# *Corporate Communication 8th edition Argenti Test Bank*

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# Corporate Communication 8th Edition by Argenti CH01

ANSWERS ARE LOCATED IN THE SECOND PART OF THIS DOCUMENT

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

**1)** Which of the following was one of the impacts of the Industrial Revolution in the United States?

A) The American industry shifted to mechanized mass production in factories.
B) Most U.S. states saw a heavy decline in their immigration rates.
C) Transcontinental rail systems were introduced by the government to utilize the surplus of steel.
D) The American industry shifted to a model of hand tools and small workshops.

**2)** The stock market "bubble" in the United States finally burst in 1929, resulting in the _____ Blank, which lasted a decade and impacted the remaining parts of the industrialized world.

A) Second World War
B) Great Depression
C) Cuban Missile Crisis
D) Cold War

**3)** Richard has been living in the United States for over 60 years now. Many of his friends from his neighborhood have gone on to join multinational companies earning lucrative salaries. However, since he lost his job in the 1970s, Richard has been living on food stamps and government assistance. Which of the following terms best describes the period of increasing income inequality illustrated in this scenario?

A) "The Great Divergence"
B) the "American Dream"
C) the "Camelot" years
D) the Great Depression



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**4)** In 2011, the relatively high unemployment rates in the United States combined with the increased tension over rising income inequity led to the _____ Blank movement, a protest against corporate corruption and greed

A) Tea Party
B) #MeToo
C) Black Lives Matter
D) Occupy Wall Street

**5)** Which of the following was the primary focus of the Black Lives Matter movement?

A) reducing the rising pay gap between senior executives and ordinary workers in multinational corporations across the world
B) fighting the gender inequity faced by Black women in the United States
C) highlighting shared experiences of sexual assault faced by Black women in the United States
D) protesting against racism and police brutality in the United States

**6)** Decades ago, Canadian philosopher Marshall McLuhan foresaw that technology would lead to the creation of a world interwoven by shared knowledge. McLuhan predicted that this would result in

A) the development of the "Global Village."
B) the weakening of communication channels around the globe.
C) the strengthening of national borders.
D) the decline of multinational businesses.

**7)** According to an article published by the U.N. Conference on Trade and Development in 2002, 29 of the world's top 100 economies were



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A) companies.
B) multinational businesses.
C) failing.
D) overburdened.

**8)** Glen is part of a nonprofit organization that aims at shaming and deriding corporate giants. He and his colleagues hold anti-corporation protests, throw cakes at CEOs and business leaders, and dump garbage bags outside the offices of popular companies. Which of the following is illustrated in the given scenario?

A) corporate fraud
B) the Great Depression
C) the American Dream
D) culture jamming

**9)** Arie de Geus of the MIT Sloan School of Management analyzed a group of 30 companies scattered throughout North America, Europe, and Japan ranging in age from 100 to 700 years. According to his analysis, which of the following is one of the reasons these companies have managed to endure?

A) their ability to forego increased delegation and structure
B) their ability to change their principles based on the changing environment
C) their ability to adapt to the constantly changing environment in which they exist
D) their ability to understand that all their problems will eventually get solved on their own

**10)** Syeda has been a senior manager at a major multinational company for several years. With constant advancements in technology, her company has seen several allegations of unfair treatment of its employees and backlash against some of its questionable business practices. Syeda finds it hard to adapt to such a business environment that seems to be constantly moving in the direction of increased scrutiny. In which of the following ways can Syeda help her company stay on course?



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A) by helping the company closely connect its communication to its overall vision and strategy

B) by understanding that the problems will eventually get solved on their own

C) by adapting to the changing environment even though it means compromising the company's principles

D) by shifting her orientation from a long-term one to a short-term one

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

**11)** Many recent reports point to how mistrust in corporations is rising. If you were in charge of your firm's corporate communication function, what would you do to gain or regain the trust of consumers and other key stakeholders?

**12)** Think about the circumstances of Elizabeth Wells' appointment. As a new CEO, what would you have done differently when first communicating with your new employees? Do you think Wells' strategy was effective to help her achieve her goal?



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# Corporate Communication 8th Edition by Argenti CH01

# Answer Key

Test name: CH01

1) A
2) B
3) A
4) D
5) D
6) A
7) B
8) D
9) C
10) A
11) Answers may vary.

12) Answers may vary.



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