Business Communication Problem Solving Approach (Canadian) 1st edition Rentz Test Bank

SKU: 9781260339574-TEST-BANK

Business Communication Problem Solving Approach 1ce Edition by Rentz Ch01

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

1) Communication ranks at or near the top of the business skills needed for success.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the importance of communication to you and to business.
Topic : 01-02 The Importance of Communication Skills
Bloom's : Remember
Difficulty : Easy

2) The importance of communication skills is the same at all levels of an organization.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the importance of communication to you and to business.
Topic : 01-02 The Importance of Communication Skills
Bloom's : Understand
Difficulty : Medium

3) It is now MORE important for employees to have visual literacy than verbal literacy.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

4) Poor communication negatively affects big businesses, but NOT small businesses.

- ◎ true
- ◎ false

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Business Communication Problem Solving Approach 1ce Edition by Rentz Ch01

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the importance of communication to you and to business.
Topic : 01-02 The Importance of Communication Skills
Bloom's : Understand
Difficulty : Medium

5) The ability of people to quickly assess the emotions of those around them and adapt their words, tone, and gestures accordingly is known as social intelligence.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

6) The ability to interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes is known as visual literacy.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

7) The widespread use of the Internet and social media has increased companies' attention to corporate social responsibility.

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

8) An example of internal-operational communication is when two employees of a business communicate with each other in order to complete a project.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication

9) Personal communication interferes with good business relationships and should be prohibited in the workplace.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication

10) The formal network refers to the main lines of operational communication in a business.

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe the two types of communication networks in an organization.
Topic : 01-08 Communication Networks of the Organization

11) The grapevine, or the informal network of communication within an organization, typically carries much less information than the formal communication network.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe the two types of communication networks in an organization.
Topic : 01-08 Communication Networks of the Organization

12) The kind of communicating a business does is independent of the nature of the business.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Medium
Learning Objective : 01-07 Describe the main factors that affect the types and amount of communicatin
Topic : 01-09 Factors That Influence an Organization's Communication

13) The official culture and the actual culture in an organization are identical.

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-07 Describe the main factors that affect the types and amount of communicatin
Topic : 01-09 Factors That Influence an Organization's Communication

14) Communication is NOT a very big problem solver in business; almost all business problems could be solved without it.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-02 Explain the ways in which business communication is a form of problem solv
Topic : 01-03 Business Communication as Problem Solving

15) In situations where a communicator is attempting to deliver a complete, carefully prepared message—as in a letter, report, or oral presentation— it is NOT important to have the intended recipients in mind when composing and designing the message.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication

16) Sensing a need for communication typically occurs at the recipient's end in the business communication process.

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication

17) Solving a communication problem is typically a linear process.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-09 Describe the business communication process.
Topic : 01-12 Business Communication: The Bottom Line

18) Interpreting a message is MORE than just extracting information from a message.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-09 Describe the business communication process.
Topic : 01-12 Business Communication: The Bottom Line

19) No two people have identical contexts or mental "filters."

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-09 Describe the business communication process.
Topic : 01-12 Business Communication: The Bottom Line

20) Bypassing is a communication problem that occurs when you and your audience attach completely different meanings to the same words.

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : Easy
Bloom's : Understand
Learning Objective : 01-09 Describe the business communication process.
Topic : 01-12 Business Communication: The Bottom Line

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

21) Which one of the following statements about email is TRUE?

A) Email came into existence during the 1950s.
B) Email has entirely replaced the need for phone conversations.
C) Email is the primary form of oral communication.
D) Email allows a communicator to reach out to only one person at a time.
E) Email revolutionized business communication.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

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22) The advent of new media has

A) increased the need for employees who have social intelligence.
B) eliminated the need for traditional modes of communication such as face-to-face conversations.
C) limited the demand for digital networking and virtual collaboration.
D) increased the hierarchical nature of organizational setups.
E) reduced the decision-making power of front-line employees.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

23) Which of the following impacts of New Media is TRUE?

A) New media have increased rigidity in thinking and reduced people's problem-solving skills.
B) New media have decreased the average social intelligence of people at work.
C) New media have made it easier to tap the intelligence of people outside an organization.
D) New media have reduced the need for cross-cultural competency.
E) New media have lowered the quality of communication in the workplace.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

24) Part of having _____ means understanding that businesspeople from other countries may have very different attitudes about punctuality and efficiency.

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A) social intelligence
B) interpretive skill
C) cross-cultural competency
D) computational thinking
E) None of the above

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown
Bloom's : Analyze

25) Which one of the following is a current challenge for business communicators?

A) increased popularity of hierarchical structures in organizations
B) decreased diversity of employees at the workplace
C) increased focus on corporate social responsibility
D) increased rejection of new media in family-owned businesses
E) decreased usage of electronic correspondence by business writers

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

26) When interacting in social situations, an employee is expected to follow a set of behaviours known as

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A) business etiquette
B) formal communication
C) heuristics
D) cross-cultural competency
E) interpretive skills

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-04 Define professionalism and its importance to business communications.
Topic : 01-05 Professionalism 101

27) Social intelligence is best defined as the ability to

A) choose the right format for a given document
B) quickly assess the emotions of those around them and adapt their words, tone, and gestures accordingly
C) interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes
D) determine the deeper meaning or significance of data
E) observe proper business etiquette

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

28) Baby Boomers refer to those people who

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A) have more than three children
B) were born after the year 1979
C) were brought up in multi-cultural societies
D) oppose population-control strategies
E) were born soon after World War II

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

29) Heidi is an energy drink salesperson. When selling her firm's drinks in Canada, she emphasizes how they will give consumers the extra edge they need to get ahead in life. However, when selling them in China, she instead emphasizes how consumers will be better able to meet their family and work responsibilities. While doing this, Heidi demonstrates

A) cross-cultural competency
B) ethical reasoning
C) computational thinking
D) visual literacy
E) corporate social responsibility

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown
Bloom's : Apply

30) Which one of the following statements is TRUE about increasing diversity (gender, age, and ethnic diversity) in the workplace?

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A) It has little effect on communication in the workplace.
B) Communication in businesses decreases as diversity increases.
C) The requirement for cultural agility in workplace communication has increased significantly.
D) All people within a business share standardized notions of business and communication.
E) Workplace diversity decreases the need for social intelligence.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

31) The ability to meaningfully, accurately, and efficiently create and interpret pictures and other graphics is known as

A) cross-cultural competency.
B) social intelligence.
C) computational thinking.
D) ethical reasoning.
E) visual literacy.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

32) Computational thinking is best defined as the ability to

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A) interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes

B) understand and adapt to other people's preference for individualism or collectivism, political environment and ideas about social hierarchy of different countries

C) quickly assess the emotions of those around you and adapt one's words, tone, and gestures accordingly

D) create visuals and determine the deeper, underlying meaning or significance of message

E) manipulate people into accepting one's viewpoint regarding ethics and social responsibility

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

33) Mira reviews user information collected by her company's website and uses it to create targeted marketing materials. Mira is demonstrating

A) computational thinking
B) visual literacy
C) cultural awareness
D) data agility
E) corporate social responsibility

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown
Bloom's : Apply

34) The automation of tasks by smart machines

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A) improves the average social intelligence of employees
B) enables employees to spend more time on tasks that require strong interpretive skills
C) offers employees the opportunity to develop visual literacy and ethical reasoning
D) develops a high level of information literacy in employees
E) improves the technological competence of employees

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

35) Cross-cultural competency is best defined as the ability to

A) understand and adapt to the preference for individualism or collectivism, religious beliefs, political environment, and ideas about social hierarchy of different countries
B) interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes
C) determine the deeper, underlying meaning or significance of messages
D) manipulate people into accepting one's viewpoint regarding religion
E) create and interpret graphics

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

36) One of the impacts of the widespread use of the Internet has been to

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A) force companies into focusing harder on developing a socially responsible image
B) restrict negative information from spreading quickly and widely
C) reduce the likelihood of culturally diverse people working together on a global team
D) make organizations less accountable to society and removed them from public scrutiny
E) reduce the amount of time employees can spend on tasks that require deeper interpretation

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

37) Which one of the following statements is TRUE about internal-operational communication?

A) It includes a business's communication with its customers.
B) It includes a business's communication with its suppliers.
C) It includes the orders and instructions that supervisors give to their employees.
D) It includes the instructions that the supervisors of a business give to its vendors.
E) It includes a business's communication with government agencies.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication

38) Which one of the following constitutes an audience for a business's internal-operational communication?

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A) competitors
B) customers
C) employees
D) suppliers
E) government officials

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication

39) The head of the marketing department at Plural Publishing sends an email to the company's three project managers, asking them to send the back cover copy for each book being published in the spring. This is a good example of

A) internal-operational communication
B) external-operational communication
C) personal communication
D) grapevine communication
E) internal-external communication

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication
Bloom's : Apply

40) Which one of the following is a good example of internal-operational communication?

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A) a letter written by a consumer to the customer care service department
B) an advertisement put on a company's website for the general public
C) an order form submitted to an organization's supplier for raw materials
D) a businessperson's posts on her personal Twitter feed
E) a memo from the company president to her subordinates regarding sales targets

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication
Bloom's : Apply

41) Which one of the following statements is TRUE about external-operational communication?

A) It includes the ongoing discussions that the senior management undertakes to determine the goals and processes of the business.
B) It includes all the business's efforts at selling, from sales letters and emails to ads, tradeshow displays, and customer visits.
C) It includes the orders and instructions that supervisors give employees, as well as written and oral exchanges among employees about work matters.
D) It includes company reports that employees prepare concerning sales, production, inventories, finance, maintenance, and so on.
E) It includes the messages that employees write and speak in carrying out their assignments and contributing their ideas to the business.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication

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42) The social media manager for a small start-up firm posts a link to the company's Facebook page describing an upcoming customer appreciation event. This form of communication can be categorized as

A) internal-operational communication
B) external-operational communication
C) personal communication
D) verbal communication
E) grapevine communication

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication
Bloom's : Apply

43) Which one of the following is a good example of external-operational communication?

A) a training session conducted by a member of the information technology team to show employees how to use the new database
B) a discussion between members of a project team during which they determine the next step they need to take
C) a television advertisement for business Internet services
D) a report provided to senior management by the sales manager
E) a memo from human resources to employees reminding them that cultural sensitivity training will be held next week

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication
Bloom's : Apply

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44) Which one of the following communication examples is BEST categorized as external-operational communication?

A) discussions among the board members to decide the future course of the organization
B) coffee break conversations between employees regarding the progress of their respective projects
C) monthly sales reports created by an automated software
D) meetings that executives hold with leaders of community organizations
E) messages that employees write to their team members regarding project-related issues

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication
Bloom's : Apply

45) Communication with an external audience should be undertaken with careful attention to both content and tone because _____.

A) front-line employees now have a higher level of decision-making power
B) new media are increasing the need for employees with social intelligence
C) external audiences tend to have low literacy
D) such messages can be regarded as public-relations messages, conveying a certain image of the company
E) communicating with external audiences is far more important than communicating with internal audiences

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Medium
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication

46) Which one of the following statements is TRUE about personal communication?

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A) Personal communication is an official part of a business's operations.
B) Personal communication should be avoided as it is often counter-productive to the organization's goals.
C) Personal communication is regulated by the formal network.
D) Communication with external parties may include elements of personal communication.
E) The attitudes of the employees and those with whom they communicate are not influenced by personal communication.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication
Bloom's : Analyze
Difficulty : Hard

47) Which of the following examples can BEST be classified as personal communication?

A) a team discussion of how to improve work performance
B) an acknowledgement that an order has been received
C) a note to a supplier thanking him for the Christmas card he sent
D) a business proposal written to the general manager of a company
E) a team meeting to discuss the progress of an ongoing project

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication
Bloom's : Apply

48) The _____ refers to the main lines of operational communication.

Business Communication Problem Solving Approach (Canadian) 1st edition Rentz Test Bank

A) personal communication network
B) formal network
C) supply chain
D) regulatory network
E) grapevine

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe the two types of communication networks in an organization.
Topic : 01-08 Communication Networks of the Organization

49) A company requires the heads of its five departments to send a project update email to the company vice president each Friday afternoon. This is a good example of a stable form of communication referred to as _____.

A) an informal network
B) a genre
C) heuristics
D) a grapevine
E) a literacy

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe the two types of communication networks in an organization.
Topic : 01-08 Communication Networks of the Organization

50) Which one of the following statements is TRUE about the formal network of an organization?

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A) The formal network does not include the upward and lateral movement of information in an organization.

B) The formal communication network never includes external audiences.

C) The formal network is the only important communication network in an organization.

D) The formal network is unrelated to an organization's business plan.

E) The formal network constitutes the main lines through which the bulk of operational communication flows.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-06 Describe the two types of communication networks in an organization.
Topic : 01-08 Communication Networks of the Organization

51) Which one of the following statements is TRUE about the informal network of an organization?

A) The informal network consists of organized, well-established channels for information exchange.

B) The informal network can be controlled by the manager's network.

C) The informal network carries insignificant information.

D) Use of the informal network should be discouraged.

E) The informal network follows no set pattern and is usually a complex relationship of smaller networks.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-06 Describe the two types of communication networks in an organization.
Topic : 01-08 Communication Networks of the Organization

52) The grapevine of an organization is best defined as _____.

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A) a network that follows a set pattern of communication within the organization
B) a network that is highly dependent on the computational skills of the organization's employees
C) a collection of the simple, well-defined communication streams within an organization
D) the informal network used by employees within an organization
E) the network used by an organization to communicate with its core business partners

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-06 Describe the two types of communication networks in an organization.
Topic : 01-08 Communication Networks of the Organization

53) Employees and/or managers should deal with their organization's grapevine by _____.

A) controlling it with rules and regulations
B) establishing communication procedures to monitor it.
C) recognizing its presence, trying to identify its most influential people and understanding its influence on the organization.
D) ignoring its existence.
E) deregulating the use of social media during work hours.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-06 Describe the two types of communication networks in an organization.
Topic : 01-08 Communication Networks of the Organization

54) Which one of the following statements is TRUE about factors that influence business communication within an organization?

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A) An organization's communication patterns are independent of the industry in which it operates.

B) How structured an organization is can determine who specific employees may communicate with.

C) Simpler organizations typically require more communication than complex organizations.

D) The geographic dispersion of an organization tends to have an adverse impact on its external communication.

E) The communication of a homogeneous organization requires more adaptation to participants' values than that of a multicultural organization.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-07 Describe the main factors that affect the types and amount of communicatin
Topic : 01-09 Factors That Influence an Organization's Communication

55) Which one of the following statements is TRUE about organizational culture?

A) The concept of organizational or corporate culture was popularized in the early 1900's.

B) A company's organizational culture is determined soley by management.

C) The focus on organizational culture by management consultants and theorists has drastically decreased over time.

D) The official organizational culture of a company is identical to its actual organizational culture.

E) Organizational culture refers to an organization's customary, but often unstated, ways of perceiving and doing things.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-07 Describe the main factors that affect the types and amount of communicatin
Topic : 01-09 Factors That Influence an Organization's Communication

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56) Which one of the following statements is TRUE about the actual organizational culture of a company?

A) It is invariably the same as the organizational culture promoted by the leaders at the top.
B) It is a dynamic, living realm of meaning constructed through communications at the topmost level of the company.
C) It is always reflected in the company's mission statement.
D) It is announced through formal communications by the management of the company.
E) It is the medium of preferred values and practices in which the company's members do their work.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-07 Describe the main factors that affect the types and amount of communicatin
Topic : 01-09 Factors That Influence an Organization's Communication

57) Which one of the following is a good example of something that would be classified as part of the larger communications context within the business communications process?

A) the fact that the communicators have known each other for five years
B) the communicator's job in accounting
C) the communicator's credentials such as an MBA
D) changes to financial oversight laws
E) the organization represented by the communicators

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication
Bloom's : Apply
Difficulty : Hard

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58) Which one of the following statements is TRUE about ill-defined problems?

A) Ill-defined problems can be solved by using a set formula.
B) There are few ill-defined problems in a well-run business.
C) Ill-defined problems are always negative.
D) Solving ill-defined problems requires analytical skill and good judgment.
E) Ill-defined problems have unique and perfect solutions.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-02 Explain the ways in which business communication is a form of problem solv
Topic : 01-03 Business Communication as Problem Solving

59) Which one of the following approaches will be MOST effective for solving business communication problems?

A) Use trial and error
B) Consider your options and try the easiest idea
C) Use what has worked for other companies
D) Consider the likely effects of several different solutions and choose the solution with the best likely effect
E) Use a formula that works for solving well-defined problems

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-02 Explain the ways in which business communication is a form of problem solv
Topic : 01-03 Business Communication as Problem Solving
Bloom's : Analyze

60) Which one of the following statements is TRUE about the communicator's particular contexts for communication?

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A) Communication can be influenced by the communicators' professional roles.
B) The communicators' personal contexts do not influence their communication.
C) The largest context in which business communication takes place is the organizational context.
D) The organizational context does not influence either external communication or the grapevine.
E) Customs and cultures have no effect on business communication.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication

61) Jacob grew up in a large family in a rural area of Ontario, while Marissa is an only child who grew up in Toronto. This information provides Jacob's and Marissa's _____ contexts.

A) organizational
B) formal
C) informal
D) personal
E) professional

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication
Bloom's : Apply

62) Which one of the following situations is a good example of personal context influencing business communication?

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A) Because of Medpace Inc.'s hierarchical structure, employees are expected to use a formal style when communicating with high-ranking executives.

B) Jose, a freelance software trainer, prefers to use technical jargon when communicating with vendors.

C) Paula, a fashion designer, writes a fashion blog.

D) Jason, upset because he recently broke up with his girlfriend, writes a rude email to a coworker.

E) Gemini Inc.'s employees use social media in their communication at work.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication
Bloom's : Apply
Difficulty : Hard

63) Which one of the following examples BEST demonstrates a communicator's professional context influencing communication?

A) As the public relations manager, Trina is the only employee at Gila Construction authorized to talk to the press.

B) John, an optimistic person, likes to put an inspirational quote at the end of his email messages.

C) Morgan, an architect, prefers to communicate ideas visually.

D) Melissa refuses to apologize to her subordinate after yelling at the subordinate in public.

E) Trevor often uses social media sites at work because his company's products are marketed to young adults.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication
Bloom's : Apply
Difficulty : Hard

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64) The first step in the communication process is to _____.

A) compose a message
B) interpret the message
C) sense the need for communication
D) select a course of action
E) decide on a response

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication

65) In the process of communication, once the primary sender of a message has defined the situation, the next step is to _____.

A) consider possible communication strategies
B) interpret the message
C) compose the message
D) send the message
E) extract information from the message

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication

66) If during the _____ stage in the process of communication you have decided to deliver your message verbally, you will make notes and design any visuals you might need.

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A) composing the message
B) sending the message
C) selecting a course of action
D) receiving the message
E) interpreting the message

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication

67) Which of the following is most likely to be TRUE of a situation that heavily involves the audience in the communication process?

A) The communicator will not be able to develop a well-informed sense of the situation.
B) The communicator will have to adapt his or her course of action while in the midst of communicating.
C) The communicator will have trouble achieving his/her goals.
D) Choosing an appropriate medium for the message becomes a challenge.
E) Composing the message requires less consideration.

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication
Bloom's : Analyze

68) The communication problem that arises when two people using the same word think that they agree on its meaning but actually do not is referred to as _____.

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A) groupthink
B) brainstorming
C) masking
D) bypassing
E) heckling

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-09 Describe the business communication process.
Topic : 01-12 Business Communication: The Bottom Line

69) Paul, a sales manager, asks Rafael, one of his new recruits, to send him a sales report by EOD (end of day). Rafael intends on creating the report after returning home and sending it to Paul by midnight. While Rafael is on his way out after finishing his work for the day, Paul spots him and asks him for the report. It is only then that Rafael realizes that Paul expected him to finish the report before leaving. This scenario demonstrates _____.

A) groupthink
B) heckling
C) masking
D) brainstorming
E) bypassing

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-09 Describe the business communication process.
Topic : 01-12 Business Communication: The Bottom Line
Bloom's : Apply
Difficulty : Hard

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70) Selina, who had been raised in Calgary, has just been hired by a small law firm in a rural town in Saskatchewan and is told that the dress code is business casual. She shows up to her first day of work wearing a striped dress and a cardigan, but discovers that everyone else is in jeans and button-down shirts. This problem in communication is an example of _____.

A) masking
B) bypassing
C) exaggeration
D) heckling
E) brainstorming

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-09 Describe the business communication process.
Topic : 01-12 Business Communication: The Bottom Line
Bloom's : Apply
Difficulty : Hard

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

71) Discuss the term "new media."

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown

72) Explain the main categories of business communication.

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Business Communication Problem Solving Approach 1ce Edition by Rentz Ch01

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the three main categories of business communication.
Topic : 01-07 Main Categories of Business Communication

73) Briefly define the formal network of an organization.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-06 Describe the two types of communication networks in an organization.
Topic : 01-08 Communication Networks of the Organization

74) Discuss the effects of the grapevine on an organization. How do skillful managers take advantage of this network?

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-06 Describe the two types of communication networks in an organization.
Topic : 01-08 Communication Networks of the Organization

75) Describe the various factors that affect the types and amount of communicating that a business does.

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-07 Describe the main factors that affect the types and amount of communicatin
Topic : 01-09 Factors That Influence an Organization's Communication

76) Define computational thinking and describe a brief scenario in which an employee might need and use this skill.

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-03 Describe the skills that are needed by today's business communicators.
Topic : 01-04 Communication Skills—A Breakdown
Bloom's : Apply

77) Create a business scenario involving communicators from two different countries and give a brief account of the different contexts that would need to be considered for effective communication to occur.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-07 Describe the main factors that affect the types and amount of communicatin
Topic : 01-09 Factors That Influence an Organization's Communication
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication
Bloom's : Apply
Difficulty : Hard

78) How does a communicator's ***particular contexts*** influence the act of communication?

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication

79) Explain**why** solving a communication problem is often a recursive process.

Question Details
Accessibility : Keyboard Navigation
Difficulty : Easy
Bloom's : Understand
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication

80) List and describe the 10 steps in the Process of Communication?

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Learning Objective : 01-08 Describe the contexts for each act of business communication.
Topic : 01-11 A Model of Business Communication
Difficulty : Hard

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Business Communication Problem Solving Approach 1ce Edition by Rentz Ch01
Answer Key

Test name: Ch01

1) TRUE
Communication ranks at or near the top of the business skills needed for success.

2) FALSE
Whatever position you have in business, your performance will be judged largely on the basis of your ability to communicate. If you perform and communicate well, you are likely to be rewarded with advancement.**Andthehigheryouadvance**,**themoreyouwillneedyourcommunicationability**.

3) FALSE
Frequent exposure to the graphic-rich Internet has increased the importance of visual literacy. Certainly *verbal literacy* is a core component of communication skill. But these days, *visual literacy* is**almost** as important.

4) FALSE
SIS International Research found that poor communication is a problem for small and midsized businesses, not just for big corporations.

5) TRUE
The ability of people to quickly assess the emotions of those around them and adapt their words, tone, and gestures accordingly is known as social intelligence.

6) FALSE

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Computational thinking is the ability to interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes. The ability to create and interpret graphics is known as visual literacy.

7) TRUE

The Internet and social media have brought a new transparency to companies' business practices, with negative information travelling quickly and widely. Non-governmental organizations (NGOs) such as Oxfam Canada, Consumers' Association of Canada, and Greenpeace can exert a powerful influence on public opinion and even on governments. Businesses now operate in an age of social accountability, and one of their responses has been the development ofcorporatesocialresponsibility(CSR) departments and initiatives.

8) TRUE

Internal-operational communication takes many forms. It includes the orders and instructions that supervisors give employees, as well as written and oral exchanges among employees about work matters.

9) FALSE

Personal communication is essential in the workplace since it helps make and sustain the relationships upon which business depends.

10) TRUE

The main lines of operational communication in a business constitute the formal network. Through these channels flows the bulk of the communication that the business needs to operate.

11) FALSE

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The informal network inside an organization is often referred to as the grapevine. The grapevine it usually carries far more information than the formal communication system, and on many matters it is more influential in determining the course of an organization.

12) FALSE
Just how much and what kind of communicating a business does depends on several factors. The nature of the business is one such factor.

13) FALSE
Organizational culture is strongly influenced by the leaders at the top, but they do NOT have full control. While they may promote a certain culture through such communications as mission statements and mottoes, the actual culture of a company is a living medium constructed daily through infinite behaviours and communications at all levels of the company. The official culture and the actual culture in a company are not necessarily the same.

14) FALSE
Communication is thus a huge problem solver in business; indeed, almost no business problem could be solved without it.

15) FALSE
Even in situations where a communicator is attempting to deliver a complete, carefully prepared message—as in a letter, report, or oral presentation—the intended recipients have already participated in the construction of the message because the writer or presenter has kept them in mind when composing and designing the message.

16) FALSE

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Certainly any communication event begins with someone deciding that communication is needed and initiating that communication, with an intended recipient on the other end.

17) FALSE
While the activities involved in solving a communication problem tend to form a linear pattern, the communicator often needs to revisit earlier steps while moving through the different activities. In other words, solving a communication problem is a recursive process.

18) TRUE
Complicating this picture is the fact that communication is NOT just about information transfer. The creation and maintenance of positive human relations is also essential to business and thus to business communication. Every act of communication conveys an image of you and of the way you regard those to whom you're speaking or writing.

19) TRUE
Because every person has his or her own mentalfilters—preconceptions, frames of reference, and verbal worlds—wording the information so that it will be understood can be a challenge.

20) TRUE
You and your audience may even attach completely different meanings to the same words (a problem that the communication literature callsbypassing).

21) E

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When email arrived on the scene in the late 1980s, it created something of a revolution. Instead of being restricted to letters, memos, and printed reports and proposals, business writers could now correspond electronically. As a result, many tasks formerly conducted via print documents—memos in particular—were performed through email instead, and email replaced many phone and face-to-face conversations, as well.

22) A

But new media also increase the need for employees withsocialintelligence—the ability "to quickly assess the emotions of those around them and adapt their words, tone, and gestures accordingly."

23) C

The impacts of new media are many and far reaching. It is easy now to network with others, even on the other side of the world, and to tap the intelligence of those outside the boundaries of an organization through new media.

24) C

Countries and cultures continue to grow more interconnected as businesses expand around the world.
Cross-cultural competency should thus be a part of your skillset. You will need to be aware that your assumptions about business and communication are not shared by everyone everywhere. Business people from other countries may have distinctly different attitudes about punctuality and efficiency.

25) C

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One more widespread trend underway in business will likely affect your work and the goals of the organization you work for: an increased focus on ethical, socially responsible behaviour.

26) A

Business etiquette is the set of behaviours that's expected from you as an employee when you're in social situations, whether with your colleagues, your superiors, or such outsiders as partners and customers.

27) B

Social intelligence is the ability of people to quickly assess the emotions of those around them and adapt their words, tone, and gestures accordingly.

28) E

To have adequate retirement income, the Baby Boomers—those born soon after World War II—are extending their careers.

29) A

Cross-cultural competency refers to the ability to understand and adapt to the ideals and values of different cultures. One needs to be aware that assumptions about business and communication are not shared by everyone everywhere.

30) C

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You will encounter other kinds of diversity, as well. This means that organizations are likely to have employees in their twenties, in their sixties and seventies, and every age in between. The influx of women into the workplace has meant increased gender diversity. Moreover, each generation of Canadian workers has grown more ethnically diverse, with the youngest generation having the most ethnic diversity. You will definitely need to have cultural agility to communicate successfully in the workplace.

31) E

But these days, *visual literacy* is almost as important. Extensive exposure to the Internet, with its graphics-rich content, has led readers to expect all types of written communication to look inviting and be easy to read. Anything that doesn't look this way is likely to be ignored. Visuals are also essential to conveying information. Research indicates that 80 to 85 percent of all our perception is mediated through vision, and visually enhanced text has been proven to generate more effective learning than text alone.

32) A

computationalthinking—the ability "to interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes."

33) A

As data-gathering devices are built into more objects, there will be more numerical data for us to process. Thus, the need for *computational thinking*—the ability "to interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes"—is increasing, and, with it, the need for the ability to create and read data-based graphics.

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34) B

But your *interpretive skills* need to go beyond interpreting numbers. Being able to understand situations and people—that is, to guess the meaning behind the facts you can see—is crucial. As "smart machines" have automated many workplace tasks, employees are spending more time on tasks that require "the ability to determine the deeper meaning or significance of what is being expressed.

35) A

The core features of their culture—such as their preference for individualism or collectivism, their religious beliefs, their political environment, their ideas about social hierarchy, and their attitudes toward work itself—can make their view of how to do business quite different from yours.

36) A

The Internet and social media have brought a new transparency to companies' business practices, with negative information travelling quickly and widely. Businesses now operate in an age of social accountability, and one of their responses has been the development of *corporate social responsibility (CSR)* departments and initiatives.

37) C

Internal-operational communication includes the orders and instructions that supervisors give employees, as well as written and oral exchanges among employees about work matters. It includes reports that employees prepare concerning sales, production, inventories, finance, maintenance, and so on. It includes the messages that they write and speak in carrying out their assignments and contributing their ideas to the business.

38) C

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Internal-operational communication includes the orders and instructions that supervisors give employees, as well as written and oral exchanges among employees about work matters.

39) A
Internal-operational communication includes the orders and instructions that supervisors give employees, as well as written and oral exchanges among employees about work matters. It includes reports that employees prepare concerning sales, production, inventories, finance, maintenance, and so on. It includes the messages that they write and speak in carrying out their assignments and contributing their ideas to the business.

40) E
Internal-operational communication includes the ongoing discussions that senior management undertakes to determine the goals and processes of the business.

41) B
External-operational communication includes all the business's efforts at selling—from sales letters, emails, and phone calls to Web and television ads, tradeshow displays, the company website, and customer visits. Also in this category is all that a business does to gain positive publicity, such as promoting its community-service activities, preparing appealing materials for current and prospective investors, writing press releases for the media, and contributing expert insights at professional meetings and on webinars. In fact, every act of communication with an external audience can be regarded as a public-relations message, conveying a certain image of the company.

42) B

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External-operational communication includes all the business's efforts at selling—from sales letters, emails, and phone calls to Web and television ads, tradeshow displays, the company website, and customer visits.

43) C

External-operational communication includes all the business's efforts at selling—from sales letters, emails, and phone calls to Web and television ads, tradeshow displays, the company website, and customer visits.

44) D

The work-related communicating that a business does with people and groups outside the business is *external-operational communication*. This is the business's communication with suppliers, service companies, customers, government agencies, the general public, and others.

45) D

Every act of communication with an external audience can be regarded as a public-relations message, conveying a certain image of the company. For this reason, all such acts should be undertaken with careful attention to both content and tone.

46) D

Much of the communication that occurs in business is interpersonal dialogue that has no clear connection to the business's operations. But do not underestimate its importance. *Personal communication* helps make and sustain the relationships upon which businesses depend.

47) C

Business Communication Problem Solving Approach (Canadian) 1st edition Rentz Test Bank

Much of the communication that occurs in business is interpersonal dialogue that has no clear connection to the business's operations. But do not underestimate its importance. *Personal communication* helps make and sustain the relationships upon which businesses depend.

48) B

This is the *formal network*—the main lines of operational communication. Through these channels flows the bulk of the communication that the business needs to operate.

49) B

These officially sanctioned lines of communication cause certain stable forms of communication, orgenres, to exist within the organization. For example, it may be customary in one company for project leaders to require a weekly report from team members.

50) E

A business's formal network are its main lines of operational communication. Through these channels flows the bulk of the communication that the business needs to operate.

51) E

Typically, a business's informal network is not really a single network, but a complex relationship of smaller networks consisting of certain groups of people. The complexity of this informal network, especially in larger organizations, cannot be overemphasized.

52) D

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The grapevine of an organization is best defined as the informal network used by the employees within the organization. The informal network inside an organization is often referred to as the grapevine. Though it can spread gossip and rumours, it usually carries far more information than the formal communication system, and on many matters it is more influential in determining the course of an organization.

53) C

Be aware that the most influential people on the grapevine are often not those with high-ranking positions in the company. Try to identify these people and be careful what you share with them. Such communication can either help or hurt the company, and the same holds true for communication with outsiders. Unwise remarks can get you known as a troublemaker and even get you fired, whereas representing yourself and your company well can result not only in more pleasant relations but also in professional success.

54) B

Thestructureofthecompany. Is your company highly structured, with the entry-level employees at the bottom of the organizational chart and the executives at the top, with various levels of command in between? Or is the structure relatively flat and team based? Structure strongly determines the topics you may communicate about and with whom.

55) E

When people come together in an organization and spend many hours a day there, they form a social world with its own goals, values, behaviours, and idiosyncrasies. This is its *organizational culture*. You can think of a given company's culture as its customary, but often unstated, ways of perceiving and doing things.

56) E

Business Communication Problem Solving Approach (Canadian) 1st edition Rentz Test Bank

When people come together in an organization and spend many hours a day there, they form a social world with its own goals, values, behaviours, and idiosyncrasies. This is its *organizational culture*. You can think of a given company's culture as its customary, but often unstated, ways of perceiving and doing things. Organizational culture is strongly influenced by the leaders at the top, but they do not have full control. While they may promote a certain culture through such communications as mission statements and mottoes, the actual culture of a company is a living medium constructed daily through infinite behaviours and communications at all levels of the company.

57) D

The *larger communication context* includes the general business-economic climate; the language, values, and customs in the surrounding culture; and the historical moment in which the communication is taking place.

58) D

Some problems can be solved by following a set procedure. These are well-defined problems. When you find out how much money is left in your budget or fill in a report with routine data, you are solving a well-defined problem. But most significant business communication problems are ill-defined problems. They involve too many unmeasurable factors and allow for too many possible options to be routinely solved. With ill-defined problems, you cannot *find* the answer, you have to *develop* one by gathering information, analyzing it, and making decisions. In fact, you often have to construct a definition of the problem before you can construct the solution.

59) D

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While there is no perfect solution, there can be many bad ones that have been developed without enough effort. Focused analysis, research, and planning will not guarantee success in the shifting, complex world of business communication, but they will make your chances of success as high as possible.

60) A

The communicators' *particular contexts* exert perhaps the strongest influence on their business communication. What gets communicated and how can be heavily influenced by the communicators' professional roles. Internal audiences as well as external ones can occupy different professional roles and therefore favor different kinds of content and language.

61) D

Who you are as a person comes from many sources: the genes you inherited, your family and upbringing, your life experiences, your schooling, the many people with whom you've come in contact, and the culture in which you were reared.

62) D

Who you are as a person comes from many sources: the genes you inherited, your family and upbringing, your life experiences, your schooling, the many people with whom you've come in contact, and the culture in which you were reared. Who you are as a person also depends to some extent on your current circumstances.

63) C

What gets communicated and how can be heavily influenced by the communicators' professional roles. Be aware that internal audiences as well as external ones can occupy different professional roles and therefore favour different kinds of content and language.

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64) C
The first step in the communication process involves the primary communicator sensing a communication need. It occurs when a problem has come to the communicator's attention, or he/she has an idea about how to achieve a certain goal.

65) A
Considering possible communication strategies. As your definition of the situation takes shape, you will start considering different communication options.

66) C
Selecting a course of action. Considering the situation as you've defined it and looking at your communication options, you will consider the potential costs and benefits of each option and select the optimum one. Your decision will include preliminary choices about the message type, contents, structure, verbal style, and visual format, and about the**channel** you will use to deliver the message.

67) B
While these activities tend to form a linear pattern, the communicator often needs to revisit earlier steps while moving through the different activities. In other words, solving a communication problem can be a ***recursive process***. This is particularly true for situations that have many possible solutions or heavily involve the audience in the communication process.

68) D
In the communication process, the communicator and the audience may attach completely different meanings to the same words. This problem is referred to as bypassing.

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69) E

This is an example of bypassing. Pedro and Rafael have assigned different meanings to the same word EOD (end of day).

70) B

In the communication process, the communicator and the audience may attach different meanings to the same words (business casual). This problem is referred to as bypassing.

71) Answers will vary, but should mention some or all of the following:

The forms of electronic communication that have developed since email are collectively called new media. They include messages on social networks, online meetings, podcasts, and other communications that can be accessed on demand and invite user participation. It is now easy to network with others, even on the other side of the world, and to tap the intelligence of those outside the boundaries of one's own organization. New media are also increasing the need for employees who have social intelligence.

Business Communication Problem Solving Approach (Canadian) 1st edition Rentz Test Bank

72) Answers will vary; but they should note that there are three main categories of business communication:

Internal-Operational Communication: All the communication that occurs in conducting work within a business is internal operational. This is the communication among the business's employees that is done to perform the work of the business and track its success.

External-Operational Communication: The work-related communicating that a business does with people and groups outside the business is external-operational communication. This is the business's communication with its publics—suppliers, service companies, customers, government agencies, the general public, and others.

Personal Communication: Communication that takes place without apparent purpose as far as the operating plan of the business is concerned is called personal communication.

73) An organization's formal network consists of the established lines of communication in an organization. Through these channels flows the bulk of the communication that the business needs to operate. Specifically, the flow includes the upward, lateral, and downward movement of information; the downward movement of orders, instructions, advisories, and announcements; and the broad dissemination of company information. It details the expectations about what can and cannot be said, who may and may not say it, and how the messages should be structured and worded.

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74) The informal network inside an organization is often referred to as the grapevine. This communication network is more valuable to the company's operations than you might think. Though it can spread gossip and rumours, it usually carries far more information than the formal communication system, and on many matters it is more influential in determining the course of an organization.

As an employee, you need to be careful about how you participate in the informal network. Be aware that the most influential people on the grapevine are often not those with high-ranking positions in the company. Try to identify these people and be careful what you share with them. Such communication can either help or hurt the company, and the same holds true for communication with outsiders. Unwise remarks can get you known as a troublemaker and even get you fired, whereas representing yourself and your company well can result not only in more pleasant relations but also in professional success.

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75) The types and amount of communicating that a business does depends on several factors:

The nature of the business: Businesses that require interaction with its customers, suppliers, manufacturers, distributors, etc. will require far more communication than simple services.

The business's size and complexity: Relatively simple businesses require far less communication than complex businesses.

The business's structure: How highly structured the business is can affect who may communicate with whom about what.

The geographic dispersion of the operations of a business: Internal communication in a business with multiple locations differs from that of a one-location business. Enabling employees to work from home, requiring them to travel, and relying on outside contractors can also increase a company's geographical reach, and thus affect its communication.

The business's diversity: A business with culturally homogenous employees will have different communication norms than a business with culturally diverse employees. The communication of a multicultural organization will require more adaptation to participants' values, perspectives, and language skills than that of a relatively homogeneous organization.

The business's culture: During the course of day-to-day work, employees form a social world with its own goals, values, behaviors, and idiosyncrasies. The leaders at the top have some effect on this, but culture is a living system that changes based on individual interactions.

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76) Answers will vary, but students should note that *computational thinking* is the ability "to interact with data, see patterns in data, make data-based decisions, and use data to design for desired outcomes". It is increasing, and, with it, the need for the ability to create and read data-based graphics.

77) Students' answers will vary. A good answer will emphasize the aspects of the larger context (economic, sociocultural, and historical) that would affect the communicators. The student can also consider the relationship that the communicators wish to establish and the particular contexts that can affect communication. Also, businesspeople from other countries may have distinctly different attitudes about punctuality and efficiency. They can also differ from you in their preference, or lack thereof, for directness and the show of emotion. And the core features of their culture—such as their preference for individualism or collectivism, their religious beliefs, their political environment, their ideas about social hierarchy, and their attitudes toward work itself—can make their view of how to do business quite different from yours.

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78) Many contexts of a communicator influence the act of communication:

Organizational contexts: The type and culture of an organization will shape the communication choices in many ways, and the organizational contexts audiences will, in turn, shape their responses. In every act of business communication, at least one of the parties involved is likely to be representing an organization.

Professional contexts: Different professionals possess different kinds of expertise, speak differently, and have different perspectives. Part of successful communication involves being alert to the audiences' different professional contexts as well as their different priorities.

Personal contexts: The genes inherited, family and upbringing, life experiences, schooling, and the culture in which a person is reared affects his personality. Communicative acts can also be affected by successes and failures, current relationships, financial ups and downs, state of health, and physical environment. Though such personal matters are not disclosed, they definitely affect communication.

79) Students' answers will vary. They should note that the process of solving a communication problem often reveals additional information that requires a communicator to revisit various stages of the communication process in order to accommodate all involved parties and their goals.

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80) 1. *Sensing a communication need*. A problem has come to your attention, or you have an idea about how to achieve a certain goal. You believe that some form of communication will help you achieve the desired state.

2. *Defining the situation*. To create a successful message or plan a communication event, you need to have a well-informed sense of the situation. What exactly is the problem? Who is involved? What further information might you need to acquire? How might your or your organization's goals be hindered or helped depending on your communication choices?

3. *Considering possible communication strategies*. As your definition of the situation takes shape, you will start considering different communication options. What kind of communication event will you initiate, and what will you want to achieve with it? What image of yourself, your company, and your communication partners might you project in your message? What will be your recipient's likely expectations and preferences?

4. *Selecting a course of action*. Considering the situation as you've defined it and looking at your communication options, you will consider the potential costs and benefits of each option and select the optimum one. Your decision will include preliminary choices about the message type, contents, structure, verbal style, and visual format, and about the channel you will use to deliver the message.

5. *Composing the message*. Here is where you either craft your written message or plan your presentation or conversation. If you have decided to convey your message orally, you will make careful notes or perhaps even write out your whole message and also design any visuals you need. If you have decided to write your message, you will draft it and then revise it carefully so that it will get the job done and reflect well on you.

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6. *Sending the message*. When your message is prepared or carefully planned, you are ready to deliver it to your intended recipients in the channel you have chosen. You choose a good time to deliver it, realizing, for example, that Monday morning may not be the best time to make an important phone call to a busy executive. You also consider sending auxiliary messages, such as a heads-up phone call or email, that could increase your main message's chances of success.
7. *Receiving the message*. Your chosen channel has delivered your message to each intended recipient, who decides to read or listen to your message.
8. *Interpreting the message*. Just as you had to interpret the situation that prompted your communication, your recipient now has to interpret the message you sent. This activity will involve not only extracting information from the message but also guessing your communication purpose, forming judgments about you and those you represent, and picking up on cues about the relationship you want to promote between yourself and the recipient.
9. *Deciding on a response*. Any time you send a message, you hope for a certain response from your recipient, whether it be increased goodwill, increased knowledge, a specific responding action, or a combination of these. If your message has been carefully adapted to the recipient, it has a good chance of achieving the desired response.
10. *Replying to the message*. The recipient's response to your message will often take the form of replying to your message. When this is the case, the receiver acts as a communicator, following the process that you followed to generate your message.

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