

b. False

ANSWER: False

RATIONALE: Physical, not psychological, barriers include hearing disabilities, poor acoustics, and noisy surroundings. Psychological barriers occur because we each bring a unique set of cultural, ethical, and personal values to the communication process.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 10

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04

TOPICS: Practicing Active Listening

KEYWORDS: Bloom's: Remember

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61. Physical barriers to listening include only environmentally produced noises.

a. True

b. False

ANSWER: False

RATIONALE: Although many physical barriers to effective listening are environmentally based, such as poor acoustics and noisy surroundings, physical barriers to effective listening may also include hearing disabilities or feelings of fatigue, sickness, or distress.

POINTS: 1

DIFFICULTY: Easy

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REFERENCES: p. 10
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Practicing Active Listening
KEYWORDS: Bloom's: Remember
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62. Trying to write down the majority of what a speaker is saying can improve your listening skills.
    a. True
    b. False
ANSWER: False
RATIONALE: Identifying only the most important points to write down (rather than everything) will allow you to continue concentrating on the speaker's message.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 11
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Practicing Active Listening
KEYWORDS: Bloom's: Remember
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63. If you want to become a better listener, your first step is to stop talking.
    a. True
    b. False
ANSWER: True
RATIONALE: It is human nature to prefer talking to listening. To improve your listening skills, you must stop talking and start listening more to practice active listening skills.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 11
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.01.06 - DISC.ESBC.GULO.23.01.06
United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Practicing Active Listening
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64. To improve your listening ability, focus both on what is spoken and what is unspoken.

a. True

b. False

ANSWER:	True
RATIONALE:	To improve your listening efficiency, you should listen between the lines. This means that you should focus on what is spoken and what is unspoken by listening for feelings as well as for facts.
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	p. 11
QUESTION TYPE:	True / False
HAS VARIABLES:	False
LEARNING OBJECTIVES:	ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS:	United States - BUSPROG.ESBC.GULO.23.01.06 - DISC.ESBC.GULO.23.01.06 United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS:	Practicing Active Listening
KEYWORDS:	Bloom's: Remember
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65. Brooke is listening to a difficult presentation on nanotechnology development. As a good listener, she should ask as many questions as possible during the presentation.

a. True

b. False

ANSWER:	False
RATIONALE:	Good listeners concentrate on a speaker's main ideas during a presentation—and ask relevant questions only at appropriate times.
POINTS:	1
DIFFICULTY:	Moderate
REFERENCES:	p. 11
QUESTION TYPE:	True / False
HAS VARIABLES:	False
LEARNING OBJECTIVES:	ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS:	United States - BUSPROG.ESBC.GULO.23.01.06 - DISC.ESBC.GULO.23.01.06 United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS:	Practicing Active Listening
KEYWORDS:	Bloom's: Remember
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66. Establishing a receptive mindset refers to the listener's openness to learn something new.

a. True

b. False

ANSWER:	True
RATIONALE:	Effective listeners strive for a positive frame of mind by expecting to learn something new.
POINTS:	1

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DIFFICULTY: Easy
REFERENCES: p. 11
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.02 - 1.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.01.06 - DISC.ESBC.GULO.23.01.06
United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Practicing Active Listening
KEYWORDS: Bloom's: Remember
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67. When verbal and nonverbal messages conflict, listeners tend to believe the verbal message.
    a. True
    b. False
ANSWER: False
RATIONALE: When verbal and nonverbal messages conflict, listeners tend to believe the nonverbal message.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 12
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally
KEYWORDS: Bloom's: Remember
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68. Most communication is nonverbal.
    a. True
    b. False
ANSWER: True
RATIONALE: Researchers believe that the bulk of any message we receive is nonverbal.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 12
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally
KEYWORDS: Bloom's: Remember
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69. Understanding a message involves listening to only the spoken words.

a. True

b. False

ANSWER: False

RATIONALE: Successful communicators recognize the power of nonverbal messages and understand that effective communication involves more than merely listening to the spoken words.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 12

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04

TOPICS: Communicating Nonverbally

KEYWORDS: Bloom's: Remember

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70. Most Americans communicate with business associates at approximately 1½ feet.

a. True

b. False

ANSWER: False

RATIONALE: According to anthropologist Edward T. Hall, Americans communicate with intimate friends and family, not business associates, at approximately 1½ feet.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 13

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04

TOPICS: Communicating Nonverbally

KEYWORDS: Bloom's: Remember

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71. The physical appearance of your business documents (such as resume and cover letter) transmit important *nonverbal* messages.

a. True

b. False

ANSWER: True

RATIONALE: Employees send important nonverbal messages to others through their physical appearance and through the way their business documents look. Both personal appearance and the physical appearance of a document can have a positive or a negative effect on the receiver.

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POINTS: 1
DIFFICULTY: Easy
REFERENCES: pp. 13-14
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally
KEYWORDS: Bloom's: Remember
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72. Zach's company does business globally. By associating with people from diverse cultures, Zach can widen his knowledge of intercultural messages and can increase his tolerance of differences.

a. True
b. False

ANSWER: True
RATIONALE: Associating with other cultures, both at work and at leisure, can improve your nonverbal skills by widening your knowledge of and tolerance for intercultural nonverbal messages.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 14
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Communicating Nonverbally
KEYWORDS: Bloom's: Apply
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73. Guilherme wants to make sure that his posture during his upcoming job interview affirms his interest in the position. To accomplish this, he should lean slightly forward, sit erectly, and maintain eye contact.

a. True
b. False

ANSWER: True
RATIONALE: Your posture can do much to show your interest in a person or a conversation. Encourage interaction by leaning forward, sitting or standing erectly, and looking alert.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 14
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally

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KEYWORDS: Bloom's: Apply
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74. Our culture molds the way we think, behave, and communicate.
    a. True
    b. False
ANSWER: True
RATIONALE: Culture is a powerful operating force that molds the way we think, behave, and communicate.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 15
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Recognizing How Culture Affects Communication
KEYWORDS: Bloom's: Remember
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75. Communication style is the most important dimension of culture.
    a. True
    b. False
ANSWER: False
RATIONALE: Context is probably the most important dimension of culture.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 15
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.02 - DISC.ESBC.GULO.23.05.02
TOPICS: Recognizing How Culture Affects Communication
KEYWORDS: Bloom's: Remember
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76. Individuals in high-context cultures prefer direct verbal interaction, value individualism, rely on logic, say "No" directly, and give authority to written information.
    a. True
    b. False
ANSWER: False
RATIONALE: Individuals in low-context cultures prefer direct verbal interaction, value individualism, rely on logic, say "No" directly, and give authority to written information. They also are generally less proficient in reading nonverbal cues and communicate in highly structured, detailed

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messages with literal meanings.

POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 15
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.02 - DISC.ESBC.GULO.23.05.02
TOPICS: Recognizing How Culture Affects Communication
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77. The United States is an example of a low-context culture.
    a. True
    b. False

ANSWER: True
RATIONALE: The United States, along with Scandinavia and Germany, represents a low-context culture. Members of low-context cultures tend to be logical, analytical, and action oriented. They also value independence and freedom from control.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: pp. 15-16
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.02 - DISC.ESBC.GULO.23.05.02
TOPICS: Recognizing How Culture Affects Communication
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78. Laura values individualism and personal responsibility in herself and coworkers. These values are typical of North American culture.
    a. True
    b. False

ANSWER: True
RATIONALE: As a typical North American, Laura tends to value individualism and responsibility.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 16
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Recognizing How Culture Affects Communication

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79. North Americans consider time a precious commodity and correlate it with productivity, efficiency, and money.
    a. True
    b. False
ANSWER: True
RATIONALE: North Americans consider time a precious commodity. They correlate time with productivity, efficiency, and money. Keeping people waiting for business appointments wastes time and is rude.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 16
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Recognizing How Culture Affects Communication
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80. Individuals in Western cultures are more relaxed about social status and the appearance of power.
    a. True
    b. False
ANSWER: True
RATIONALE: In Western cultures people are more relaxed about social status and the appearance of power. However, in many Asian cultures, wealth, position, seniority, and age are important and must be respected.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 17
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Recognizing How Culture Affects Communication
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81. Emphasis on the importance of individual words, especially in contracts and negotiations, is a trait of lower-context cultures such as that of the United States.
    a. True
    b. False

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ANSWER: True
RATIONALE: People in low-context cultures such as the United States place more emphasis on precise meanings of words, especially in contracts and during negotiations. On the other hand, people in high-context cultures place more emphasis on the surrounding context than on the words describing a negotiation.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 17
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Recognizing How Culture Affects Communication
KEYWORDS: Bloom's: Remember
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82. The first step in learning intercultural skills is being aware of your own culture and how it contrasts with others.
    a. True
    b. False
ANSWER: True
RATIONALE: The first step in learning intercultural skills is being aware of your own culture and how it contrasts with others. Another important step involves recognizing barriers to intercultural accommodation and striving to overcome them.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 18
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Remember
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83. Ethnocentrism can be found in all cultures.
    a. True
    b. False
ANSWER: True
RATIONALE: Ethnocentrism is the belief in the superiority of one's own culture and is found in all cultures.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 18
QUESTION TYPE: True / False
HAS VARIABLES: False

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TOPICS: Becoming Interculturally Proficient
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84. Cross-cultural communication can be improved by practicing tolerance and ethnocentrism.
    a. True
    b. False
ANSWER: False
RATIONALE: "Ethnocentrism" is the belief in the superiority of one's own culture. It is wise to be tolerant in cross-cultural communication, but ethnocentrism can handicap communication.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: pp. 18-19
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Remember
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85. When communicating face-to-face with a person from another culture, you can always assume that the other person is understanding your ideas if he or she smiles.
    a. True
    b. False
ANSWER: False
RATIONALE: When orally communicating with a diverse audience, never assume that a "yes," nod, or smile indicates comprehension or agreement. Instead, ask probing questions or encourage the listener to paraphrase your ideas.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 19
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Becoming Interculturally Proficient
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86. For international trade it is a good idea to learn and use the metric system.

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a. True
b. False

ANSWER: True
RATIONALE: Because the metric system is widely used throughout the world, for international trade it is a good idea to learn and use this system.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 20
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.05 - DISC.ESBC.GULO.23.05.05
TOPICS: Becoming Interculturally Proficient
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87. The U.S. workplace is expected to remain dominated by males and be Anglo-oriented.
a. True
b. False

ANSWER: False
RATIONALE: The U.S. workforce is expected to change in the coming years. No longer will it be dominated by males or be Anglo-oriented. Instead, women, Hispanics, African Americans, Asians, and Native Americans are expected to represent the majority of U.S. workers.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 20
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Remember
DATE CREATED: 1/10/2022 3:55 PM
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88. Diversity has become a critical bottom-line business strategy in today's global economy.
a. True
b. False

ANSWER: True
RATIONALE: There is a growing realization among organizations that diversity is critical in improving relationships and increasing productivity, both of which directly impact a business's bottom line.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21

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QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Remember
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89. Businesses that want to capitalize on cultural diversity need to train workers to think and act alike to reduce conflicts.

a. True
b. False

ANSWER: False
RATIONALE: Diversity makes an organization innovative and creative. Sameness fosters an absence of critical thinking called "groupthink."
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Remember
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90. Lori will be traveling to Germany for a business meeting. Because she and her German counterparts work for the same company, she can rightfully assume that they are like-minded and have similar ideas about how to accomplish goals.

a. True
b. False

ANSWER: False
RATIONALE: Lori should avoid making assumptions about her German associates and do some research prior to her trip about German culture and how it affects professional thinking and operating.

POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 21
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Becoming Interculturally Proficient
KEYWORDS: Bloom's: Apply
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91. Juan Jose's supervisor has noticed that Juan Jose works effectively in teams, has excellent presentation skills, and has strong initiative at resolving problems when they arise. These qualities that Juan Jose's supervisor appreciates in Juan Jose as an employee are his _____.

a. professional skills
b. technical skills
c. communication skills
d. emotional skills

ANSWER: a
RATIONALE: Professional skills—such as the ability to communicate, work well with others, solve problems, make ethical decisions, and appreciate diversity—are essential career attributes in today's workplace.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Succeeding With Twenty-First-Century Skills
KEYWORDS: Bloom's: Apply
DATE CREATED: 3/1/2022 10:02 AM
DATE MODIFIED: 3/1/2022 11:40 AM

92. The ability to store and manage applications and data in remote locations is known as _____.

a. cloud computing
b. information sharing
c. the Internet of things
d. artificial intelligence

ANSWER: a
RATIONALE: The ability to access data on remote servers with a computer or mobile device is called cloud computer, and has allowed an enormous increase in mobility and information sharing.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.09.02 - DISC.ESBC.GULO.23.04.05
TOPICS: Succeeding With Twenty-First-Century Skills
KEYWORDS: Bloom's: Remember
DATE CREATED: 3/1/2022 10:06 AM
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93. Among the five most desirable attributes in job seekers—management, leadership, problem-solving skills, written and

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oral communication, and teamwork—which one ranked first?

a. Leadership
b. Management
c. Written and oral communication
d. Teamwork skills

ANSWER: c
RATIONALE: Written and oral communication skills ranked first among these five attributes. In poll after poll, communication tops recruiters' wish lists for desired skills among applicants.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.01 - 01.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.09.02 - DISC.ESBC.GULO.23.04.05
TOPICS: Succeeding With Twenty-First-Century Skills
KEYWORDS: Bloom's: Remember
DATE CREATED: 3/1/2022 10:11 AM
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94. During Maram's interview, the interviewer was interested in learning more about Maram's background and extended the interview an extra 15 minutes. This is an example of what type of non-verbal communication?

a. Space
b. Territory
c. Time
d. Appearance

ANSWER: c
RATIONALE: Eye contact, facial expressions, posture and gestures, space, time, territory, and appearance are all examples of nonverbal communication. Extending the interview time shows that the interviewer is interested in Maram's potential as an employee.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.03 - 1.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Communicating Nonverbally
KEYWORDS: Bloom's: Apply
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95. What are the key components of what constitutes culture, as shared by a society, region, or country?

a. A complex system of values, traits, morals, and customs
b. A complex system of beliefs and attitudes
c. A complex system of language, religion, and social structure

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d. A complex system of social hierarchy and power

ANSWER: a
RATIONALE: Culture may be defined as "the complex system of values, traits, morals, and customs shared by a society, region, or country."
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Understanding Culture and Communication
KEYWORDS: Bloom's: Remember
DATE CREATED: 3/1/2022 10:17 AM
DATE MODIFIED: 3/11/2022 4:48 PM

96. According to a model developed by cultural anthropologist Edward T. Hall, context refers to the stimuli, environment, or ambience surrounding an event. When cultures are placed on a continuum from low to high in relation to context, the model becomes especially useful for helping to understand differences in _____.

a. personalities
b. attitudes
c. preferences
d. communication styles

ANSWER: d
RATIONALE: According to a model developed by cultural anthropologist Edward T. Hall, context refers to the stimuli, environment, or ambience surrounding an event and arranged on a continuum from low to high. This model can be used to better understand how different types of cultures communicate, specifically categorized into low and high context cultures.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.04 - 1.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.02 - DISC.ESBC.GULO.23.05.02
TOPICS: Understanding Culture and Communication
KEYWORDS: Bloom's: Remember
DATE CREATED: 3/1/2022 10:21 AM
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97. The belief in the superiority of one's own culture, an attitude found naturally in all cultures, is known as _____.

a. stereotyping
b. ethnocentrism
c. intolerance
d. closed-mindedness

ANSWER: b

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RATIONALE: The belief in the superiority of one's own culture is known as ethnocentrism. This natural attitude is found in all cultures.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.05.01 - DISC.ESBC.GULO.23.05.01
TOPICS: Ensuring Intercultural Effectiveness
KEYWORDS: Bloom's: Remember
DATE CREATED: 3/1/2022 10:23 AM
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98. What term describes the oversimplified perception of a behavior pattern or characteristic applied uncritically to entire groups?

a. Stereotyping
b. Ethnocentrism
c. Empathy
d. Intolerance

ANSWER: a
RATIONALE: A stereotype is an oversimplified perception of a behavior pattern or characteristic applied to entire groups. Stereotypes may create misconceptions and misunderstandings.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Ensuring Intercultural Effectiveness
KEYWORDS: Bloom's: Remember
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99. Power distance refers to how people in different societies see and address differences in _____.

a. equality
b. diversity
c. communication style
d. individualism

ANSWER: a
RATIONALE: Power distance refers to how people in societies cope with inequality; in other words, how they relate to more powerful individuals.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21

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QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Ensuring Intercultural Effectiveness
KEYWORDS: Bloom's: Remember
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100. Tolerance means learning about those who are not like us and being receptive to new experiences. One of the best ways to develop this trait is to practice _____.

a. open-mindedness
b. patience
c. empathy
d. ethnocentrism

ANSWER: c
RATIONALE: Tolerance means learning about those who are not like us and being open-minded and receptive to new experiences. One of the best ways to become tolerant is to practice empathy, which means seeing the world through another's eyes.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 21
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: ESBC.GULO.23.01.05 - 1.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.23.06.04 - DISC.ESBC.GULO.23.06.04
TOPICS: Ensuring Intercultural Effectiveness
KEYWORDS: Bloom's: Remember
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