

Business Communication Essentials (Bovee)

Chapter 1 Understanding Business Communication in Today's Workplace

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

1. Which of the following is true about the importance of effective communication to your career and to the companies where you will work?

- A. Communication is important for most jobs, except technical jobs such as engineering or finance.
- B. The higher you rise in your organization, the more time you spend using the technical skills of your profession, and the less time you spend communicating.
- C. Good communicators are generally more difficult to find than good accountants, good engineers, or good attorneys.
- D. Good communication has not been linked to financial advantages for companies.

Answer: C

Page Ref: 2

Difficulty: 1

Obj: 1-1

2. Which of the following is true about the importance of effective communication to your career and to the companies where you will work?

- A. Communication is important for most jobs, except technical jobs such as engineering or finance.
- B. Your ability to connect with people outside your field can be as important as your technical skills.
- C. Good communicators are generally much easier to find than good accountants, good engineers, or good attorneys.
- D. Communication is important for most jobs, unless you are an entrepreneur.

Answer: B

Page Ref: 2

Difficulty: 1

Obj: 1-1

3. Which of the following is true about the importance of effective communication to your career and to the companies where you will work?

- A. Communication is important for most jobs, except technical jobs such as engineering or finance.
- B. The higher you rise in your organization, the more time you spend using the technical skills of your profession, and the less time you spend communicating.
- C. Good communicators are generally much easier to find than good accountants, good engineers, or good attorneys.
- D. Effective communicators tend to have increased productivity and steadier workflow.

Answer: D

Page Ref: 2

Difficulty: 1

Obj: 1-1

4. The groups affected in some way by a company's actions are referred to as its _____.

- A. actions
- B. cliques
- C. stakeholders
- D. captive audience

Answer: C

Page Ref: 2

Difficulty: 1

Obj: 1-1

5. Effective messages _____.

- A. convey abstract ideas
- B. provide practical information
- C. are usually voluminous
- D. do not attempt to influence the reader

Answer: B

Page Ref: 3

Difficulty: 1

Obj: 1-1

6. Communication is effective only if your message _____.

- A. replaces action
- B. is understood
- C. encourages the audience to think one way
- D. is accepted

Answer: B

Page Ref: 2

Diff: 3

Obj: 1-1

7. To be effective, business messages should _____.

- A. use abstract words that lend themselves to interpretation
- B. never contain opinions
- C. present more information than required
- D. give facts rather than vague impressions

Answer: D

Page Ref: 3

Difficulty: 1

Obj: 1-1

8. To be effective, business messages should _____.

- A. use abstract words that lend themselves to interpretation

- B. adopt an informal tone
- C. show your readers how they will benefit from responding to your message
- D. not make arguments or recommendations

Answer: C

Page Ref: 3

Difficulty: 1

Obj: 1-1

9. To be effective, business messages should _____.

- A. clearly state what you expect from audience members
- B. adopt an informal tone
- C. use abstract words that lend themselves to interpretation
- D. not make arguments or recommendations

Answer: A

Page Ref: 3

Difficulty: 1

Obj: 1-1

10. Which of the following is true about communicating in today's business environment?

- A. One should always communicate ethically, even when the choices are not crystal clear.
- B. Following accepted standards of grammar, spelling and other aspects of high-quality business writing are no longer relevant in today's technology-driven business environment.
- C. Constructing compelling narratives—telling stories—is obsolete in today's fast-paced business environment.
- D. Adapting your messages and communication styles to specific audiences is unethical and, often, illegal.

Answer: A

Page Ref: 4

Difficulty: 2

Obj: 1-2

11. Which of the following is the first step in the basic eight-step communication model?

- A. The sender transmits the message through a channel.
- B. The sender produces the message in a medium.
- C. The sender has an idea.
- D. The sender writes the message.

Answer: C

Page Ref: 6

Difficulty: 1

Obj: 1-3

12. Which of the following is the last step in the basic eight-step communication model?

- A. The sender transmits the message through a channel.
- B. The audience receives the message.

- C. The receiver decodes the message.
- D. The receiver provides feedback.

Answer: D

Page Ref: 7

Difficulty: 1

Obj: 1-3

13. In the basic communication model, when someone puts an idea into a message, he or she is _____ it, or expressing it in words or images.

- A. encoding
- B. decoding
- C. abstracting
- D. indexing

Answer: A

Page Ref: 6

Difficulty: 1

Obj: 1-3

14. After a message is received, the receiver needs to extract the idea from the message, a step known as _____.

- A. encoding
- B. decoding
- C. abstracting
- D. indexing

Answer: B

Page Ref: 7

Difficulty: 1

Obj: 1-3

15. Which of the following examples correctly illustrates the difference between what constitutes a communication medium and a communication channel?

- A. A telephone is a medium, while a voice message is a channel.
- B. A podcast is a medium, while an intranet is a channel.
- C. A shipping company is a medium, while a printed report is a channel.
- D. A cell phone is a medium, while a text message is a channel.

Answer: B

Page Ref: 7

Difficulty: 2

Obj: 1-3

16. The traditional nature of much business communication was primarily defined by a publishing or broadcasting mindset. Which of the following scenarios best reflects this mindset?

- A. A company airs advertisements during the Super Bowl to raise its visibility.
- B. A company publishes a blog to keep customers informed of the company's activities.

- C. A company CEO uses Twitter to interact directly with individual employees.
- D. A company opens a Facebook account to connect with a younger audience.

Answer: A

Page Ref: 7-8

Difficulty: 2

Obj: 1-3

17. The _____ is interactive, conversational, and usually open to all who wish to participate; audience members are not passive recipients of messages but active participants in a conversation.

- A. publishing mindset
- B. basic eight-step communication model
- C. social communication model
- D. broadcasting mindset

Answer: C

Page Ref: 7

Difficulty: 1

Obj: 1-3

18. Which of the following is a tendency of Business Communication 1.0?

- A. reactive
- B. information hoarding
- C. permission
- D. influence

Answer: B

Page Ref: 8

Difficulty: 1

Obj: 1-3

19. Which of the following is a tendency of Business Communication 1.0?

- A. reactive
- B. information sharing
- C. permission
- D. low message frequency

Answer: D

Page Ref: 8

Difficulty: 1

Obj: 1-3

20. Business Communication 1.0 tends to be _____.

- A. reactive
- B. conversational
- C. intrusive
- D. amorphous

Answer: C
Page Ref: 8
Difficulty: 1
Obj: 1-3

21. Which of the following is a tendency of Business Communication 2.0?

- A. lecture
- B. egalitarian
- C. one to many
- D. control

Answer: B
Page Ref: 8
Difficulty: 1
Obj: 1-3

22. Which of the following is a tendency of Business Communication 2.0?

- A. permission
- B. hierarchical
- C. one to many
- D. control

Answer: A
Page Ref: 8
Difficulty: 1
Obj: 1-3

23. Business Communication 2.0 tends to be _____.

- A. structured
- B. hierarchical
- C. unidirectional
- D. reactive

Answer: D
Page Ref: 8
Difficulty: 1
Obj: 1-3

24. Which of the following is a disadvantage of the social communication model?

- A. It is hierarchical.
- B. The number of channels is limited in this model.
- C. The frequency of messages on this model is relatively low.
- D. It blurs the line between personal and professional lives.

Answer: D

Page Ref: 8
Difficulty: 1
Obj: 1-3

25. Which of the following is a disadvantage of the social communication model?

- A. It is hierarchical.
- B. It is static.
- C. It presents information security risks.
- D. The frequency of messages is relatively low.

Answer: C

Page Ref: 8
Difficulty: 1
Obj: 1-3

26. Which of the following is a disadvantage of the social communication model?

- A. It can cause distractions and hit productivity.
- B. It is static.
- C. It is hierarchical.
- D. The frequency of messages is relatively low.

Answer: A

Page Ref: 8
Difficulty: 1
Obj: 1-3

27. A _____ is a form of legal protection for the expression of creative ideas.

- A. patent
- B. trademark
- C. service mark
- D. copyright

Answer: D

Page Ref: 9
Difficulty: 1
Obj: 1-4

28. Which of the following constitutes ethical information?

- A. a restaurant using photos on its website of dishes that it does not serve
- B. a manufacturer of cell phones asking its sales team to post favourable product reviews on social media
- C. a company paying customers to recommend its products to their friends
- D. a vendor including only essential information in promotional material mailed out to customers

Answer: D
Page Ref: 9
Difficulty: 2
Obj: 1-4

29. In order to generate interest about the company's publications, the Media Manager of Gordon Books started a personal blog where she posed as an avid reader and amateur literary critic and reviewed the company's books favourably. She also invited readers to buy the books, discuss them online, and send in their reviews. Which of the following is the best criticism of the manager's action?

- A. She engaged in plagiarism.
- B. She selectively misquoted information.
- C. She failed to protect information entrusted to him.
- D. She failed to ensure transparency.

Answer: D
Page Ref: 9
Difficulty: 3
Obj: 1-4

30. In order to boost sales for its tablets, Zip Communications paid several people to write artificial positive testimonials about its products. What is the best criticism of Zip's decision?

- A. It selectively misquoted information.
- B. It failed to protect customer information.
- C. It engaged in flogging.
- D. It violated a copyright.

Answer: C
Page Ref: 9
Difficulty: 1
Obj: 1-4

31. _____ is stealing someone else's words or work.

- A. Plagiarism
- B. An ethical lapse
- C. Distorting the truth
- D. An error of omission

Answer: A
Page Ref: 9
Difficulty: 1
Obj: 1-4

32. Making a clearly unethical or illegal choice is termed an

- A. ethical dilemma
- B. ethical crime
- C. ethical lapse
- D. ethical misdeed

Answer: C
Page Ref: 9
Diff: 2

Obj: 1-4

33. Choosing between alternatives that aren't clear-cut is termed an

- A. ethical misdeed
- B. ethical crime
- C. ethical lapse
- D. ethical dilemma

Answer: D

Page Ref: 9

Diff: 2

Obj: 1-4

34. Which of the following is true about making ethical communication choices?

- A. An ethical dilemma involves making a clearly unethical, and often illegal, choice.
- B. An ethical lapse involves choosing among alternatives that are not clearly right or wrong.
- C. When making communications decisions, you must always consider if a decision that seems ethical now may seem unethical in the future.
- D. Deliberately omitting essential information is an ethical way of influencing the audience.

Answer: C

Page Ref: 10

Difficulty: 1

Obj: 1-4

35. Which the following decision-making scenarios presents an ethical dilemma?

- A. A disgruntled employee of one of your competitors has offered to reveal details of his company's new strategy if you were to hire him. This competitor has in the past poached key executives from your company and engaged in industrial espionage in other ways.
- B. You are manager of a large facility in a country where paying bribes to public officials is a way of life. Your company has a zero-tolerance policy toward bribing, but the officials are threatening to close down the factory, rendering several thousand workers jobless, if you don't comply.
- C. It has been brought to your notice that the company competing with you for a major

contract is trying to bribe and influence decision makers in a bid to get the contract. Some of your executives feel that your company should also do the same because getting this contract will make a big difference to the company's future.

D. The last inspection at your plant revealed structural problems with some of the buildings that, if not fixed immediately, could compromise worker safety. However, your company is low on funds and taking on repair work will push the company into the red.

Answer: B

Page Ref: 9

Difficulty: 3

Obj: 1-4

36. In a low-context culture _____.

- A. people rely more on the circumstances surrounding the message to convey meaning
- B. the primary role of communication is to build relationships
- C. people rely more on the explicit content of the message to convey meaning
- D. people rely more on cues to convey meaning

Answer: C

Page Ref: 11

Difficulty: 2

Obj: 1-5

37. In a low-context culture _____.

- A. the primary role of communication is to exchange information
- B. people rely less on the explicit content of the message
- C. people rely more on the circumstances surrounding the message to convey meaning
- D. people rely more on situational cues to convey meaning

Answer: A

Page Ref: 11

Difficulty: 2

Obj: 1-5

38. In a high-context culture, _____.

- A. people rely more on circumstances surrounding the message to convey meaning
- B. the primary role of communication is to exchange information
- C. rules and expectations are spelt out through explicit statements
- D. the conveyed meaning is encoded into the message itself

Answer: A

Page Ref: 10

Difficulty: 1

Obj: 1-5

39. In a high-context culture, _____.

- A. people rely less on circumstances surrounding the message to convey meaning
- B. the primary role of communication is to build relationships
- C. people rely less on the explicit content of messages to convey meaning
- D. the conveyed meaning is encoded into the message itself

Answer: B

Page Ref: 11

Difficulty: 1

Obj: 1-5

40. Which of the following is a high-context culture?

- A. American
- B. English
- C. German
- D. Japanese

Answer: D

Page Ref: 11

Difficulty: 1

Obj: 1-5

41. Which of the following is a low-context culture?

- A. Chinese
- B. Indian
- C. German
- D. Japanese

Answer: C

Page Ref: 11

Difficulty: 1

Obj: 1-5

42. Which of the following is true about how the cultural context can present communication challenges?

- A. A person from a low-context culture is more likely to view a high-context person's work culture as being insensitive to group harmony.
- B. A person from a high-context culture is more likely to consider personal pledges more important than contracts.
- C. In a low-context culture, people are more likely to consider gestures and tone of voice when receiving a message.
- D. In a high-context culture, the rules of everyday life are stated explicitly.

Answer: B

Page Ref: 11

Difficulty: 2

Obj: 1-5

43. One aspect that is common across cultures is that _____.

- A. men hold most positions of authority
- B. age earns respect and increasing power and freedom
- C. nonverbal signs like gestures or facial expressions are interpreted the same way
- D. men and women tend to have slightly different communication styles

Answer: D

Page Ref: 12

Difficulty: 2

Obj: 1-5

44. _____ is the tendency to judge all other groups according to the standards, behaviours, and customs of one's own group.

- A. Ethnic gloss
- B. Stereotyping
- C. Ethnocentrism
- D. Relativism

Answer: C

Page Ref: 12

Difficulty: 1

Obj: 1-5

45. Assigning a wide range of generalized—and often inaccurate—attributes to an individual on the basis of membership in a particular group, without considering the individual's unique characteristics is referred to as _____.

- A. normalizing
- B. scapegoating
- C. rationalizing
- D. stereotyping

Answer: D

Page Ref: 13

Difficulty: 1

Obj: 1-5

46. Which of the following is a guideline for improving intercultural communication?

- A. Consider aspects like personal appearance when trying to judge a person.
- B. Avoid using sources like travel guidebooks to learn about a culture.
- C. Recognize your own cultural biases.
- D. Always assume that others will think, believe, and behave as you do.

Answer: C

Page Ref: 13

Difficulty: 1

Obj: 1-5

47. Which of the following is a guideline for improving intercultural communication?

- A. Consider aspects like personal appearance when trying to judge a person.

- B. Be flexible and be prepared to change your habits and attitudes.
- C. Avoid using sources like travel guidebooks to learn about a culture.
- D. Always assume that others will think, believe, and behave as you do.

Answer: B

Page Ref: 13

Difficulty: 1

Obj: 1-5

48. When writing for multilingual audiences, you should _____.

- A. use slang and jargon
- B. spell numbers out instead of using figures
- C. use transitions generously
- D. use abbreviations extensively

Answer: C

Page Ref: 13

Difficulty: 1

Obj: 1-5

49. When writing for multilingual audiences, you should use _____.

- A. slang and jargon
- B. figures instead of spelling out numbers
- C. transitions sparingly
- D. abbreviations generously

Answer: B

Page Ref: 13

Difficulty: 1

Obj: 1-5

50. When writing for multilingual audiences, you should _____.

- A. use slang and jargon
- B. spell numbers out instead of using figures
- C. use transitions sparingly
- D. rely on specific terms and concrete examples to explain your points

Answer: D

Page Ref: 13

Difficulty: 1

Obj: 1-5

51. Which of the following is a tip for speaking with multilingual audiences?

- A. Ask questions like “Is this too difficult for you?” to ensure understanding.
- B. Learn important phrases in your audience’s language.

- C. Make multiple points at a time.
- D. Don't repeat your points.

Answer: B

Page Ref: 13

Difficulty: 1

Obj: 1-5

52. Which of the following is a tip for speaking with multilingual audiences?

- A. Ask questions like "Is this too difficult for you?" to ensure understanding.
- B. Don't repeat your points.
- C. Make multiple points at a time.
- D. Recognize that nods and smiles don't necessarily mean understanding.

Answer: D

Page Ref: 13

Difficulty: 1

Obj: 1-5

53. Oral communication can be more difficult for audiences because it _____.

- A. requires mind mapping
- B. commutes information
- C. promotes socialization
- D. happens in real time

Answer: D

Page Ref: 14

Difficulty: 1

Obj: 1-5

54. Advanced systems for videoconferencing cannot _____.

- A. contribute to and edit the same document from remote locations
- B. convert email and IM into voice messages
- C. automatically forward incoming calls
- D. replace the need to periodically meet in person

Answer: D

Page Ref: 15

Difficulty: 1

Obj: 1-6

55. When expanding your social networks online be careful to _____.

- A. allow virtual teams to collaborate on developing and editing documents.
- B. add new blog posts, podcasts, and other content.
- C. put limits on posts and updates you receive.

D. hold meetings and conferences in virtual worlds.

Answer: C

Page Ref: 15

Difficulty: 1

Obj: 1-6

56. As the sender of information online, be sure that _____.

- A. you provide all detail possible.
- B. the message is marked "Urgent."
- C. your messages are meaningful and important to your audience
- D. your messages use bcc lists

Answer: C

Page Ref: 15

Difficulty: 1

Obj: 1-6

57. In order to use communication technology effectively, you should NOT _____.

- A. use the powerful filtering and tagging capabilities of your system
- B. let technology overwhelm the communication process
- C. connect with people face-to-face frequently
- D. limit your presence on online social networks

Answer: B

Page Ref: 15

Difficulty: 1

Obj: 1-6

58. In order to communicate effectively using technology, you should _____.

- A. subscribe to as many blog feeds and Twitter follows as you can
- B. become an expert in most technologies
- C. use technology to completely do away with face-to-face communication
- D. become familiar with the basic features and functions of the tools you use

Answer: D

Page Ref: 15

Difficulty: 1

Obj: 1-6

59. In order to communicate effectively using technology, you should _____.

- A. use blog feeds and Twitter follows to the maximum extent possible
- B. become an expert in most technologies
- C. use technology to completely do away with face-to-face communication
- D. try to isolate high-priority messages that need your attention

Answer: D

Page Ref: 15

Difficulty: 1

Obj: 1-6

60. When using communication technology, it is important to _____.

- A. use blog feeds and Twitter follows to the maximum extent possible

- B. reconnect with people on the phone or in person frequently
- C. use technology to completely do away with face-to-face communication
- D. pay equal attention to all the information—immediately useful or not—that you receive

Answer: B

Page Ref: 15

Difficulty: 1

Obj: 1-6

61. In order to use communication technology effectively you should NOT _____.

- A. use the powerful filtering and tagging capabilities of your system
- B. routinely activate visual alerts for incoming messages
- C. connect with people face-to-face frequently
- D. limit your presence on online social networks

Answer: B

Page Ref: 15

Difficulty: 1

Obj: 1-6

TRUE/FALSE. Write “T” if the statement is true and “F” if the statement is false.

62. Communication becomes less important as you take on leadership and management roles.

Answer: FALSE

Page Ref: 2

Difficulty: 1

Obj: 1-1

63. Companies that communicate well significantly outperform those that communicate poorly.

Answer: TRUE

Page Ref: 2

Difficulty: 1

Obj: 1-1

64. The ability to follow accepted standards of grammar, spelling, and other aspects of high-quality writing and speaking is a skill employers expect of you today.

Answer: TRUE

Page Ref: 4

Difficulty: 1

Obj: 1-2

65. In today’s hectic, competitive world, the notion of etiquette is no longer relevant.

Answer: FALSE

Page Ref: 5

Difficulty: 1

Obj: 1-2

66. According to the basic eight-step model of communication, the communication process starts with a sender having an idea and then encoding the idea into a message that can be transferred to a receiver.

Answer: TRUE

Page Ref: 6

Difficulty: 1

Obj: 1-3

67. The medium of a message refers to the form a message takes and the channel is the system used to deliver the message.

Answer: TRUE

Page Ref: 6

Difficulty: 1

Obj: 1-3

68. Decoding a message is a simple process if the message is well intentioned and well crafted.

Answer: FALSE

Page Ref: 7

Difficulty: 1

Obj: 1-3

69. The social communication model is primarily defined by a broadcasting or publishing mindset.

Answer: FALSE

Page Ref: 7

Difficulty: 1

Obj: 1-3

70. Business Communication 2.0 is bidirectional and tends to have high message frequency.

Answer: TRUE

Page Ref: 8

Difficulty: 1

Obj: 1-3

71. Given its several advantages, most companies today have shifted to the social communications model for all their communication needs.

Answer: FALSE

Page Ref: 8

Difficulty: 1

Obj: 1-3

72. It is unethical to omit essential information from a communication.

Answer: TRUE

Page Ref: 9

Difficulty: 1

Obj: 1-4

73. An ethical dilemma can involve choosing between two conflicting alternatives that are both ethical and valid.

Answer: TRUE

Page Ref: 9

Difficulty: 1
Obj: 1-4

74. When making decisions, you must consider whether a decision that seems ethical now will seem unethical in the future.

Answer: TRUE
Page Ref: 10
Difficulty: 1
Obj: 1-4

75. In high-context cultures, the rules of everyday life are stated explicitly.

Answer: FALSE
Page Ref: 11
Difficulty: 1
Obj: 1-5

76. Low-context cultures put less emphasis on the written word and consider personal pledges more important than contracts.

Answer: FALSE
Page Ref: 11
Difficulty: 1
Obj: 1-5

77. When speaking with a multilingual audience, you should check for understanding by asking “Am I going too fast?” rather than “Is this too difficult for you?”

Answer: TRUE
Page Ref: 13
Difficulty: 1
Obj: 1-5

78. In order to use communication technology effectively, routinely activate visual alerts for incoming messages so you can keep track of all the information that is coming in.

Answer: FALSE
Page Ref: 15
Difficulty: 1
Obj: 1-6

79. In order to use communication technology effectively, avoid subscribing to too many blog feeds, Twitter follows, and other sources of recurring messages.

Answer: TRUE
Page Ref: 15
Difficulty: 1
Obj: 1-6

80. The availability of cutting-edge videoconferencing technology and IM has rendered face-to-face interaction obsolete and unnecessary.

Answer: FALSE
Page Ref: 15

Difficulty: 1
Obj: 1-6

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

81. Companies that communicate well significantly _____ those that communicate poorly.

Answer: outperform

Page Ref: 2

Difficulty: 1

Obj: 1-1

82. The _____ of a message refers to the form a message takes and the channel is the system used to deliver the message.

Answer: medium

Page Ref: 6

Difficulty: 1

Obj: 1-3

83. The _____ model is primarily defined by a broadcasting or publishing mindset.

Answer: social communication

Page Ref: 7

Difficulty: 1

Obj: 1-3

84. Business Communication 2.0 is bidirectional and tends to have high message _____.

Answer: frequency

Page Ref: 8

Difficulty: 1

Obj: 1-3

85. Given its several advantages, most companies today have shifted to the _____ model for all their communication needs.

Answer: social communications

Page Ref: 8

Difficulty: 1

Obj: 1-3

86. It is _____ to omit essential information from a communication.

Answer: unethical

Page Ref: 9
Difficulty: 1
Obj: 1-4

87. An ethical _____ can involve choosing between two conflicting alternatives that are both ethical and valid.

Answer: dilemma

Page Ref: 9
Difficulty: 1
Obj: 1-4

88. When making decisions, you must consider whether a decision that seems ethical now will seem _____ in the future.

Answer: unethical

Page Ref: 10
Difficulty: 1
Obj: 1-4

89. In _____ context cultures the rules of everyday life are stated explicitly.

Answer: low

Page Ref: 10
Difficulty: 1
Obj: 1-5

90. _____ context cultures put less emphasis on the written word and consider personal pledges more important than contracts.

Answer: High

Page Ref: 11
Difficulty: 1
Obj: 1-5

91. The availability of cutting-edge _____ technology and IM has replaced some face-to-face interactions.

Answer: videoconferencing

Page Ref: 15
Difficulty: 1
Obj: 1-6

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

92. List at least five benefits that effective communication delivers to businesses.

Answer: Effective communication provides:

- Closer ties with important communities in the marketplace
- Opportunities to influence conversations, perceptions, and trends
- Ability to “humanize” otherwise impersonal business organizations
- Faster problem solving
- Stronger decision making
- Increased productivity

- Steadier workflow

Page Ref: 2

Difficulty: 2

Obj: 1-1

93. What makes business communication effective?

Answer: Effective messages are practical, factual, concise, clear, and persuasive:

- Provide practical information.
- Give facts rather than vague impressions. Use concrete language, specific detail, and information that is clear, convincing, accurate, and ethical.
- Present information in a concise, efficient manner.
- Clarify expectations and responsibilities.
- Offer compelling, persuasive arguments and recommendations.

Page Ref: 2-3

Difficulty: 1

Obj: 1-1

94. How can businesses adopt an audience-centric approach to their communications?

Answer: When business professionals take an audience-centred approach to their communication, they focus on understanding and meeting the needs of their audiences. Providing the information your audiences need is obviously an important part of this approach, but it also involves such elements as your ability to listen, your style of writing and speaking, and your ability to maintain positive working relationships. Another important element of audience-centred communication is etiquette, the expected norms of behaviour in a particular situation. Respect, courtesy, and common sense will help you avoid etiquette mistakes.

Page Ref: 5-6

Difficulty: 1

Obj: 1-2

95. Why is decoding a message such a complex process?

Answer: Extracting meaning is influenced by culture, experience, learning and thinking styles, hopes, fears, and even temporary moods. Audiences tend to extract the meaning they expect to get from a message, even if it's the opposite of what the sender intended. In fact, rather than extracting the sender's meaning, it's more accurate to say that receivers re-create their own meanings from the message.

Page Ref: 7

Difficulty: 1

Obj: 1-3

96. Is the social communication model a more audience-centric approach to business communication than the basic communication model? Why/ why not?

Answer: Yes. The ability to listen and the ability to maintain positive relationships are important elements of the audience-centric approach. The social communication model, with its emphasis on interaction, conversation, and participation, facilitates this better than the "we talk, you listen" approach of the basic communication model. In the social communication model, the audience members are no longer passive recipients of messages but active participants in a conversation. Social media have given customers and other stakeholders a voice they did not have in the past. People can add to a conversation or take pieces from it, depending on their needs and interests,

and this reflects an audience-centric approach.

Page Ref: 7

Difficulty: 3

Obj: 1-3

97. What are the disadvantages of the social communication model?

Answer: Potential problems of the social media model include information overload, fragmented attention, information security risks, distractions that hurt productivity, and the blurring of the line between personal and professional lives, which can make it difficult for people to disconnect from work.

Page Ref: 8

Difficulty: 1

Obj: 1-3

98. Explain the concepts of transparency in business communications, giving an example.

Answer: In the context of business communication, transparency refers to a sense of openness, of giving all participants in a conversation access to the information they need to process the messages they are receiving. A major issue in business communication transparency is “flogs” (“fake blogs”.), which refers to employees posing as independent consumers and posting positive comments about their company’s products.

Page Ref: 9

Difficulty: 2

Obj: 1-4

99. Distinguish between ethical dilemmas and ethical lapses, giving appropriate examples for both.

Answer: An ethical dilemma involves choosing among alternatives that aren’t clear-cut. Perhaps two conflicting alternatives are both ethical and valid, or perhaps the alternatives lie somewhere in the gray area between clearly right and clearly wrong. Unlike a dilemma, an ethical lapse is a clearly unethical (and frequently illegal. choice.

Page Ref: 9

Difficulty: 2

Obj: 1-4

100. What are the advantages and challenges of a diverse workforce?

Answer: A diverse workforce offers a broader spectrum of viewpoints and ideas, helps companies understand and identify with diverse markets, and enables companies to benefit from a wider range of employee talents. More diverse teams can tend to be more innovative over the long term than teams composed of people from the same culture. For all their benefits, diverse workforces and markets do present some communication challenges, and understanding the effect of culture on communication is essential. The subconscious effect of culture can create friction because it leads people to assume that everybody thinks and feels the way they do.

Page Ref: 10

Difficulty: 2

Obj: 1-5

101. Define “cultural diversity” and give examples to support your answer.

Answer: Cultural diversity includes all the elements that make people different from one another. This may include things like race, class, gender, ethnicity, language, family structure, religion, educational background, and others.

Diff: 2

Page Ref: 10

Obj: 1-5

102. Give examples of how you can improve your workplace sensitivity.

Answer: Adapting to cultural diversity allows workers from different ethnic backgrounds to work together. Being sensitive to generation differences recognizes that people of different ages often work together. Being aware and considerate of others is more important than ever in an increasingly technology-based world. Polishing workplace sensitivity skills allows a person to work in a culturally diverse workplace.

Diff: 2

Page Ref: 10-12

Obj: 1-5

103. How can a worker adjust his or her attitude in the workplace?

Answer: Take responsibility for communication, and don't assume it is the other person's job to communicate with you. Empathize with the receiver's feelings and point of view. Withhold judgment, listen to the whole story, and accept differences in people. Be flexible by changing habits and attitudes when communicating with someone from another culture or age group

Diff: 2

Page Ref: 13

Obj: 1-5

104. Explain the concept of information overload. How can you guard against information overload when using communication technology?

Answer: Information overload refers to people receiving more information than they can effectively process. Information overload makes it difficult to discriminate between useful and useless information, inhibits the ability to think deeply about complex situations, lowers productivity, and amplifies employee stress both on the job and at home—even to the point of causing health and relationship problems.

As a sender, make sure every message you intend to send is meaningful and important to your receivers. As a recipient, take steps to control the number and types of messages you receive. Don't activate visual alerts for incoming messages unless you absolutely need to know the instant a message arrives; each alert breaks your concentration and requires time for you to refocus. Many systems have powerful filtering and tagging capabilities that can automatically

sort incoming messages based on criteria you set. Use this feature to isolate high-priority messages that deserve your attention. Also, be wary of subscribing to too many blog feeds, Twitter follows, and other sources of recurring messages. Take care when expanding your social networks online so that you don't get buried with inessential posts and updates. Identify the information you really need and focus on those sources.

Page Ref: 15

Difficulty: 1

Obj: 1-6