# *Business Communication Building Critical Skills (Canadian) 6th edition Braun Test Bank*

SKU: 9781259089091-TEST-BANK

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

1) The primary audience receives the message first and routes it to other audiences.
A) True
B) False
Answer: B

2) A watchdog audience has the power to stop a message.
A) True
B) False
Answer: B

3) Messages are transmitted via channels.
A) True
B) False
Answer: A

4) In the communication process, channel overload occurs when more messages are transmitted than the human receiver can handle.
A) True
B) False
Answer: B

5) Different frames of reference frequently cause miscommunication.
A) True
B) False
Answer: A

6) One must know and understand the audiences to identify the information that will attract and hold their attention, and motivate them to comply with a message.
A) True
B) False
Answer: A

7) Critical thinking involves gathering as much information as you can about someone or something, and then making decisions based on that information.
A) True
B) False
Answer: A

8) Demographic factors are subjective and measureable.
A) True
B) False
Answer: B



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9) A discourse community is a group of people who share assumptions about their particular culture and values.
A) True
B) False
Answer: A

10) Within a given industry, such as banking, companies share a similar organizational culture.
A) True
B) False
Answer: B

11) When addressing a business audience, avoid using conversational language in your message as it will generate a negative reaction from the audience.
A) True
B) False
Answer: B

12) When addressing a business audience, unintentional cultural, gender, religious, and economic assumptions in messages can offend readers and cost you business.
A) True
B) False
Answer: A

13) When addressing a business audience, use headings and bullet lists to use up white space in formal documents.
A) True
B) False
Answer: B

14) Choose channels that best suit your purposes and audience needs.
A) True
B) False
Answer: A

15) In oral communication, meaning and morale can be jeopardized when people choose efficiency and formality over real communication.
A) True
B) False
Answer: A

16) The _____ audience receives the message first and routes it to other audiences.
A) primary
B) watchdog
C) initial
D) secondary
Answer: C



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17) The _____ audience makes the decision to act on a message.
A) secondary
B) primary
C) watchdog
D) initial
Answer: B

18) In which of the following situations would your manager be considered both the primary and initial audience?
A) You write a proposal to your manager suggesting a new promotional idea in the hope that she will like it enough to pass it on to the division chief, who has the power to implement a new plan.
B) Your manager asks you to compile the latest sales figures and put them in an informative report so she can decide if your new marketing strategies have paid off.
C) Your manager asks you to compile sales figures for the last fiscal year so she can send them to her boss, who needs the information to prepare himself for an upcoming board meeting.
D) Your company's newsletter needs information on your department's softball team, which your manager wants to see before it's passed on to the editor.
Answer: B

19) The _____ may be asked to comment on your message or to implement your ideas after they've been approved.
A) gatekeeper
B) primary audience
C) initial audience
D) secondary audience
Answer: D

20) In terms of the types of audiences, a supervisor or executive assistant who decides whether or not you can speak to your manager is _____.
A) the neutral audience
B) the secondary audience
C) a gatekeeper
D) a watchdog
Answer: C

21) A _____ pays close attention to the communication between the communicator and the primary audience and may base future actions on its evaluation of the communicator's message.
A) gatekeeper
B) secondary audience
C) initial audience
D) watchdog audience
Answer: D



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22) In the communication process, _____ occurs when the communication medium cannot handle all the messages being sent.
A) channel overload
B) information overload
C) feedback
D) noise
Answer: A

23) In the communication process, _____ occurs when more messages are transmitted than the human receiver can handle.
A) feedback
B) information overload
C) channel overload
D) noise
Answer: B

24) "I couldn't understand a word they were saying. They spoke all at once." This is an example of which of the following elements of the communication process?
A) Frames of reference
B) Channel overload
C) Noise
D) Decoding
Answer: B

25) _____ is the ability to put yourself in someone else's shoes, to feel with that person.
A) Intuitiveness
B) Critical thinking
C) Apathy
D) Empathy
Answer: D

26) _____ involves gathering as much information as you can about someone or something, and then making decisions based on that information.
A) Perceptiveness
B) Critical thinking
C) Multi-tasking
D) Formal logic
Answer: B



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27) _____ characteristics can be objectively quantified, or measured, and include age, gender, and religion.
A) Demographic
B) Behavioural
C) Psychographic
D) Cognitive
Answer: A

28) Audience reaction is strongly influenced by:
A) Objective logic
B) Personal, social, political, religious, and class associations
C) Weather conditions
D) Time of day the message is received
Answer: B

29) Which of the following must you consider when doing an audience analysis?
A) Their preferences for places to hold meetings.
B) Their favourite places of interest.
C) Their current knowledge of your topic.
D) Their physical characteristics, such as weight and height.
Answer: C

30) Which are some of the ways you can find out what matters within your organization?
A) Listen to colleagues stories around the water cooler (rumours)
B) Ask your boss
C) Observe who is fired
D) Pay attention to who is disciplined
Answer: B

31) How is an organization's culture expressed?
A) Through values, attitudes, and philosophies
B) Through their office décor and furniture
C) Through their choice of meeting venues and frequency of meetings
D) Through their frequency of social gatherings after work
Answer: A

32) When writing to both external and internal audiences, which of the following language styles is most suitable?
A) An informal style to relate to more people
B) A more formal style using elaborate vocabulary
C) An informal style written in first person to have a more personal feel
D) A more formal style in third person
Answer: D



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33) Communication channels should be selected based on the factor(s) of:
A) Environmental influence such as weather and temperature.
B) Physical capabilities of sender and receiver.
C) Receiver's ability to read and write.
D) Speed and efficiency.
Answer: D

34) _____ characteristics are qualitative rather than quantitative and include values, beliefs, goals, and lifestyles.
A) Geodemographic
B) Psychographic
C) Geographic
D) Demographic
Answer: B

35) The advantage of writing is primarily to be on record. Why is this important?
A) To make sure people know where you stand and how you feel
B) To present your reasoning or details step by step
C) To show that you are sensitive to the emotional needs of people
D) To present the big picture first and emphasize your major point
Answer: B

36) When trying to reach a larger audience:
A) Deliver your communication repeatedly to ensure everyone has had equal opportunity.
B) Simplify your communication as much as possible.
C) Use multiple channels and multiple media.
D) Make sure everyone is at the same educational level.
Answer: C

37) _____ data is used by marketers to analyze and appeal to audiences according to where they live and what they buy.
A) Psychographic
B) Cognitive
C) Behavioural
D) Geodemographic
Answer: D

38) Which of the following must you avoid when developing a message?
A) Conversational language
B) Unintentional cultural assumptions
C) Mix of paragraph lengths to create white space
D) Bias-free photographs
Answer: B



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39) When you are writing to audiences with different needs, it is better to:

A) Get straight to the point of your message instead of starting with an introduction.
B) Use a variety of styles to accommodate everyone.
C) Use technical terms and jargon instead of simple words.
D) Meet the needs of the gatekeepers and primary audiences first.

Answer: D

40) Oral communication is suitable:

A) When you want an immediate response.
B) When you want to create a permanent record of your message.
C) When you need to send routine business messages.
D) When you want to present complex financial data.

Answer: A

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

41) How do different frames of reference cause miscommunication?

Answer: Miscommunication frequently occurs because every individual makes meaning using different frames of reference. We always interpret messages in the light of our perceptions, based on personal experiences, our cultures and subcultures, and the time in which we live.

42) Since audience analysis is central to the success of your message, what information do you need to consider about your audience?

Answer: You will need to consider the following pertinent information about the audience:

- Their knowledge about your topic
- Their demographic factors, such as age, gender, education, income, class, marital status, number of children, home ownership, location
- Their personality
- Their attitudes, values, and beliefs
- Their past behaviour

43) What is organizational culture?

Answer: An organization's culture is its values, attitudes, and philosophies. Once established, organizational or corporate culture can shape members' attitudes and behaviours, and become very difficult to change. Organizational or corporate culture reveals itself verbally in the organization's myths, stories, and heroes, and non-verbally in the allocation of space, money, and power.



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44) What are some strategies you can use to choose the appropriate medium for your communication?

Answer: -Choose the channels that best suit your purposes and audience needs: sensitive information requires face to face communication; complicated information needs written and/or visual support.
-Use multiple channels whenever possible.
-Choose the medium that best suits your purposes, your relationship with the audience, and audience needs: when you know your audience, and you're sending a simple message, texting is fine; however, effective crisis communication requires a variety of media.

45) What are the advantages of oral communication?

Answer: Speaking is easier and more efficient when you need to do any of the following:

- Answer questions, resolve conflicts, and build consensus
- Use emotion to help persuade the audience
- Provoke an immediate action or response
- Focus the audience's attention on specific points
- Modify a proposal that may not be acceptable in its original form



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