***Business Communication Today, 13e* (Bovee)**

**Chapter 1 Professional Communication in a Digital, Social, Mobile World**

1) Communication is the process of

A) transferring information and meaning.

B) listening actively.

C) writing messages.

D) none of the above.

Answer: A

Explanation: A) Communication is a two-way process that begins with the sender and ends when the receiver acquires information and meaning.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.1: Explain the importance of effective communication to your career and to the companies where you will work

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

2) Improving your communication skills will enhance your career because

A) having great ideas won't help you much, unless you can communicate them effectively.

B) the higher you rise in an organization, the more important your communication skills will be.

C) you'll need to connect with decision makers outside of your area of expertise.

D) all of the above.

Answer: D

Explanation: D) Ambition and great ideas aren't enough. You'll need to communicate with people if you want to succeed in business. Employers expect employees to speak and write in a professional manner that is clear, direct, and free of slang, jargon, and other inappropriate terms.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.1: Explain the importance of effective communication to your career and to the companies where you will work

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

3) All of the following except \_\_\_\_\_\_\_\_ will make your business messages more effective.

A) providing practical information

B) clarifying expectations and responsibilities

C) presenting information concisely and efficiently

D) discussing personal issues and complaining about problems

Answer: D

Explanation: D) To make your communication efforts as effective as possible, focus on making them practical, factual, concise, clear, and persuasive.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.1: Explain the importance of effective communication to your career and to the companies where you will work

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

4) Stakeholders affected by the quality of business communication include

A) customers.

B) employees.

C) suppliers.

D) all of the above.

Answer: D

Explanation: D) Stakeholders include anyone who is impacted by a company in a direct or indirect way. Customers, suppliers, and employees are all stakeholders, as are shareholders, community members, and the wider world.

Diff: 2

Skill: Application

Learning Obj.: LO 1.1: Explain the importance of effective communication to your career and to the companies where you will work

AACSB: Written and oral communication

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

5) Which of the following is NOT a characteristic of effective business messages?

A) They provide practical information.

B) They present the writer's opinions as facts.

C) They state precise audience responsibilities.

D) They highlight and summarize essential information.

Answer: B

Explanation: B) When stated, opinions should always be identified as opinions, and they should be supported by facts and other forms of evidence.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.1: Explain the importance of effective communication to your career and to the companies where you will work

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

6) If you start a company or become an executive in an established firm, you can expect to spend the majority of your time

A) budgeting.

B) traveling.

C) communicating.

D) plying your trade.

Answer: C

Explanation: C) If you launch a company or move into an executive role in an existing organization, you can expect communication to consumer the majority of your time.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.1: Explain the importance of effective communication to your career and to the companies where you will work

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

7) Improving your communication skills may be the single most important step you can take in your career.

Answer: TRUE

Explanation: The world is full of good marketing strategists, good accountants, good engineers, and good attorneys — but it is not full of good communicators. Strong communication skills will help you stand out from your competition in the job market.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.1: Explain the importance of effective communication to your career and to the companies where you will work

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

8) Most organizations that embrace the 2.0 approach to business communication will still follow a more traditional approach for some communications (such as strategic plans and policy documents).

Answer: TRUE

Explanation: Business Communication 2.0 works better for projects and enterprises that need to be flexible and fluid. For example, a company does not want to use the 2.0 strategy of consulting customers or vendors when it comes to formulating a strategic plan that is intended to be highly structured and highly non-fluid.

Diff: 3

Skill: Application

Learning Obj.: LO 1.1: Explain the importance of effective communication to your career and to the companies where you will work

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

9) Describe five characteristics of effective business messages.

Answer: Effective business messages provide practical information that immediately helps receivers in concrete ways. Such messages present facts rather than vague impressions, and they provide compelling evidence to support all conclusions. They present information in a concise, efficient manner. Finally, effective business messages state expectations and responsibilities precisely and offer compelling, persuasive arguments and recommendations.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.1: Explain the importance of effective communication to your career and to the companies where you will work

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

10) Which one of the following is NOT one of the traits possessed by professionals?

A) Meeting minimum qualifications

B) Demonstrating a sense of etiquette

C) Maintaining a positive outlook

D) Being dependable and accountable

Answer: A

Explanation: A) Professionalism means doing more than putting in the hours and collecting a paycheck; true professionals go beyond minimum expectations and commit to making meaningful contributions.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Reflective thinking

Learning Outcome: Discuss the challenges and importance of business communication

11) The quality of performing at a high level and conducting oneself with pride and purpose is known as

A) expediency.

B) professionalism.

C) entrepreneurialism.

D) impression management.

Answer: B

Explanation: B) Professionalism is the quality of performing at a high level and conducting oneself with purpose and pride.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Reflective thinking

Learning Outcome: Discuss the challenges and importance of business communication

12) According to the concept of emotional intelligence, if you'll be speaking to people you don't know and you can't find out more about them

A) don't worry because you can adjust to their needs on the fly.

B) always put your own needs before their needs.

C) rely on chance and circumstance to help you relate to their needs.

D) use common sense and imagination to relate to their needs.

Answer: D

Explanation: D) When meeting people you don't know and you can't learn more about them, try to project yourself into their position by using common sense and imagination. This ability to relate to the needs of others is a key part of emotional intelligence.

Diff: 3

Skill: Critical Thinking

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Interpersonal relations and teamwork

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

13) The term digital information fluency encompasses all of the following elements except

A) recognizing information needs.

B) searching efficiently to locate reliable sources of information.

C) using gathered information ethically.

D) using random methods to present ideas and information.

Answer: D

Explanation: D) Digital information fluency involves the following: recognizing information needs, using efficient search techniques to locate reliable sources of information, particularly from online sources, and using gathered information ethically.

Diff: 2

Skill: Synthesis

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communication

14) An example of downward communication is

A) a junior staff person giving information to a staff supervisor.

B) a sales manager giving instructions to a salesperson.

C) an email message about sick leave from one staff secretary to another.

D) a company briefing held on the organization's top floor.

Answer: B

Explanation: B) Downward refers to communication that comes from a superior to a person in a lower level or position.

Diff: 1

Skill: Application

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

15) An example of horizontal communication is

A) a junior staff person giving information to a staff supervisor.

B) a company briefing held on the organization's ground floor.

C) an email message about sick leave sent from one department secretary to a secretary in a different department.

D) all of the above.

Answer: C

Explanation: C) Horizontal communication is transmitted between two people who are employed on the same level of the company hierarchy.

Diff: 1

Skill: Application

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

16) Every organization has \_\_\_\_\_\_\_\_, which encompasses all communication that occurs outside the lines of command in the company's organization structure.

A) a lateral communication network

B) a peer-to-peer communication network

C) an informal communication network

D) an adjacent communication network

Answer: C

Explanation: C) Informal communication takes place naturally when employees interact, both on the job and in social settings. Some of it takes place when the formal network doesn't provide information that employees want. The informal communication network is located wherever workers congregate, which could be hallways, drinking fountains, or lunchrooms. Informal communication also takes place on telephones and through email and social networks.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

17) In most organizations, the rumor mill tends to be particularly active when

A) employees are satisfied with their jobs.

B) formal communication channels are working efficiently.

C) employees are wasting company time.

D) the formal communication network is not providing the information employees want.

Answer: D

Explanation: D) Rumors tend to fly when official lines of communication break down or prove to be inadequate for some reason. So when employees want to know more, they tend to speculate among themselves. This feeds fuel into the rumor mill, which tends to operate at high levels during conditions of transition or crisis.

Diff: 2

Skill: Synthesis

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

18) \_\_\_\_\_\_\_\_ communication flows between departments to help employees share information, coordinate tasks, and solve complex problems.

A) Upward

B) Downward

C) Horizontal

D) Diagonal

Answer: C

Explanation: C) Horizontal communication occurs between employees who are roughly on the same level. Vertical communication, on the other hand, occurs between employees in different hierarchical levels.

Diff: 1

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

19) An audience-centered approach to communication involves

A) saying whatever it takes to win over the members of your audience.

B) embedding a layer of technology between you and your audience members.

C) respecting, understanding, and meeting the needs of your audience members.

D) focusing on how the members of the audience can help you obtain your goals.

Answer: C

Explanation: C) Use an audience-centered approach to help you understand and respect the members of your audience, and then make every effort to get your message across in a way that's meaningful to them.

Diff: 3

Skill: Concept/Application

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

20) Generally speaking, limitations of the formal communication network

A) discourage employees from taking advantage of social media.

B) have not affected the popularity of social media in the business environment.

C) have helped to spur the growth of social media in the business environment.

D) do none of the above.

Answer: C

Explanation: C) Informal communication occurs during employee interactions on the job and in social settings; it also occurs when the formal network doesn't provide information that employees want. In fact, the inherent limitations of formal communication networks helped spur the growth of social media in the business environment.

Diff: 3

Skill: Synthesis

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

21) To make your communication more effective,

A) clearly address your audience's wants and needs — not yours.

B) include as much information as possible, even if you're not sure it's necessary.

C) prepare the message as if the audience is not interested.

D) do all of the above.

Answer: A

Explanation: A) Audiences tend to tune out when they receive "me" messages. To make sure a message is heard and understood, use the "you" attitude to focus on the other person, not on yourself.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

22) When you adopt \_\_\_\_\_\_\_\_ to communication, you understand and respect the members of your audience and make every effort to communicate in a way that's meaningful to them.

A) an audience-centered approach

B) a technology-driven approach

C) an egocentric approach

D) a performance-maximization approach

Answer: A

Explanation: A) The key to an audience-centered approach is for the sender of the message to focus on the needs of the audience, not his or her own needs. This "you" rather than "me" attitude breeds trust between the sender and the audience and makes the audience more receptive to any message that the sender wants to communicate.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

23) The concept of \_\_\_\_\_\_\_\_ refers to the ability to relate to the needs of others, which is a vital characteristic of successful managers and leaders.

A) interpersonal adaptability

B) relational franchising

C) emotional intelligence

D) macro-generational empathy

Answer: C

Explanation: C) Emotional intelligence is a measure of how well a person can empathize and identify with others. Emotional intelligence involves both sending and receiving information. For example, a person with emotional intelligence can notice when her audience is not giving her their full attention. So rather than carry on without having a fully engaged audience, the speaker backs off and waits to communicate her message at a more receptive moment.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

24) Open corporate cultures benefit from free-flowing information and employee input.

Answer: TRUE

Explanation: Many successful companies encourage employee contributions by fostering an open climate that promotes candor and honesty, helping employees feel free enough to admit their mistakes, disagree with the boss, and share negative or unwelcome information.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

25) Upward communication generally helps executives solve problems and make intelligent decisions.

Answer: TRUE

Explanation: An example of upward communication would be bank employees informing management that customers resent fees added on to bank services. Knowing how customers feel is valuable information that managers can use to create better policies for both the bank and customers.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

26) The rumor mill tends to be most active when employees receive too much information about their company.

Answer: FALSE

Explanation: The rumor mill tends to be most active when something important is happening and employees are "in the dark" about what it is. When employees lack information, they tend to speculate and create gossip that may or may not be accurate.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

27) Because external communication is carefully orchestrated, it rarely occurs informally.

Answer: FALSE

Explanation: External communication typically involves a company communicating with an outside entity that it knows little about. Therefore, to avoid misinterpretation, external communication is almost always more formal than internal communication in which parties know one another.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

28) Emotional intelligence involves the ability to relate to the needs of others.

Answer: TRUE

Explanation: The key to emotional intelligence is to pay attention to the emotional signals that others give and respond to them in a constructive way. For example, a manager with a strong emotional intelligence aptitude would never bring up work deficiencies to a worker who appears to be distraught over a personal matter. Instead, the manager would wait until a time when the worker was feeling less vulnerable.

Diff: 3

Skill: Application

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Describe best practices in team and interpersonal communication

29) As long as employees get the job done, most companies are not concerned with employees meeting expectations of business etiquette.

Answer: FALSE

Explanation: Business etiquette should not be thought of as a rigid system, but rather a set of helpful guidelines that are respected at all times.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

30) How does the primary function of upward-flowing communication differ from that of downward-flowing communication?

Answer: Communication that flows upward mainly helps executives solve problems and make intelligent decisions. On the other hand, communication that flows downward is geared primarily toward helping employees do their jobs.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

31) What is professionalism? Why is communication important to professionalism?

Answer: Professionalism is the quality of performing at a high level with purpose and pride. Professionals do more than put in the hours and collect a paycheck; instead, they go beyond minimum expectations and commit to making meaningful contributions. Without strong communication skills, you won't be able to perform to your potential and others won't recognize you as the professional you aspire to be.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

32) When does the rumor mill tend to be most active within an organization? Include an example of a situation that might cause the rumor mill to become more active.

Answer: The informal communication network or "grapevine" tends to be most active when employees believe the formal network is not providing the information they want. For example, if employees are worried about possible layoffs but managers do not address the topic, the grapevine would probably become more active.

Diff: 2

Skill: Application

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

33) To adopt an audience-centered approach to communication, what do you need to learn about your audience? List at least three specific attributes.

Answer: An audience-centered approach requires learning as much as possible about the receiver's biases, education, age, status, style, and personal and professional concerns.

Diff: 2

Skill: Application

Learning Obj.: LO 1.2: Explain what it means to communicate as a professional in a business context

AACSB: Written and oral communication, Diverse and multicultural work environments

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

34) In the first step of the communication process, the sender

A) decides what to say.

B) chooses a communication channel.

C) has an idea.

D) chooses a communication medium.

Answer: C

Explanation: C) Communication begins with an idea that a person wants to convey to someone else. The idea exists purely as a thought and is not necessarily encoded in any form, written or spoken.

Diff: 1

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

35) Within the context of social media, \_\_\_\_\_\_\_\_ refers to a sense of openness, of giving all participants access to the information they need to understand the messages they are receiving.

A) transformation

B) transcendence

C) transparency

D) translucency

Answer: C

Explanation: C) The issue of transparency in social media refers to a sense of openness: that is, giving all participants in a conversation access to the information they need to process accurately the messages they are receiving.

Diff: 2

Skill: Application

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Explain how to create messages for different electronic media

36) To actually receive a message, a person needs to do all of the following except

A) comprehend the message.

B) sense the presence of the message.

C) select it from other competing messages.

D) perceive it as an actual message.

Answer: A

Explanation: A) For an audience member to receive a message, three events need to occur: The receiver has to sense the presence of a message, select it from all the other messages clamoring for attention, and perceive it as an actual message (as opposed to random, pointless noise).

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

37) The \_\_\_\_\_\_\_\_ is the form a message takes and the \_\_\_\_\_\_\_\_ is the system used to deliver the message.

A) channel; medium

B) medium; channel

C) schema; pipeline

D) package; tunnel

Answer: B

Explanation: B) Think of the medium as the form a message takes (such as a Twitter update) and the channel as the system used to deliver the message (such as the Internet).

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Compose and shape business messages

38) The final step in the communication process is

A) receiving the message.

B) sending the message.

C) giving feedback to the sender.

D) interpreting the message.

Answer: C

Explanation: C) Feedback is information that conveys the receiver's response to the message. Feedback informs the sender of whether the message has been received and whether it's been interpreted correctly.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Compose and shape business messages

39) Which of the following is NOT one of the five ways to get the audience to notice your messages?

A) Stressing your wants and needs

B) Practicing empathy

C) Emphasizing familiarity

D) Considering audience expectations

Answer: A

Explanation: A) Audiences respond well to messages that address their wants and needs, contain familiar references, and meet their expectations.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Describe best practices in team and interpersonal communication

40) A manager hears the part of a message that supports his agenda, but doesn't seem to notice evidence that contradicts his point of view. The manager is engaging in

A) discrimination.

B) misreading.

C) selective perception.

D) stereotyping.

Answer: C

Explanation: C) Selective perception occurs when a person hears what he or she "wants to hear." Listeners tend to tune out or fail to notice parts of communication that do not directly support their points of view. When they see or hear only their own point of view, they are engaging in selective perception.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

41) In order for audience members to respond appropriately to a business message, they must

A) remember the message.

B) be able to respond to the message.

C) be motivated to respond to the message.

D) do all of the above.

Answer: D

Explanation: D) Once a message is delivered, the audience starts the communication process by understanding the message and recalling what it tried to say. If the audience is able to meet the request made by the sender, he or she may choose to respond. However, in many cases, the audience has heard the message and is able to respond, but it has no reason or motivation to respond. For example, a request for sales data may be ignored, if the receiver has no sales data to supply.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

42) The voice technology known as \_\_\_\_\_\_\_\_ converts human speech to computer commands.

A) speech synthesis

B) digital vocalics

C) vocal mnemonics

D) speech recognition

Answer: D

Explanation: D) Speech recognition is a technology that allows users to convert human speech to computer commands.

Diff: 1

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Information technology

Learning Outcome: Explain how to create messages for different electronic media

43) Whereas traditional Business Communication tends to emphasize \_\_\_\_\_\_\_\_, Business Communication 2.0 focuses more on \_\_\_\_\_\_\_\_.

A) discussion; lecture

B) collaboration; isolation

C) control; influence

D) permission; intrusion

Answer: C

Explanation: C) Business Communication 2.0 recognizes that few audience members like to be dictated to with ironclad pronouncements. Business Communication 2.0 instead tries to influence the audience by allowing the audience to interact in the content of the message itself. When compared to traditional Business Communication, control is lost in Business Communication 2.0, but credibility and persuasiveness are usually gained.

Diff: 3

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Information technology

Learning Outcome: Explain how to create messages for different electronic media

44) Companies can use \_\_\_\_\_\_\_\_ to identify and capitalize on market opportunities that are contained in large, complex, or dynamic sets of data.

A) telepresence

B) enterprise IM systems

C) data visualization

D) crowdsourcing

Answer: C

Explanation: C) Companies can obtain a competitive advantage by using data visualization to uncover and capitalize on market opportunities contained in "big data" sets.

Diff: 2

Skill: Synthesis

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Explain how to create messages for different electronic media

45) One major difference between traditional communication and the 2.0 approach to business communication is that in the 2.0 approach audiences are encouraged to be

A) active participants in the communication.

B) compliant listeners.

C) passive recipients of the information the sender shares.

D) all of the above.

Answer: A

Explanation: A) Business Communication 2.0 stresses interaction between company levels. For example, Business Communication 2.0 may solicit feedback for a product while it is still being designed, something that would never occur in a Business Communication 1.0 environment.

Diff: 3

Skill: Synthesis

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Explain how to create messages for different electronic media

46) Which of the following is an example of Business Communication 2.0 in action?

A) A manager sends out weekly newsletters to employees.

B) An electronics store invites customers to submit YouTube videos showing how to install home theater systems.

C) An advertising firm creates a television commercial for a local automobile dealer.

D) All of the above are examples of Business Communication 2.0.

Answer: B

Explanation: B) Inviting customers to submit how-to videos accomplishes several things. It helps new users by providing useful information. It also encourages existing customers to feel that they play an important role in the development of the product. This sense of ownership tends to turn them into loyal customers.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Explain how to create messages for different electronic media

47) As a contemporary approach to business communication, the \_\_\_\_\_\_\_\_ is interactive, conversational, and usually open to all who wish to participate.

A) reflexive communication model

B) computer-assisted communication model

C) social communication model

D) give-and-take communication model

Answer: C

Explanation: C) The social communication model of business communication is interactive, conversational, and usually open to all who which to participate.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Explain how to create messages for different electronic media

48) A barrier to communication can be caused by

A) the structure and culture of an organization.

B) the common habit of multitasking.

C) human or technological intervention between senders and receivers.

D) all of the above.

Answer: D

Explanation: D) Within any communication environment, messages can be disrupted by a variety of communication barriers: e.g., noise and distractions, competing messages, filters, and channel breakdowns.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

49) \_\_\_\_\_\_\_\_ is the process of transferring information and meaning between senders and receivers.

A) Reflection

B) Projection

C) Communication

D) Illumination

Answer: C

Explanation: C) Communication is the process of transferring information and meaning between senders and receivers.

Diff: 1

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

50) The term \_\_\_\_\_\_\_\_ refers to groups that are affected by or have an interest in a company's actions.

A) coalitions

B) stakeholders

C) confederacies

D) partnerships

Answer: B

Explanation: B) Groups that are affected by a company's actions are called stakeholders. These groups may include employees, customers, shareholders, suppliers, neighbors, the community, and the world at large.

Diff: 1

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

51) When a sender puts an idea into a message, the sender is \_\_\_\_\_\_\_\_ the idea.

A) implanting

B) encoding

C) supplanting

D) decoding

Answer: B

Explanation: B) Encoding can involve any kind of written, spoken, or physical code. Encoding can involve such things as putting a message into words, conveying the message as a facial expression, writing the message, or translating the message into a computer language.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

52) In the communication process, \_\_\_\_\_\_\_\_ describes the step in which the audience extracts the idea from a message.

A) extracting

B) encoding

C) translating

D) decoding

Answer: D

Explanation: D) Decoding is the act of interpreting the message, of changing it from a set of symbols to a form that the human brain can understand.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

53) If an incoming message doesn't fit into a person's view of reality, then he or she may use \_\_\_\_\_\_\_\_ to distort or ignore that information.

A) myopic introspection

B) cognitive reconstruction

C) selective perception

D) creative interpretation

Answer: C

Explanation: C) People sometimes hear only what they want to hear; this is a form of selective perception. When a supervisor tells a worker that he is very creative but too sloppy, the worker is engaging in selective perception if he hears the "creative" part of the message, but not the "sloppy" part.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

54) The nature of business communication hasn't changed much in the past decade.

Answer: FALSE

Explanation: Technology, diversity, globalization, and an emphasis on small groups and teamwork are some of the influential factors that have changed the nature of business communication in the past few years.

Diff: 2

Skill: Synthesis

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

55) The basic communication process consists of only two steps: sending and receiving messages.

Answer: FALSE

Explanation: The basic communication model represents an eight-step communication process. This process includes not only sending and receiving messages but also creating, encoding, producing, transmitting, and decoding messages, as well as providing feedback. The communication process does include sending and receiving messages. However, the entire process features eight steps rather than just two, with steps four and five being "send message" and "receive message."

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

56) When resolving problems, successful organizations usually avoid the need for feedback.

Answer: FALSE

Explanation: Feedback is critical to almost every form of problem-solving communication. For example, feedback tells the sender of a message how the message was interpreted and what was done in response to the message. Feedback gives the sender the key information he or she needs to take the next step in solving the problem.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Describe best practices in team and interpersonal communication

57) Multitasking generally enhances the quality of employees' communication.

Answer: FALSE

Explanation: Multitasking is almost never good for communication. Typically, it creates a distraction that muddles the message and irritates the receiver of the message.

Diff: 3

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communication

58) Human or technological interventions between the sender and the receiver can block or distort messages.

Answer: TRUE

Explanation: Filtering can be both intentional (such as automatically filing incoming messages based on sender or content) or unintentional (such as an overly aggressive spam filter that blocks legitimate emails).

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

59) The only thing a person needs to receive a message is technical compatibility with the person who's sending the message.

Answer: FALSE

Explanation: Before someone can receive a message, he or she must sense it, select it, and then perceive it as a message.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

60) The 2.0 approach to business communication emphasizes interaction and conversation among senders and audiences.

Answer: TRUE

Explanation: Business Communication 2.0 values two-way and multi-way interaction between senders and their audience. The sender seeks feedback for the message sent, then modifies the message and sends it back out.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Information technology

Learning Outcome: Explain how to create messages for different electronic media

61) The more two people or two groups of people share experiences (personal, professional, and cultural) the more likely it is that receivers will get the intended meanings senders encode into their messages.

Answer: TRUE

Explanation: In general, the more experiences you share with another person, the more likely you are to share perception and thus share meaning.

Diff: 1

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

62) What does it mean for a receiver to "decode" a message?

Answer: Decoding a message is step six in the basic communication model. After a receiver gets a message, he or she needs to decode that message by extracting the ideas from it.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

63) Briefly explain the nature and importance of the final phase in the communication process.

Answer: The final phase in the communication process occurs when the receiver provides feedback for the sender. Feedback enables the sender to evaluate the effectiveness of the message.

Diff: 1

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

64) List three social media tools that have inspired and enabled a more conversational approach to business communication.

Answer: These social media tools include Facebook, LinkedIn, and Twitter, as well as a variety of blogs, social networks, and wikis.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication, Information technology

Learning Outcome: Explain how to create messages for different electronic media

65) Briefly describe at least one hypothetical or actual example of an organization utilizing the 2.0 approach to business communication.

Answer: (Answers may vary.) One example would be an online software vendor encouraging customers to review software titles they have purchased and then post those reviews on the vendor's website for other customers to access.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication, Analytical thinking

Learning Outcome: Explain how to create messages for different electronic media

66) Outline the eight steps of the communication process.

Answer: The first step in the communication process occurs when the sender has an idea and decides to share it. Second, the sender encodes the idea as a message that the receiver will understand. Third, the sender produces the message in a transmittable medium. Fourth, the sender transmits the message through a channel (such as a face-to-face conversation or an email). Fifth, the audience receives the message. Sixth, the audience decodes the message by extracting the idea from it. Seventh, the audience responds to the message. Eighth, the audience provides feedback that helps the sender evaluate the effectiveness of the communication effort.

Diff: 3

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Plan and prepare business messages

67) Describe four common types of communication barriers.

Answer: Four common types of communication barriers are noise and distractions, competing messages, filters, and channel breakdowns. Noise and distractions can be both physical and emotional and are especially common due to the widespread habit of multitasking. Competing messages make it difficult to gain and keep your audience's attention and can result in information overload, which makes it difficult to distinguish between useful and useless information and increases workplace stress. Messages can be blocked or distorted by filters; i.e., any human and/or technological interventions between the sender and the receiver. Filtering can be intentional or unintentional. Finally, channel breakdowns occur when the channel you select fails to deliver your message at all.

Diff: 3

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Written and oral communication

Learning Outcome: Discuss the challenges and importance of business communication

68) Briefly define Business Communication 2.0, and explain how it differs from a more traditional approach to business communication.

Answer: Business Communication 2.0 is a convenient label for a new social communication model that is transforming the ways organizations communicate. Unlike the traditional approach which is characterized by a "we talk, you listen" model, this new approach is conversational and interactive, encouraging audiences to become active participants in the dialogue.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.3: Describe the communication process model and the ways social media are changing the nature of business communication

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communication

69) All of the following except \_\_\_\_\_\_\_\_ are characteristics of social media and mobile communication.

A) forcing professionals to develop new skills

B) altering relationships between senders and receivers

C) changing the nature of communication

D) creating countless opportunities but few meaningful challenges

Answer: D

Explanation: D) The parallels between social media and mobile communication are striking: both sets of technologies change the nature of communication, alter the relationships between senders and receivers, create opportunities as well as challenges, and force business professionals to hone new skills.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.4: Outline the challenges and opportunities of mobile communication in business

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communication

70) People who've grown up with \_\_\_\_\_\_\_\_ expect to have immediate access to information and the ability to stay connected to their various social and business networks.

A) multifunctional communication technology

B) desktop communication technology

C) personal communication technology

D) mobile communication technology

Answer: D

Explanation: D) People who've grown up with mobile communication technology expect to have immediate access to information and the ability to stay connected to their various social and business networks.

Diff: 1

Skill: Concept

Learning Obj.: LO 1.4: Outline the challenges and opportunities of mobile communication in business

AACSB: Information technology

Learning Outcome: Explain how to create messages for different electronic media

71) By providing \_\_\_\_\_\_\_\_, such as facility maps and property information, mobile technology can allow users to experience more of their environment and access information instantly.

A) digital domiciles

B) location-aware content

C) social-media catalogues

D) multimedia relationships

Answer: B

Explanation: B) Users of mobile technology can access location-aware content to enhance their mobile experience.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.4: Outline the challenges and opportunities of mobile communication in business

AACSB: Written and oral communication, Information technology

Learning Outcome: Explain how to create messages for different electronic media

72) When compared to social media, mobile technology will have relatively little effect on the nature of business communication.

Answer: FALSE

Explanation: As much of a game-changer as social media have been, some experts predict that mobile communication will change the nature of business and business communication even more.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.4: Outline the challenges and opportunities of mobile communication in business

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

73) Firms on the leading edge of the mobile revolution are hesitant to integrate mobile technology in their organizations.

Answer: FALSE

Explanation: Given the rising expectations of employees and customers, firms on the leading edge of the mobile revolution are working to integrate mobile technology throughout their organizations.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.4: Outline the challenges and opportunities of mobile communication in business

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

74) Globally, no more than 50 percent of Internet users access the web at least some of the time with a mobile device.

Answer: FALSE

Explanation: Globally, about 80 percent of internet users access the web via a mobile device, at least some of the time.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.4: Outline the challenges and opportunities of mobile communication in business

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communication

75) Data traffic on mobile devices exceeds voice traffic significantly.

Answer: TRUE

Explanation: For many people, the fact that a smartphone can make phone calls is practically a secondary consideration; data traffic from mobile devices far outstrips voice traffic.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.4: Outline the challenges and opportunities of mobile communication in business

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

76) Who's driving the *bring your own device* (BYOD) phenomenon? Why are information technology managers concerned about it?

Answer: Employees are pushing for *bring your own device* (BYOD) in the workplace. They want to access company networks and files via their personal smartphones and tablets, both in the office and away from it. However, accessing company systems via mobile devices can create a host of security concerns for corporate IT managers. For example, these devices don't always have the rigorous security controls that corporate networks need. Moreover, employees don't always use their personal devices in secure ways.

Diff: 3

Skill: Reflection

Learning Obj.: LO 1.4: Outline the challenges and opportunities of mobile communication in business

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communication

77) Which one of the following statements is true?

A) Data traffic and voice traffic from mobile devices are returning to desktop platforms.

B) Voice traffic from mobile devices exceeds data traffic.

C) Voice traffic and data traffic from mobile devices are roughly equivalent.

D) Data traffic from mobile devices exceeds voice traffic.

Answer: D

Explanation: D) For many people, making phone calls on a smart phone is a secondary consideration; therefore, data traffic from mobile devices far outstrips voice traffic.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.5: List four general guidelines for using communication technology effectively

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

78) The term \_\_\_\_\_\_\_\_ describes the ability to send vast amounts of data instantly, constantly, and globally.

A) mobile connectivity

B) radical connectivity

C) social connectivity

D) boundless connectivity

Answer: B

Explanation: B) Social media pioneer Nicco Mele coined the term radical connectivity to describe "the breathtaking ability to send vast amounts of data instantly, constantly, and globally."

Diff: 2

Skill: Concept

Learning Obj.: LO 1.5: List four general guidelines for using communication technology effectively

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

79) Companies are wrestling with the \_\_\_\_\_\_\_\_, in which employees want to use their personal tablets and smartphones to access company networks and files.

A) BAPD phenomenon

B) BMSP phenomenon

C) BYOD phenomenon

D) BCNU phenomenon

Answer: C

Explanation: C) Employees want to access company networks and files with their personal smartphones and tablets, both in the office and away from it. This desire underlies the "bring your own device" (BYOD) phenomenon.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.5: List four general guidelines for using communication technology effectively

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

80) Companies that use the mobile-first approach

A) allow employees to bring their mobile devices to work.

B) design their websites for optimum viewing on smartphones and tablets.

C) control operating costs through telecommuting and other nontraditional work models.

D) ignore traditional standards of grammar, punctuation, and spelling when writing messages.

Answer: C

Explanation: C) As mobile access overtakes computer-based access, some companies now take a mobile-first approach, in which websites are designed for optimum viewing on smartphones and tablets.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.5: List four general guidelines for using communication technology effectively

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

81) All of the following except \_\_\_\_\_\_\_\_ can facilitate the communication process through the effective use of communication technology.

A) using technological tools productively

B) staying connected around the clock

C) guarding against information overload

D) disengaging from computing devices to communicate in person

Answer: B

Explanation: B) To communicate effectively, learn to keep technology in perspective, guard against information overload and information addiction, use technological tools productively, and disengage from the computer frequently to communicate in person.

Diff: 2

Skill: Concept/Application

Learning Obj.: LO 1.5: List four general guidelines for using communication technology effectively

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communication

82) The "information technology paradox" refers to

A) widespread confusion over how to utilize email and IM.

B) the idea that technology has cut down interpersonal communication in business.

C) the idea that information tools (such as email) can waste as much time as they save.

D) none of the above.

Answer: C

Explanation: C) A good example of the paradox involves the overuse of email. Rather than function as an aid to efficiency, too many email correspondences can force workers into spending a significant part of their day simply keeping up with electronic correspondence.

Diff: 3

Skill: Concept

Learning Obj.: LO 1.5: List four general guidelines for using communication technology effectively

AACSB: Information technology

Learning Outcome: Describe the opportunities and challenges of communicating in a diverse world

83) Which of the following is the best solution to technology-related problems such as inappropriate use of the web and social media in the workplace?

A) Forbidding employees to use the web while they are in the office

B) Requiring employees to turn off their smartphones when they arrive for work

C) Developing clear policies that are evenly enforced

D) Rewarding employees who call your attention to those who are using these technologies inappropriately

Answer: C

Explanation: C) Clear rules and policies avoid misunderstandings and hard feelings. When setting guidelines, remember to be reasonable. Sending emails to schedule a daughter's softball game is acceptable. Shopping online for a new garden hose, on the other hand, should be considered unacceptable.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.5: List four general guidelines for using communication technology effectively

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communication

84) Facebook, Twitter, YouTube, and other technologies are key elements of the \_\_\_\_\_\_\_\_, in which information tools can waste as much time as they save.

A) social media conundrum

B) time-space continuum

C) information technology paradox

D) digital efficiency enigma

Answer: C

Explanation: C) According to the "information technology paradox," information tools can waste as much time as they save. Concerns over inappropriate use of social networking sites, for example, have led many companies to ban employees from accessing them during work hours.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.5: List four general guidelines for using communication technology effectively

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communication

85) Explain what's meant by the phrase, "constant connectivity is a mixed blessing."

Answer: Regarding mobile technology, constant connectivity is a mixed blessing. Like social media, mobile connectivity can blur the boundaries of personal and professional time and space, preventing people from fully disengaging from work during personal and family time. On the other hand, it can give employees more flexibility to meet their personal and professional obligations. In this regard, mobile plays an important role in efforts to reduce operating costs through telecommuting and other nontraditional work models.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.5: List four general guidelines for using communication technology effectively

AACSB: Information technology

Learning Outcome: Discuss the challenges and importance of business communication

86) The accepted principles of conduct that govern behavior within a society are known as

A) laws.

B) social guidelines.

C) ethics.

D) none of the above.

Answer: C

Explanation: C) Ethical behavior goes beyond the question of legal or illegal. It may be legal to appropriate the idea of a colleague as your own, but it is not ethical.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

87) Which of the following is NOT a characteristic of ethical communication?

A) It includes all relevant information.

B) It is designed to hide some negative information.

C) It is true in every sense.

D) It is not deceptive in any way.

Answer: B

Explanation: B) Concealing information that could be critical to making a judgment is unethical. It is essentially a form of lying because by not revealing important information, the speaker is preventing the truth from being expressed and understood.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

88) All of the following are examples of unethical communication except

A) using jargon.

B) selective misquoting.

C) distorting visuals.

D) plagiarism.

Answer: A

Explanation: A) Jargon may be annoying and may constitute a barrier to effective communication. Since using jargon isn't morally unacceptable, however, its use isn't unethical.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

89) Which of the following is the best example of an ethical dilemma?

A) Deciding whether to promote the employee who has the better performance record or the employee who seems to be the better leader

B) Deciding whether to tell an employee that she needs to improve her performance

C) Deciding whether to use the copy machine for personal papers

D) Deciding whether to declare the costs of your vacation travel as a deductible business expense

Answer: A

Explanation: A) An ethical dilemma involves two alternatives that may both be right and morally acceptable. The situation is a dilemma because there is no single clear-cut "right" and "wrong" solution to the situation.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

90) Which of the following is an example of an ethical lapse?

A) Putting unsigned suggestions in the company suggestion box

B) Sharing confidential information with a new employer about your previous (competing) employer's major clients

C) Telling your supervisor that another employee is stealing office supplies

D) Providing incorrect data in a report, even though you did not know it was incorrect at the time

Answer: B

Explanation: B) An ethical lapse is nothing more complicated than doing something that you know is wrong. It is referred to as a "lapse" because it is assumed that making an unethical choice is an isolated event, rather than a pattern of behavior.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

91) To help establish clear guidelines for ethical behavior, many companies provide employees a written

A) ethics audit.

B) ethical dilemma.

C) ethical lapse.

D) code of ethics.

Answer: D

Explanation: D) A code of ethics should not be referred to in every decision an employee makes. Rather, a code of ethics serves as general boundaries for employees. They should be familiar enough with the code to know when they have strayed outside of its confines.

Diff: 1

Skill: Application

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

92) \_\_\_\_\_\_\_\_ are the accepted principles of conduct that govern behavior within a society.

A) Ethics

B) Expectations

C) Choices

D) Customs

Answer: A

Explanation: A) Ethics are a society's moral rules, its sense of right and wrong, good and bad, acceptable or not acceptable.

Diff: 1

Skill: Concept

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

93) An ethical \_\_\_\_\_\_\_\_ involves choosing between conflicting alternatives that are not clear-cut.

A) lapse

B) riddle

C) enigma

D) dilemma

Answer: D

Explanation: D) An ethical dilemma arises when the choice is between two alternatives that both have merit and are morally equivalent.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

94) An \_\_\_\_\_\_\_\_ involves making choice that's clearly unethical.

A) ethical lapse

B) ethical slip

C) ethical quandary

D) ethical dilemma

Answer: A

Explanation: A) An ethical lapse is a lapse, or temporary failure to exercise good judgment, when a normally ethical person carries out an unethical action.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

95) Ethics can be defined as not doing anything illegal.

Answer: FALSE

Explanation: Ethics refers to the morality of an act, not its legality. An illegal act, such as protesting bigotry, can be ethical. Conversely, a legal act, such as forcing workers to accept a benefits cut, can be unethical.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

96) Plagiarism is only a problem in the classroom. In the business environment, it's just another term for information sharing.

Answer: FALSE

Explanation: Plagiarism is not only unethical but also illegal. Even if the text isn't copyrighted, plagiarizing it is still unethical. To avoid any appearance of wrongdoing, the user should simply give credit to the original author.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

97) A message that is intended to mislead or manipulate the audience is unethical, even if its content is true.

Answer: TRUE

Explanation: Misleading or manipulating an audience is unethical because it can lead to serious problems. For example, a pharmaceutical company that fails to release data from an unofficial source that can affect proper evaluation of its product is being unethical, even if it is not legally bound to disclose the results.

Diff: 3

Skill: Concept

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

98) When people must choose between alternatives that aren't completely wrong or completely right, they are facing an ethical lapse.

Answer: FALSE

Explanation: When people must choose between alternatives that aren't completely wrong or completely right, they are facing an ethical dilemma not an ethical lapse.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

99) Although intellectual property laws were once a serious concern, the ease of sharing information through social media has decreased the need to be concerned with them.

Answer: FALSE

Explanation: The ease with which copying of copyrighted material can be accomplished makes intellectual property laws more important than ever. Most published materials allow the user to take a small excerpt of a few lines without payment. Bloggers and other individuals who take extensive sections of texts or images need to get permission to use the item, a process that can be both lengthy and costly.

Diff: 2

Skill: Concept

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication

100) Briefly explain the difference between an ethical dilemma and an ethical lapse.

Answer: You face an ethical dilemma when you must choose between two or more conflicting alternatives that are not completely right or completely wrong. An ethical lapse, on the other hand, occurs when you make a choice that is clearly unethical and or illegal. An ethical dilemma can lead to an ethical lapse but doesn't necessarily do so.

Diff: 2

Skill: Critical Thinking

Learning Obj.: LO 1.6: Define ethics, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices

AACSB: Ethical understanding and reasoning

Learning Outcome: Discuss the challenges and importance of business communication