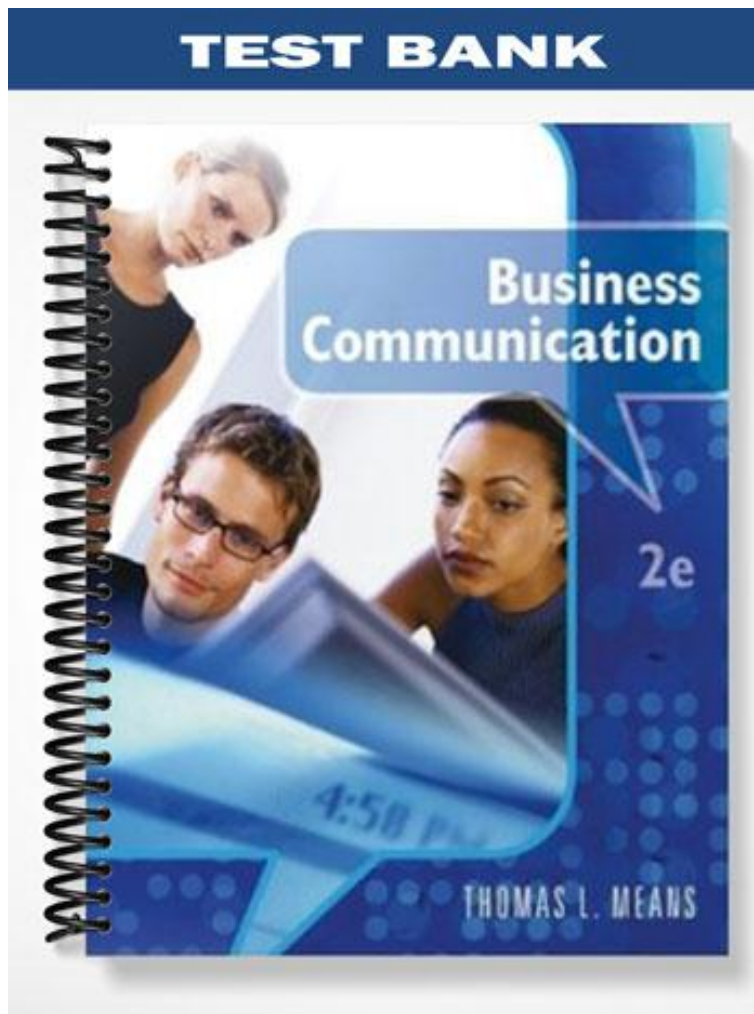


TEST BANK



**Business
Communication**

2e

THOMAS L. MEANS

Chapter 2 Diversity and Ethics

True/False

Indicate whether the sentence or statement is true or false.

- ___ 1. A diverse workforce can help employers better meet the needs of growing global markets and an increasingly diverse U.S. population.
- ___ 2. Seeing and valuing the contributions of everyone in a workplace and treating everyone fairly is called prejudice.
- ___ 3. Predictions indicate that the U.S. workforce will become more diverse.
- ___ 4. Globalization has no affect on the workforce.
- ___ 5. Language is a common communication barrier.
- ___ 6. The body language of the sender has little effect on communication.
- ___ 7. The amount of personal space with which people are comfortable varies depending on individual preference and cultural background.
- ___ 8. Customs and etiquette are the same in most countries and cultures.
- ___ 9. Not being offended easily is one of the most important aspects of having a professional attitude.
- ___ 10. Cross-cultural communication occurs when people from different cultures share messages verbally, nonverbally, or in writing.
- ___ 11. When sharing messages with people from other cultures, you should keep your language simple and to the point.
- ___ 12. Employees should always address clients or customers by their last names.
- ___ 13. Personal ethics are not influenced by your experiences and the culture and society in which you learn and grow.
- ___ 14. Honesty is an ethical issue that influences business communication.
- ___ 15. In a nondisclosure agreement, employees promise not to share trade secrets with others for a certain period of time.

Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

- ___ 16. The presence of a wide range of variation in qualities or attributes of people or things is called
 - a. ethnicity
 - b. diversity
 - c. ethics
 - d. discrimination

- _____ 17. Failing to recognize workers' differences and needs
- can cause low morale among workers
 - can lead to low productivity
 - can lead to claims of discrimination
 - all the above
- _____ 18. Predictions about the U.S. population and workforce indicate that
- the workforce will become less diverse
 - the U.S. population is expected to decline in the next decade
 - the female population in the U.S. will be higher than the male population
 - all the above
- _____ 19. As a result of globalization
- individuals may have to compete with job candidates from around the world
 - companies may have a larger group of job candidates from which to choose
 - some companies move part of their operations to other countries
 - all the above
- _____ 20. Which of the following cultural differences can be communication barriers?
- language
 - body language
 - personal space
 - all the above
- _____ 21. When your job involves working with someone from another culture
- show respect for the person and his or her culture
 - learning appropriate business etiquette is not important
 - depend on stereotypes about the culture to guide your behavior
 - both b and c
- _____ 22. An oversimplified belief about a group of people is called
- discrimination
 - prejudice
 - bias
 - a stereotype
- _____ 23. Most Americans appreciate personal space of
- 5 to 12 inches
 - 12 to 18 inches
 - 18 inches to 4 feet
 - 12 inches to 2 feet
- _____ 24. A person who has a professional attitude
- is ruled by his or her emotions
 - does not keep an open mind
 - refrains from making judgments about others
 - both a and c
- _____ 25. Shortened forms of words or expressions typically formed from the first letter of each word are
- acronyms
 - idioms
 - slang
 - jargon

- ___ 26. When speaking and corresponding with people from other cultures
- assume that the statements you have read about the culture are true
 - expect others to adapt to your communication style
 - be careful about using humor
 - none of the above
- ___ 27. To show fairness and sensitivity toward others at work
- treat everyone with respect
 - be adaptable
 - listen actively
 - all the above
- ___ 28. To deal ethically with clients or customers
- promise what the customer requests even if you are not sure you can deliver it
 - be honest about the products or services your company offers
 - offer your informed opinions as facts
 - none of the above
- ___ 29. The legal right of someone, usually the author or artist, to use or reproduce a work is called
- plagiarism
 - copyright
 - ethics
 - none of the above
- ___ 30. Trade secrets
- are data that give a business a competitive advantage
 - can be easily accessed by the general public
 - are the same as copyrighted data
 - none of the above

Matching

Match the terms to their definitions below.

- | | |
|-------------------|-------------------|
| a. culture | f. globalization |
| b. discrimination | g. identity theft |
| c. ethics | h. plagiarism |
| d. ethnicity | i. prejudice |
| e. etiquette | j. stereotype |

- ___ 31. Principles of right and wrong that govern behavior
- ___ 32. The integration of activities among nations in areas such as commerce and culture
- ___ 33. A set of rules of behavior for a particular place or situation
- ___ 34. A set of beliefs, attitudes, practices, and social customs that distinguishes a group of people
- ___ 35. An oversimplified belief about a group of people
- ___ 36. The act of claiming someone else's words or ideas as your own
- ___ 37. The division of people into groups that share a common ancestry, history, or culture
- ___ 38. A bias that prevents objective thought about a person or thing
- ___ 39. Stealing and illegally using a person's private data
- ___ 40. Unfair treatment of a person or group on the basis of prejudice

**Chapter 2 Diversity and Ethics
Answer Section**

TRUE/FALSE

1. ANS: T
2. ANS: F
3. ANS: T
4. ANS: F
5. ANS: T
6. ANS: F
7. ANS: T
8. ANS: F
9. ANS: T
10. ANS: T
11. ANS: T
12. ANS: F
13. ANS: F
14. ANS: T
15. ANS: T

MULTIPLE CHOICE

16. ANS: B
17. ANS: D
18. ANS: C
19. ANS: D
20. ANS: D
21. ANS: A
22. ANS: D
23. ANS: C
24. ANS: C
25. ANS: A
26. ANS: C
27. ANS: D
28. ANS: B
29. ANS: B
30. ANS: A

MATCHING

31. ANS: C
32. ANS: F
33. ANS: E
34. ANS: A

- 35. ANS: J
- 36. ANS: H
- 37. ANS: D
- 38. ANS: I
- 39. ANS: G
- 40. ANS: B