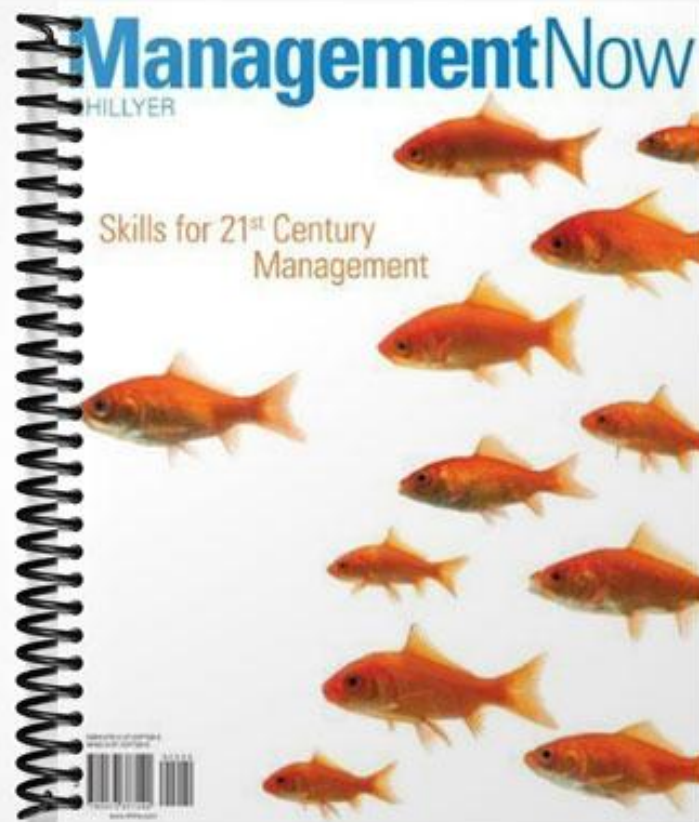


TEST BANK



TRUE/FALSE

[QUESTION]

1. Communication is the act of exchanging information.

Ans: T

Page: 26

Learning Outcome: 2.1

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

2. One of the reasons that communication is an important management skill is that managers must be able to motivate people.

Ans: T

Page: 26

Learning Outcome: 2.1

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

3. Communication can be used to inform, command, and instruct other people.

Ans: T

Page: 26

Learning Outcome: 2.1

Bloom's: Understanding

Difficulty: Easy

[QUESTION]

4. Communication can be used to assess, influence, and persuade other people.

Ans: T

Page: 26

Learning Outcome: 2.1

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

5. Interpersonal communication is a process that involves only sending verbal and non-verbal messages.

Ans: F

Page: 26

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

6. Interpersonal communication is a dynamic and interactive process.

Ans: T

Page: 26

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

7. In interpersonal communication, an event or a condition generates information that the sender wishes to share with another person, thus creating the need to communicate.

Ans: T

Page: 26

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

8. Semantics is the science or study of the meanings of words and symbols.

Ans: T

Page: 27

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

9. Perception is the science or study of communication.

Ans: F

Page: 27

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

10. To communicate effectively, managers must be able to identify the audience.

Ans: T

Page: 28

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

11. One step in learning to listen actively is to note the speaker's tone, as well as his or her body language.

Ans: T

Page: 29

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

12. In the communication process, the flow from the receiver to the sender is called noise.

Ans: F

Page: 30

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

13. One form of verbal communication is called paralanguage.

Ans: F

Page: 30

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

14. To communicate effectively, managers must be able to write clearly, concisely, and persuasively.

Ans: T

Page: 30

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

15. One of the principles of good writing is to proofread the document.

Ans: T

Page: 30

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

16. Most business communication is done in writing.

Ans: F

Page: 31

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

17. Most oral communication is informal.

Ans: T

Page: 31

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

18. Sensitive communications, such as reprimanding or dismissing an employee are best done via email.

Ans: F

Page: 32

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

19. Written communication is most appropriate for communicating routine information, such as changes in company policies or staff.

Ans: T

Page: 32

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Medium

[QUESTION]

20. While managers need to master written communication skills, it is not necessary to master verbal communication skills.

Ans: F

Page: 32

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Medium

[QUESTION]

21. Communication skills are not essential for conducting business.

Ans: F

Page: 60

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Easy

[QUESTION]

22. Managers may have ideas that others oppose. To be effective, the manager just has to demand that his or her ideas are accepted by the employees.

Ans: F

Page: 26

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Medium

[QUESTION]

23. Effective communication is not related to the manager's use of his or her time.

Ans: F

Page: 26

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Medium

[QUESTION]

24. Answering questions such as "What is the audience's capacity for absorbing information?" will help a manager to communicate effectively.

Ans: T

Page: 28

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Medium

[QUESTION]

25. Good listening skills enable managers to absorb the information they need, recognize problems, and understand other people's viewpoints.

Ans: T

Page: 28

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Medium

[QUESTION]

26. The first step in learning to listen actively is to respond to the speaker with appropriate comments.

Ans: F

Page: 29

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Medium

[QUESTION]

27. Feedback is used to inform the sender whether the receiver has received the correct message. One effective way to do this is to ask the person directly if he or she understands the message.

Ans: F

Page: 30

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Medium

[QUESTION]

28. While non-verbal communication is an important supplement to verbal communication, it will never change the meaning of the verbal communication.

Ans: F

Page: 30

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Medium

[QUESTION]

29. Managers should use the grapevine to complement formal channels of communication.

Ans: T

Page: 32

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Medium

[QUESTION]

30. One primary advantage of email is that it enables communication among individuals who might not communicate otherwise communicate.

Ans: T

Page: 32

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Medium

[QUESTION]

31. Research has found that the biggest applications for intranets today are internal communications.

Ans: T

Page: 34

Learning Outcome: 2.2
Bloom's: Understanding
Difficulty: Medium

[QUESTION]

32. An intranet serves as an “information hub” for the entire organization.

Ans: T

Page: 34

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

33. Sarah had been late for work on and off over the last month. Finally, her manager felt she had to tell Sarah it was not acceptable to continue being late. The best way for the manager to relay this information to Sarah is by email so that the manager would have a record of it.

Ans: F

Page: 32

Learning Outcome: 2.2

Bloom's: Applying

Difficulty: Hard

[QUESTION]

34. Each year the company needs to communicate the list of paid vacations to all employees. While this list has not changed over the past several years, the managers feel it is important to notify everyone. The best way for the notification to occur is in written form.

Ans: T

Page: 32

Learning Outcome: 2.2

Bloom's: Applying

Difficulty: Hard

[QUESTION]

35. An example of informal oral communication can be found in offices next to the water cooler.

Ans: T

Page: 31

Learning Outcome: 2.2

Bloom's: Applying

Difficulty: Hard

[QUESTION]

36. E-mail, cell phones, Blackberrys, and texting may have brought a whole new meaning to keeping in touch at work.

Ans: T

Page: 34

Learning Outcome: 2.3

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

37. Because of social networking, the old adage of a happy customer telling three or four people and an unhappy one telling ten people must now be multiplied by two or three.

Ans: F

Page: 35

Learning Outcome: 2.3

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

38. Social networking sites such as MySpace, Facebook, and YouTube have the potential to escalate customer satisfaction to a new level of connection—provided those customers are happy.

Ans: T

Page: 34-35

Learning Outcome: 2.3

Bloom's: Understanding

Difficulty: Easy

[QUESTION]

39. Managers have more ways to communicate with their people and their customers than ever before. With all this new communication technology, managers do an excellent job of what are considered basic skills.

Ans: F

Page: 35

Learning Outcome: 2.4

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

40. Believing that information is power is a classic communication blunder.

Ans: T

Page: 35

Learning Outcome: 2.4

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

41. In today's business world, communication takes seconds rather than the days and weeks of what is now affectionately referred to as "snail mail."

Ans: T

Page: 35

Learning Outcome: 2.4

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

42. Focusing on the customer is not a way for companies to achieve top scores in employee communication.

Ans: F

Page: 35

Learning Outcome: 2.4

Bloom's: Understanding

Difficulty: Easy

[QUESTION]

43. More than 3,000 languages are spoken in the world.

Ans: T

Page: 35

Learning Outcome: 2.5

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

44. Spanish is the leading international language.

Ans: F

Page: 35

Learning Outcome: 2.5

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

45. Communicating internationally is less complicated than communicating within a country.

Ans: F

Page: 35

Learning Outcome: 2.5

Bloom's: Understanding

Difficulty: Medium

FILL-IN-THE-BLANK

[QUESTION]

46. _____ is the act of exchanging information.

Ans: Communication

Page: 26

Learning Outcome: 2.1

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

47. Managers spend as much as _____% of their time communicating.

Ans: 75

Page: 26

Learning Outcome: 2.1

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

48. _____ communication is an interactive process between individuals that involves sending and receiving verbal and non-verbal messages.

Ans: Interpersonal

Page: 26

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

49. The basic purpose of interpersonal communication is to transmit _____.

Ans: information

Page: 26

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

50. _____ is the science or study of the meanings of words and symbols.

Ans: Semantics

Page: 27

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

51. _____ deals with the mental and sensory processes an individual uses in interpreting information she or he receives.

Ans: Perception

Page: 27

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

52. _____ involves absorbing what another person is saying and responding to the person's concerns.

Ans: Active listening

Page: 29

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

53. The first step in learning to listen actively is to identify the speaker's _____.

Ans: purpose

Page: 29

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

54. In the communication process the flow from the receiver to the sender is called _____.

Ans: feedback

Page: 30

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

55. Effective communication is a _____-way process.

Ans: two

Page: 30

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

56. One form of non-verbal communication, called _____, includes the pitch, tempo, loudness, and hesitations in the verbal communication.

Ans: paralanguage

Page: 30

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

57. To communicate effectively, managers must be able to write clearly, concisely, and _____.

Ans: persuasively

Page: 30

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

58. Most business communication takes place in _____ form.

Ans: oral

Page: 31

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

59. In general, _____ communication is most appropriate for sensitive communications, such as reprimanding or dismissing an employee.

Ans: verbal

Page: 32

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

60. In general, _____ communication is most appropriate for communicating routine information, such as changes in company policies or staff.

Ans: written

Page: 32

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

61. The informal paths of communication that exist in organizations are generally referred to as the _____.

Ans: grapevine

Page: 32

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

63. _____ is the sending and receiving messages over an electronic communications system.

Ans: E-mail

Page: 32

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

64. A(n) _____ is a private, corporate, computer network used to provide multimedia applications within organizations.

Ans: intranet

Page: 34

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

65. A(n) _____ can be thought of as an "information hub" for an entire organization.

Ans: intranet

Page: 34

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

66. Communications during periods of _____ emotion usually have difficulty succeeding.

Ans: high

Page: 28

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

67. After listening to a 10-minute oral presentation, tests show that the average listener has heard, comprehended, accurately evaluated, and retained about _____% of what was said.

Ans: 50

Page: 29

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

68. Most oral communication takes place _____ in a business.

Ans: informally

Page: 31

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

69. Information travels (*more quickly / more slowly*) through the grapevine than in more formal organizational channels of communication.

Ans: quickly

Page: 32

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

70. Electronic mail is also known as _____.

Ans: e-mail

Page: 32

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Easy

[QUESTION]

71. MySpace, Facebook, YouTube, and Twitter are forms of _____ media.

Ans: social

Page: 34

Learning Outcome: 2.3

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

72. The old adage of a happy customer telling three or four people and an unhappy one telling ten people must now be multiplied by a _____.

Ans: hundred

Page: 35

Learning Outcome: 2.3

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

73. Social media has made it _____ to escalate customer satisfaction to a new level of connection—provided those customers are happy.

Ans: easier

Page: 34

Learning Outcome: 2.3

Bloom's: Understanding

Difficulty: Hard

[QUESTION]

74. Even with all this new communication technology, managers do a(n) _____ job of what are considered basic skills.

Ans: poor

Page: 35

Learning Outcome: 2.4

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

75. Communication that takes days and weeks is referred to as _____.

Ans: snail mail

Page: 35

Learning Outcome: 2.4

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

76. Companies that achieved the top scores in employee communication were found to focus on the _____.

Ans: customer

Page: 35

Learning Outcome: 2.4

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

77. Companies that achieved the top scores in employee communication were found to measure the performance of _____ programs.

Ans: communication

Page: 35

Learning Outcome: 2.4

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

78. Communication in international business activities becomes (*more / less*) complicated in both the verbal and non-verbal communication processes.

Ans: more

Page: 35

Learning Outcome: 2.5

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

80. _____ is the leading international language.

Ans: English

Page: 35

Learning Outcome: 2.5

Bloom's: Remembering

Difficulty: Easy

MULTIPLE CHOICE

[QUESTION]

81. _____ is the act of exchanging information.

A. IT

B. Persuasion

C. Communication

D. Assimilation

Ans: C

Page: 26

Learning Outcome: 2.1

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

82. Managers spend as much as _____ of their time communicating.

- A. 10 percent
- B. 25 percent
- C. half
- D. three-quarters

Ans: D

Page: 26

Learning Outcome: 2.1

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

83. Communication can be used to _____ other people.

- A. inform and command
- B. instruct and assess
- C. influence and persuade
- D. Do all of these

Ans: D

Page: 26

Learning Outcome: 2.1

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

84. _____ is an interactive process between individuals that involves sending and receiving verbal and non-verbal messages.

- A. Mass communication
- B. Interpersonal communication
- C. Collaborative communication
- D. Inactive communication

Ans: B

Page: 26

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

85. The first step in interpersonal communication is _____.

- A. an event or a condition generates information
- B. a desire to share the information occurs
- C. the receiver creates the message
- D. the message is communicated both verbally and non-verbally

Ans: A

Page: 26

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

86. One cause of interpersonal communication failure is _____.

- A. semantics
- B. agreeing to disagree
- C. failure to connect the dots
- D. interpersonal communication does not fail.

Ans: A

Page: 27

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

87. _____ is the science or study of the meanings of words and symbols.

- A. Wordsmithing
- B. Symbolology
- C. Semantics
- D. Thesaurianism

Ans: C

Page: 27

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

88. _____ deals with the mental and sensory processes an individual uses in interpreting information she or he receives.

- A. Communication
- B. Sensory communication
- C. Perception
- D. Semantics

Ans: C

Page: 27

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

88. In order to communicate, managers must _____.

- A. identify the audience
- B. develop good listening skills
- C. understand the importance of nonverbal communication
- D. Do all of these

Ans: D

Page: 28

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

89. Good listening skills enable managers to _____.

- A. absorb the information they need

- B. solve problems
- C. convince people of their views
- D. Do all of these

Ans: A

Page: 28

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

90. After listening to a 10-minute oral presentation, the average listener has heard, comprehended, accurately evaluated, and retained about _____ of what was said.

- A. 25 percent
- B. 40 percent
- C. 50 percent
- D. 90 percent

Ans: C

Page: 29

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Hard

[QUESTION]

91. The flow of information from the receiver to the sender is called _____.

- A. reverse communication
- B. feedback
- C. optimal learning
- D. receiver flow

Ans: B

Page: 30

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

92. _____ is one form of non-verbal communication that includes the pitch, tempo, loudness, and hesitations in the verbal communication.

- A. Parafeedback
- B. Paralanguage
- C. Paracommunication
- D. Paralisting

Ans: B

Page: 30

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

93. The three basic principles of good business writing include which of the following?

- A. Write using as sophisticated a style as you can.
- B. Always use a formal tone, regardless of whether you are writing an email or a business document.
- C. Proofread the document.

D. All of these are the principles of good business writing.

Ans: C

Page: 30

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

94. Most business communication is done _____.

A. using email

B. using written documents that are then mailed

C. using written documents within the company

D. orally

Ans: D

Page: 73

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

95. Oral communication skills are used by managers to _____.

A. give clear instructions

B. motivate their staffs

C. persuade other people

D. do all of these

Ans: D

Page: 31

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

96. Verbal communication is the most appropriate for _____.

A. communicating routine information

B. communicating changes in company policies

C. dismissing an employee

D. communicating changes in staff positions

Ans: C

Page: 32

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

97. Written communication is the most appropriate for _____.

A. dismissing an employee

B. reprimanding a staff member

C. discussing sensitive information

D. communicating changes in company policies

Ans: D

Page: 32

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

98. The _____ is an informal channel of communication in an organization.

- A. water cooler network
- B. grapevine
- C. hidden network
- D. network vine

Ans: B

Page: 32

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

99.. _____ is the system of sending and receiving messages over an electronic communications system.

- A. E-mail
- B. Intranet
- C. Extranet
- D. E-net

Ans: A

Page: 32

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

100. The _____ is a private, corporate, computer network that uses Internet products and technologies to provide multimedia applications within organizations.

- A. Internet
- B. intranet
- C. extranet
- D. e-net

Ans: B

Page: 34

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

101. Which of the following statements about a grapevine is most true?

- A. It develops within organizations when employees share common hobbies, hometowns, lunch breaks, family ties, and social relationships.
- B. The grapevine does not exist within the formal organizational structure.
- C. The grapevine follows the organizational hierarchy.
- D. The grapevine operates only within non-managerial personnel.

Ans: A

Page: 32

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Hard

[QUESTION]

102. The primary advantages of which communication system is that it saves time, eliminates wasted effort, provides written records of communications without the formality of memos, and enables communication among individuals who might not communicate otherwise?

- A. Internet
- B. Grapevine
- C. E-mail
- D. Voicemail

Ans: C

Page: 32-34

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

103. Which of the following is not an advantage that managers were told e-mail would have?

- A. It saves time.
- B. It makes communications harder.
- C. It eliminates wasted effort.
- D. It provides written records.

Ans: B

Page: 34

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

104. Which of the following statements about communication as a management skill is most true?

- A. Managers don't need to use communication skills once their staff is trained.
- B. Good managers use their ability to communicate to get other people excited about their jobs.
- C. Attracting customers has little to do with the manager's communication abilities, as they know before meeting the manager whether they want the product/service or not.
- D. Managers need good communication skills to force people to see things their way.

Ans: B

Page: 26

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Hard

[QUESTION]

105. Which of the following is a characteristic of a manager with good oral communication skills?

- A. He or she makes emotional contact with listeners.
- B. He or she uses a monotone to be consistent throughout his or her presentation.
- C. He or she gives the whole picture of what is happening even if it is a negative picture.
- D. He or she interrupts others if the listeners do not understand him/her.

Ans: A

Page: 31

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

106. The basic purpose of interpersonal communication is to _____.
A. increase understanding between the sender and receiver of a message
B. increase the field of experience
C. decrease noise in the field of experience
D. stonewall

Ans: A

Page: 26

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

107. Which of the following statements about words is most accurate?
A. Words themselves have no real meaning.
B. Words themselves always have the same meaning to everyone.
C. How you say words will not change their meaning.
D. Voice inflections have little influence on the meaning of words.

Ans: A

Page: 27

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

108. Which of the following statements about perception is most true?
A. Perception begins with the sense organs when they receive a stimulus.
B. Different people perceive the same information differently.
C. Perception is partly a result of memories and personal experiences.
D. All of these are true.

Ans: D

Page: 27

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

109. "Understanding the audience" means _____.
A. understanding what the audience already know
B. understanding what the audience doesn't want to know
C. recognizing the problems of the audience
D. understanding the audience-members' individual viewpoints

Ans: A

Page: 28

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

110. Which of the following is a step in the active listening process?
A. Identify the speaker's main ideas.
B. Respond to the speaker with appropriate comments, questions, and body language.

C. Note the speaker's tone as well as his or her body language.

D. All of these are steps in the active listening process.

Ans: D

Page: 29

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

111. Which of the following statements about a grapevine is most true?

A. It develops within organizations when employees share common hobbies, hometowns, lunch breaks, family ties, and social relationships.

B. The grapevine does not exist within the formal organizational structure.

C. The grapevine follows the organizational hierarchy.

D. The grapevine operates only within non-managerial personnel.

Ans: A

Page: 32

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Hard

[QUESTION]

112. The primary advantages of which communication system are that it saves time, eliminates wasted effort, provides written records of communications without the formality of memos, and enables communication among individuals who might not communicate otherwise?

A. Internet

B. Grapevine

C. E-mail

D. Voicemail

Ans: C

Page: 32

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

113. MySpace, Facebook, YouTube, and Twitter are types of:

A. Intranets

B. Grapevine

C. Social media

D. Voicemail

Ans: C

Page: 34

Learning Outcome: 2.3

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

114. The old adage of a happy customer telling three or four people and an unhappy one telling ten people must now be multiplied by _____.

A. ten or a hundred

B. a hundred or two hundred

C. two hundred or three hundred

D. three hundred or four hundred

Ans: A

Page: 35

Learning Outcome: 2.3

Bloom's: Remembering

Difficulty: Hard

[QUESTION]

115. Of the following, which is not true of social media?

A. Social media make it more difficult for unhappy customers to tell others about their negative experiences.

B. Social media have brought a whole new meaning to keeping in touch at work.

C. Social media sites allow consumers to tell each other everything about everything.

D. Social media make it easier for happy customers to tell the world about their positive experiences.

Ans: A

Page: 34-35

Learning Outcome: 2.3

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

116. Communication that takes days and weeks is referred to as:

A. Slug mail

B. Turtle mail

C. Snail mail

D. Frog mail

Ans: C

Page: 35

Learning Outcome: 2.4

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

117. With the recent advances in communication technology, managers do a _____ job of what are considered basic communication skills.

A. proficient

B. poor

C. skillful

D. competent

Ans: B

Page: 35

Learning Outcome: 2.4

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

118. Believing that information is power; keeping information on a need-to-know basis; and making decisions and communicating those decisions with little or no input from the people affected by those decisions are activities that:

A. allow managers to take responsibility for company decisions.

B. are effective ways of communicating with employees.

C. make it easier for managers to make decisions when pressed for time.

D. represent classic communication blunders.

Ans: D

Page: 35

Learning Outcome: 2.4

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

119. Companies that achieved the top scores in employee communication appeared to:

A. Focus on the customers

B. Engage employees in business

C. Improve managerial communication

D. All of these

Ans: D

Page: 35

Learning Outcome: 2.4

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

120. How many languages are spoken in the world?

A. Over 3000

B. Over 1500

C. 100

D. 50

Ans: A

Page: 35

Learning Outcome: 2.5

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

121. How many languages are the official languages of nations?

A. About 75

B. About 100

C. About 150

D. About 3000

Ans: B

Page: 35

Learning Outcome: 2.5

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

122. Which of the following is the leading international language?

A. Italian

B. French

C. English

D. Spanish

Ans: C

Page: 35

Learning Outcome: 2.5

Bloom's: Remembering

Difficulty: Easy

ESSAY

[QUESTION]

123. Explain why communicating effectively is an important management skill.

Ans: Communicating effectively is an important management skill for several reasons:

(1) Managers must give direction to the people who work for them. (2) Managers must be able to motivate people. (3) Managers must be able to convince customers that they should do business with them. (4) Managers must be able to absorb the ideas of others. (5) Managers must be able to persuade other people.

Page: 26

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

124. List the reasons why interpersonal communication may fail.

Ans: Some causes of interpersonal communication failure are conflicting or inappropriate assumptions, different interpretations of the meanings of words (semantics), differences in perception, emotions either preceding or during communication, poor listening habits, inadequate communications skills, insufficient feedback, and differences in the interpretations of non-verbal communications.

Page: 26-28

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

125. List the questions that managers need to answer in order to communicate effectively with their audiences.

Ans: What does the audience already know? What does it want to know? What is its capacity for absorbing information? What does it hope to gain by listening? Is it hoping to be motivated? Informed? Convinced? Is the audience friendly or hostile?

Page: 28

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

126. Describe the steps in learning to listen actively.

Ans: Learning to listen actively involves the following steps: (1) Identify the speaker's purpose. What is the speaker trying to achieve? Why is the speaker speaking? (2) Identify the speaker's main ideas. Which of the points are the key points? Which points need to be addressed by the listener? (3) Note the speaker's tone as well as his or her body language. Is the speaker angry? Nervous? Confident? (4) Respond to the speaker with appropriate comments, questions, and body language. Use facial expressions and body language to express the emotions you want to express. Establish eye contact, sit up straight, and lean toward the speaker to show interest. Ask a question or make a comment from time to time to show that you are listening attentively.

Page: 29

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

127. What are the three basic principles of good business writing?

Ans: (1) Write as simply and clearly as possible. Avoid writing in a way that is difficult to understand. (2) Be sure that the content and tone of the document are appropriate for the audience. Do not waste the reader's time communicating information s/he already know. However, do not assume they are as familiar with the topic as you are. Always use a polite tone, especially when writing to customers. (3) Proofread the document. If you are using a computer, use the spell-check function. If you are not using a computer, use a dictionary to check the spelling of words you do not know. Always read the document for incorrect grammar or usage.

Page: 30

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Easy

[QUESTION]

128. List the rules of thumb for developing oral communication skills.

Ans: (1) Make emotional contact with listeners by addressing them by name where possible. (2) Avoid speaking in a monotone. (3) Be enthusiastic and project a positive outlook. (4) Avoid interrupting others. (5) Always be courteous. (6) Avoid empty sounds or words, such as "uh," "um," "like," and "you know."

Page: 31-32

Learning Outcome: 2.2

Bloom's: Remembering

Difficulty: Medium

[QUESTION]

129. Explain how management should make use of the grapevine.

Ans: Because the grapevine is inevitable, management should use it to complement formal channels of communication. In utilizing the grapevine, honesty is always the best policy. Rumors and distorted messages will persist, but honest disclaimers by management will stop the spread of inaccurate information.

Page: 32

Learning Outcome: 2.2

Bloom's: Understanding

Difficulty: Medium

[QUESTION]

130. Explain the significance of networking and social media in management communications.

Ans: The availability of tools such as MySpace, Facebook, and Twitter has brought a new immediacy to personal and business communications. Messages to "friends" or "followers" can be sent almost immediately. This means that good news can be communicated to a much wider audience in a much shorter time frame. However, those tweets can also convey customer dissatisfaction and spread that dissatisfaction just as quickly and just as broadly.

Page: 34-38

Learning Outcome: 2.3

Bloom's: Understanding

Difficulty: Hard