|  |
| --- |
| True / False |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Communication today generally flows one way—from companies to the public.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 2. Today’s new communication technologies have made writing skills less important than in the past.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 3. You are born with the abilities to read, listen, speak, and write effectively.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 4. The 21st-century economy depends mainly on information and knowledge.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 5. The knowledge culture of today's workplace can include factory production employees.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 6. Flattened management hierarchies allow companies to react more quickly to market changes.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 7. Diverse workforces are more likely to create the products that consumers demand.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 8. The three primary business communication functions are to inform, to persuade, and to entertain.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | False |

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| 9. E-mail is rapidly becoming the preferred communication channel for online customer service.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 10. One advantage of oral communication over written communication is that oral communication can be more easily adjusted to the audience.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 11. External communication includes sharing ideas and messages with superiors, coworkers, and subordinates.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 12. Maxwell is sending an e-mail message to the Securities and Exchange Commission to ask about a specific Sarbanes-Oxley regulation. This is an example of internal communication.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 13. According to media richness theory, face-to-face conversations are the richest because they provide more helpful cues and allow for immediate feedback.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 14. Social presence is greater in asynchronous communication (e-mail, forum post) than in synchronous communication (live chat, IM).

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 15. Information flows through formal communication channels in three directions: downward, upward, and spiral.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 16. Melinda, a company department manager, frequently communicates via text messages with other department managers within the company. This is an example of an upward flow of communication.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | False |

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| 17. David, a payroll clerk, came up with an idea for processing payroll more efficiently and presented it to the Human Resources Department manager. This is an example of an upward flow of communication.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| 18. A company’s CEO has developed a five-year strategic plan and will share it with all employees. This is an example of downward communication.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 19. To improve information flow, many of today's companies have decreased the number of operating units and managers, thereby shortening lines of communication.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 20. Managers can use the grapevine productively by sharing bad news as well as good news.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 21. \*Ethical standards usually consist of convenience, personal goals, and company profits.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 22. E-mail is considered a leaner medium than face-to-face communication.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| 23. "Teleworkers" are employees who operate primarily in the office and are responsible for company sales via phone.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | False |

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| 24. You can develop your professional brand by making astute comments on LinkedIn and Facebook.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | True |

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| 25. Giving credit to external sources is important only in academic writing; on the job, it is ethical to use print or online sources freely without documenting them.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 26. The term "information worker" refers to an employee who is responsible for creating and maintaining company databases.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 27. One challenge posed by flatter organizations is that every employee must be a skilled communicator.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 28. Project-based teams are becoming a thing of the past as workers are dispersed in various locations.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |

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| 29. External communication for routine purposes is likely to be handled via e-mail.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| 30. The number of workers aged fifty-five and older is expected to increase significantly by the year 2022.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |

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| Multiple Choice |

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| 31. Which of the following statements about communicating in today’s workplace is *most* accurate?

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| --- | --- | --- |
|   | a.  | Today's emphasis on teams means more face-to-face communication and less writing. |
|   | b.  | Communication typically flows one way: from businesses to consumers. |
|   | c.  | Writing skills are more important today than ever because online media requires more writing, not less. |
|   | d.  | Increasing numbers of workers are enjoying more defined working hours.   |

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| *ANSWER:* | c |

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| 32. Which of the following statements about writing skills is *most* accurate?

|  |  |  |
| --- | --- | --- |
|   | a.  | Writing skills in today's workplace are an advantage, but they are not a necessity. |
|   | b.  | Only the very top level of salaried employees need good writing skills. |
|   | c.  | Having good writing skills can improve your chances for promotion and can result in higher earnings. |
|   | d.  | Today's communication technologies have made writing obsolete. |

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| *ANSWER:* | c |

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| 33. The 21st-century economy depends mainly on \_\_\_\_\_\_\_\_.

|  |  |  |
| --- | --- | --- |
|   | a.  | raw materials |
|   | b.  | manufacturing |
|   | c.  | information and knowledge |
|   | d.  | physical labor |

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| *ANSWER:* | c |

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| 34. Thinking critically means \_\_\_\_\_\_\_\_.

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|   | a.  | finding flaws in others' ideas |
|   | b.  | going with your gut instinct |
|   | c.  | being able to make decisions quickly |
|   | d.  | having opinions that are backed by reason and evidence |

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| *ANSWER:* | d |

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| 35. Today's employees should plan for lifelong learning and constant training, actively plan their own career paths, and \_\_\_\_\_\_\_\_.

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| --- | --- | --- |
|   | a.  | limit their use of technology |
|   | b.  | count on employers to provide clearly defined working hours |
|   | c.  | expect to receive predictable pay increases |
|   | d.  | be willing to continually learn new skills |

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| *ANSWER:* | d |

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| 36. The most significant trends in today's dynamic workplace include global competition, team-based projects, flattened management hierarchies, new communication technologies, and \_\_\_\_\_\_\_\_.

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| --- | --- | --- |
|   | a.  | fewer written messages |
|   | b.  | more homogeneous workforces |
|   | c.  | expectations of around-the-clock availability |
|   | d.  | stricter dress codes |

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| *ANSWER:* | c |

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| 37. Which of the following statements about social media is *most* accurate?

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| --- | --- | --- |
|   | a.  | Social media are still relatively new and untried communication channels for some businesses. |
|   | b.  | Most businesses today have discarded old media and instead use social media exclusively for communicating and marketing. |
|   | c.  | Social media networks first attracted industries built on tradition and formality. |
|   | d.  | Social media sites such as Facebook and Twitter offer no advantages for businesses. |

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| *ANSWER:* | a |

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| 38. What type of technology makes it possible to locate and identify a computing device as soon as users connect to the network?

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| --- | --- | --- |
|   | a.  | Cloud computing technology |
|   | b.  | Blogs, podcasts, and wikis |
|   | c.  | Telephony |
|   | d.  | Presence technology |

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| *ANSWER:* | d |

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| 39. Gerard’s company will no longer store its data using in-house hardware and software; instead, data will be stored online at a remote location. This type of technology is called \_\_\_\_\_\_\_\_.

|  |  |  |
| --- | --- | --- |
|   | a.  | telephony |
|   | b.  | an open office |
|   | c.  | cloud computing |
|   | d.  | Web conferencing |

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| --- | --- |
| *ANSWER:* | c |

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| 40. Kendra is responsible for updating her company’s Facebook page with information about products, promotions, and special events. Kendra is using a communication medium called \_\_\_\_\_\_\_\_.

|  |  |  |
| --- | --- | --- |
|   | a.  | presence technology |
|   | b.  | blogging |
|   | c.  | social media |
|   | d.  | Web conferencing |

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| --- | --- |
| *ANSWER:* | c |

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| 41. “Around-the clock availability”

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| --- | --- | --- |
|   | a.  | means that you will be paid for working 24 hours a day, 7 days a week, 365 days a year. |
|   | b.  | means that you may be expected to work long hours without extra compensation and be available practically anytime and anywhere, should a crisis strike at work. |
|   | c.  | is illegal under U.S. law. |
|   | d.  | refers only to websites, not people. |

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| *ANSWER:* | b |

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| 42. What has led to the increase in the number of companies that operate globally?

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| --- | --- | --- |
|   | a.  | The rise of new communication technologies and advanced forms of transportation |
|   | b.  | The removal of trade barriers |
|   | c.  | Saturated local markets |
|   | d.  | All of these (the rise of new communication technologies and advanced forms of transportation, the removal of trade barriers, and saturated local markets) |

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| --- | --- |
| *ANSWER:* | d |

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| 43. Which of the following statements about global competition is *least* accurate?

|  |  |  |
| --- | --- | --- |
|   | a.  | Only medium and large companies compete globally. |
|   | b.  | Many traditional U.S. companies generate more profit abroad than locally. |
|   | c.  | If necessary, multinational companies should adjust their products to different palates. |
|   | d.  | Successful communication in global markets requires developing new skills and attitudes. |

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| *ANSWER:* | a |

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| 44. Which of the following statements about team-based management is *least* accurate?

|  |  |  |
| --- | --- | --- |
|   | a.  | Many companies use cross-functional teams to empower employees and boost their involvement in decision making. |
|   | b.  | When individuals on teams don't share the same background or training, working relationships can become strained. |
|   | c.  | Some organizations form ad-hoc teams that solve particular problems and then disband once they have accomplished their objectives. |
|   | d.  | Companies that use team-based management prefer to train employees in teamwork skills rather than hire new workers who already possess these skills. |

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| *ANSWER:* | d |

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| 45. Which of the following statements about workplace diversity is the *most* accurate?

|  |  |  |
| --- | --- | --- |
|   | a.  | Teams with diverse membership are more likely to create the products that consumers demand. |
|   | b.  | The number of older workers is decreasing. |
|   | c.  | More men pursue higher education than women. |
|   | d.  | A diverse staff is less able to respond to changes in the customer base in local and world markets. |

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| *ANSWER:* | a |

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| 46. Lucy works in an office that has nonterritorial workspaces. This is new to her, and she would like to display good open office etiquette. What should she do?

|  |  |  |
| --- | --- | --- |
|   | a.  | Speak in a soft voice and wear headphones to cut down on noise. |
|   | b.  | Try to get to the office first each morning so that she always gets the best desk. |
|   | c.  | Engage in a lot of chitchat to get to know her coworkers better. |
|   | d.  | Eavesdrop as often as possible to learn about the company culture. |

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| *ANSWER:* | a |

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| 47. Which of the following statements about today's work environments is *most*accurate?

|  |  |  |
| --- | --- | --- |
|   | a.  | The "anytime, anywhere" office means that employees work fewer hours. |
|   | b.  | "Co-working" requires employees having to be in the office at the same time.   |
|   | c.  | Traditional offices do not contain flexible workspaces. |
|   | d.  | Working from home or on the road makes communication skills even more important. |

|  |  |
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| *ANSWER:* | d |

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| 48. The three basic functions of business communication are to \_\_\_\_\_\_\_\_.

|  |  |  |
| --- | --- | --- |
|   | a.  | inform, entertain, and impress |
|   | b.  | inform, persuade, and promote goodwill |
|   | c.  | inform, persuade, and explain |
|   | d.  | inform, instruct, and entertain |

|  |  |
| --- | --- |
| *ANSWER:* | b |

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| 49. Which of the following statements about communication in today's business organizations is *most* accurate?

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|   | a.  | Many companies used intranets to communicate with customers, outside vendors, and governmental agencies. |
|   | b.  | Smartphones and tablet computers are prevalent in the workplace but do not have the capabilities to replace laptops and personal computers. |
|   | c.  | Wireless access is increasingly blanketing entire office buildings, airports, hotels, restaurants, school and college campuses, cities, and other public spaces. |
|   | d.  | The most common workplace use of tablet computers is blogging. |

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| *ANSWER:* | c |

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| 50. Which of the following is an advantage of written communication?

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|   | a.  | Creates a permanent record |
|   | b.  | Provides immediate feedback |
|   | c.  | Is more personal than oral communication |
|   | d.  | Is effective for delivering nonverbal cues |

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| *ANSWER:* | a |

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| 51. Which of the following statements comparing oral and written communication is *most*accurate?

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|   | a.  | Written communication provides a permanent record only if it is sent as a hard copy, printed message. |
|   | b.  | Written messages do not require as much thought as oral messages. |
|   | c.  | One advantage of oral communication such as a face-to-face meeting is that it allows for immediate feedback. |
|   | d.  | Oral communication is preferred when presenting formal or complex ideas. |

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| *ANSWER:* | c |

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| 52. The most prevalent communication channel in the workplace today is

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|   | a.  | texting. |
|   | b.  | e-mail. |
|   | c.  | face-to-face meetings. |
|   | d.  | Facebook. |

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| *ANSWER:* | b |

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| 53. Which of the following is an example of an internal organizational communication?

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|   | a.  | A tweet sent to a customer about a private sale that will take place tomorrow |
|   | b.  | A Facebook page advertising a company's products |
|   | c.  | A meeting of all department managers |
|   | d.  | An annual report sent to company stockholders |

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| *ANSWER:* | c |

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| 54. Which of the following is an example of external organizational communication?

|  |  |  |
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|   | a.  | An employee performance appraisal |
|   | b.  | A brochure sent to a prospective customer |
|   | c.  | A report recommending a change in company procedure |
|   | d.  | An e-mail message to employees about an upcoming training seminar |

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| *ANSWER:* | b |

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| 55. Of the following, the *least* rich (or leanest) communication media are \_\_\_\_\_\_\_\_.

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|   | a.  | face-to-face meetings and conversations |
|   | b.  | e-mail messages |
|   | c.  | flyers or posters |
|   | d.  | telephone calls |

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| *ANSWER:* | c |

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| 56. Daniel must handle a complex organizational issue. Which of the following media would be *best* for this purpose?

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|   | a.  | Videoconference |
|   | b.  | E-mail message |
|   | c.  | Telephone conversation |
|   | d.  | Face-to-face meeting |

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| *ANSWER:* | d |

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| 57. *Social presence* is defined as

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|   | a.  | how extroverted a person is. |
|   | b.  | how well a company uses social media for communication. |
|   | c.  | the degree of “salience” (being there) between a sender and receiver using a communication medium. |
|   | d.  | a person’s ability to get along with others. |

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| *ANSWER:* | c |

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| 58. Mina wants to use the communication medium with the highest social presence. Which of the following should she choose?

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|   | a.  | E-mail |
|   | b.  | Blog posting |
|   | c.  | Discussion forum posting |
|   | d.  | Live chat |

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| *ANSWER:* | d |

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| 59. A free exchange of information helps organizations

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|   | a.  | respond rapidly to changing markets. |
|   | b.  | build employee morale. |
|   | c.  | serve the public. |
|   | d.  | do all of these (respond rapidly to changing markets, build employee morale, serve the public). |

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| *ANSWER:* | d |

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| 60. Which of the following is an example of horizontal communication in an organization?

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|   | a.  | Six marketing reps meet to discuss ideas for targeting new customers. |
|   | b.  | An accounting clerk submits a progress report about a current project to her supervisor. |
|   | c.  | An employee suggests to her supervisor a way to improve customer service. |
|   | d.  | A supervisor sends an e-mail message to all division employees detailing the newest procedure for submitting expense claims. |

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| *ANSWER:* | a |

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| 61. Which of the following is an example of upward communication in an organization?

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|   | a.  | Three administrative assistants meet to discuss possible software upgrades. |
|   | b.  | A department manager sends a text message to his employees about a new overtime policy. |
|   | c.  | A warehouse worker suggests to his boss a way to improve employee morale. |
|   | d.  | The CEO sends an e-mail message to all employees inviting them to a company picnic. |

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| *ANSWER:* | c |

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| 62. Which of the following is an example of downward communication in an organization?

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|   | a.  | A business professor submits a conference report to her dean. |
|   | b.  | Four accountants meet to discuss the quarterly financial reports. |
|   | c.  | Members of a task force submit a progress report to the CEO. |
|   | d.  | The CFO sends information about a new accounting regulation to employees in the accounting department. |

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| *ANSWER:* | d |

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| 63. To improve communication and to compete more effectively, many of today’s companies have \_\_\_\_\_\_\_\_.

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|   | a.  | eliminated the grapevine |
|   | b.  | restructured and reengineered themselves into smaller operating units and work teams |
|   | c.  | discouraged free-flowing communication |
|   | d.  | increased the number of levels in the communication chain |

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| *ANSWER:* | b |

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| 64. Bert is CEO of an organization with many layers in the chain of command. He is looking for ways to reduce these layers so that he can communicate more directly with the first-line employees. What organizational communication barrier is he trying to overcome?

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|   | a.  | Lack of trust between management and employees |
|   | b.  | Long lines of communication |
|   | c.  | Closed communication climate |
|   | d.  | Ego involvement |

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| *ANSWER:* | b |

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| 65. Melinda was recently hired as manager of a small retail establishment. She immediately noticed that employees seem afraid to speak with her. She wants her employees to feel comfortable coming to her about anything. What organizational communication barrier is she trying to overcome?

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| --- | --- | --- |
|   | a.  | Lack of trust between management and employees |
|   | b.  | Top-heavy organizational structure |
|   | c.  | Turf wars |
|   | d.  | Lack of communication skills |

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| *ANSWER:* | a |

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| 66. Which of the following is an example of an informal organizational communication channel?

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|   | a.  | A supervisor gives a performance appraisal to her subordinate. |
|   | b.  | An employee suggests to his supervisor a way to increase productivity in his department. |
|   | c.  | Research and development team members hold a virtual meeting to discuss ideas for future products. |
|   | d.  | An employee starts a blog to share her personal work experiences, opinions, and observations. |

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| *ANSWER:* | d |

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| 67. Which of the following statements about formal and informal communication channels is *most* accurate?

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|   | a.  | All relevant organizational information should flow through formal communication channels. |
|   | b.  | A free exchange of information within organizations should be avoided because it can lead to chaos. |
|   | c.  | Managers should do everything possible to avoid grapevine communication within an organization. |
|   | d.  | Companies should monitor social media sites to see what customers and others are saying about the company. |

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| *ANSWER:* | d |

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| 68. Covering up incidents, abusing sick days, lying to a supervisor, taking credit for a colleague's ideas, and inflating grades on a résumé are examples of \_\_\_\_\_\_\_\_.

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|   | a.  | breaking the law |
|   | b.  | protecting your professional brand |
|   | c.  | unethical actions |
|   | d.  | workplace distrust |

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| *ANSWER:* | c |

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| 69. Which of the following statements about laws is *least* accurate?

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|   | a.  | People in accounting and finance should be aware of the Sarbanes-Oxley Act. |
|   | b.  | Anything published on the Internet is in the public domain and can be used freely. |
|   | c.  | Assume that anything produced privately after 1989 is copyrighted. |
|   | d.  | The concept of fair use gives individuals limited rights to use copyrighted materials without requiring permission. |

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| *ANSWER:* | b |

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| 70. Ethical business communicators strive to tell the truth, label opinions so that they are not confused with facts, are objective, communicate clearly, use inclusive language, and \_\_\_\_\_\_\_\_.

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|   | a.  | ensure that communication flows upward, downward, and horizontally |
|   | b.  | give credit when using the ideas of others |
|   | c.  | encourage feedback |
|   | d.  | choose appropriate channels of communication |

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| *ANSWER:* | b |

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| 71. When faced with an ethical dilemma, what is the *first* question you should ask?

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|   | a.  | What would my family, friends, and coworkers think? |
|   | b.  | Would I take this action if I were on the opposite side? |
|   | c.  | Is the action I am considering legal? |
|   | d.  | Would a trusted advisor agree with this action? |

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| *ANSWER:* | c |

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| 72. Because your department has not reached its sales quota, your boss has asked you to change figures to show that sales were higher than they actually were. Which of the following questions is *not* important as you decide what to do?

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|   | a.  | Is the action you are considering legal? |
|   | b.  | Are there better alternatives? |
|   | c.  | Would family, friends, or coworkers approve? |
|   | d.  | What is the best channel of communication to use in responding to your boss? |

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| *ANSWER:* | d |

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| 73. Achieving literacy in the digital age requires using multimedia applications, staying connected to people and knowledge via technology, using technology thoughtfully and professionally, and \_\_\_\_\_\_\_\_.

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|   | a.  | ensuring that you have the latest-model phone or tablet |
|   | b.  | facilitating more face-to-face meetings |
|   | c.  | learning various computer programming languages |
|   | d.  | thinking critically about new media |

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| *ANSWER:* | d |

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| 74. Which of the following is the first step in solving business problems competently?

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|   | a.  | Gathering the necessary people together for a face-to-face meeting |
|   | b.  | Generating feasible ideas for a solution |
|   | c.  | Understanding the problem clearly |
|   | d.  | Determining a deadline for implementing the solution |

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| *ANSWER:* | c |

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| 75. The term used to describe the overall impression you continue to build throughout your career is your “professional \_\_\_\_\_\_\_\_.”

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|   | a.  | communication |
|   | b.  | brand |
|   | c.  | resume |
|   | d.  | style |

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| *ANSWER:* | b |

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| 76. The impact of mobile technology and globalization on today’s workplace includes the need for communication skills to be adapted to various cultures, workers expected to be accessible 24/7, multinational companies adjusting their products to meet cultural tastes and practices, and \_\_\_\_\_\_\_\_.

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|   | a.  | writing skills becoming less important |
|   | b.  | an increasingly blurred line between work and leisure  |
|   | c.  | more employees working part time |
|   | d.  | less frequent communication among coworkers |

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| *ANSWER:* | b |

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| 77. "Flattening" of management hierarchies most directly refers to \_\_\_\_\_\_\_\_.

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|   | a.  | fewer layers of managers separating decision makers from line workers |
|   | b.  | employees being promoted to supervisory positions more quickly |
|   | c.  | more managers overseeing decision making |
|   | d.  | hiring freezes implemented to save money |

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| *ANSWER:* | a |

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| 78. An important benefit of “flat” organizational structures is that \_\_\_\_\_\_\_\_.

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| --- | --- | --- |
|   | a.  | employees work fewer hours |
|   | b.  | decision makers can react more quickly to market changes |
|   | c.  | face-to-face meetings are unnecessary |
|   | d.  | all operations can remain in the same country |

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| *ANSWER:* | b |

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| 79. The “grapevine” is most accurately described as \_\_\_\_\_\_\_\_.

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|   | a.  | frowned-upon water cooler discussions that impede productivity |
|   | b.  | an informal channel of communication that carries organizationally relevant gossip |
|   | c.  | an e-mail chain involving multiple people to make a decision |
|   | d.  | an organizational newsletter detailing recent accomplishments |

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| *ANSWER:* | b |

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| 80. Managers can use the grapevine productively by respecting employees' desire to know, acting promptly to correct misinformation, and \_\_\_\_\_\_\_\_.

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|   | a.  | sharing only good news to keep employee morale high |
|   | b.  | sharing both good and bad news |
|   | c.  | decreasing the amount of information delivered through formal channels |
|   | d.  | becoming an active part of the grapevine to spy on employees |

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| *ANSWER:* | b |

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| 81. *Media richness*most directly refers to \_\_\_\_\_\_\_\_.

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|   | a.  | the cost of the communication channel |
|   | b.  | the length of a written message |
|   | c.  | the amount of helpful cues and immediate feedback a medium provides |
|   | d.  | the level of the person who sends the message |

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| *ANSWER:* | c |

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| 82. Media with high *social presence* \_\_\_\_\_\_\_\_.

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|   | a.  | involve written communication |
|   | b.  | are personal and convey warmth |
|   | c.  | are sent via Twitter or Facebook |
|   | d.  | must have a large audience |

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| *ANSWER:* | b |

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| 83. Language is discriminatory when it \_\_\_\_\_\_\_\_.

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|   | a.  | stereotypes, insults, or excludes people |
|   | b.  | contains grammatical or mechanical errors |
|   | c.  | lacks clarity and conciseness |
|   | d.  | is not written in the reader’s first language |

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| *ANSWER:* | a |

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| 84. Teleworkers, employees who remain outside of the office most of the time, and self-employed individuals now represent roughly \_\_\_\_\_\_\_\_ percent of the workforce.

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|   | a.  | 5 |
|   | b.  | 15 |
|   | c.  | 20 |
|   | d.  | 30 |

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| *ANSWER:* | d |

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| 85. In addition to possessing strong communication skills, today's workers must also be media savvy, which means \_\_\_\_\_\_\_\_.

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|   | a.  | exercising good judgment when posting messages on the Internet and writing e-mails |
|   | b.  | using effective marketing tools to promote a company's products and services |
|   | c.  | increasing their computer programming skills |
|   | d.  | connecting with large numbers of people on LinkedIn |

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| *ANSWER:* | a |

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| 86. A study by the National Association of Colleges and Employers revealed that a majority of employers consider a minimum GPA of \_\_\_\_\_\_\_\_ as a cutoff point when screening candidates.

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|   | a.  | 3.5 |
|   | b.  | 3.0 |
|   | c.  | 2.5 |
|   | d.  | 2.0 |

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| *ANSWER:* | b |

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| 87. You can manage and protect your professional "brand" online by posting thoughtfully to blogs, writing competent e-mails, and \_\_\_\_\_\_\_\_.

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|   | a.  | avoiding social media sites such as Twitter and Facebook |
|   | b.  | updating your resume monthly |
|   | c.  | making astute comments on social media sites |
|   | d.  | choosing face-to-face interactions over writing |

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| *ANSWER:* | c |

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| 88. Sensitive communicators know the difference between facts and opinions.  Which of the following statements would be considered factual?

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|   | a.  | Consumers are willing to pay more for a product if they believe that it was produced ethically under fair-trade standards. |
|   | b.  | Social responsibility is a marketing tool to increase sales. |
|   | c.  | Women have been limited by the corporate "glass ceiling." |
|   | d.  | Women are starting businesses at two times the rate of men. |

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| *ANSWER:* | d |

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| 89. In which part of the globe do today's workers put in the longest hours on average?

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|   | a.  | Japan |
|   | b.  | Europe |
|   | c.  | United States |
|   | d.  | Middle East |

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| *ANSWER:* | c |

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| 90. A \_\_\_\_\_\_\_\_ is a website that allows multiple users to create and edit pages collaboratively.

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| --- | --- | --- |
|   | a.  | blog |
|   | b.  | wiki |
|   | c.  | podcast |
|   | d.  | toolbox |

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| *ANSWER:* | b |

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| Completion |

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| 91. A knowledge or information worker engages in mind work and is paid for his or her education and ability to \_\_\_\_\_\_\_\_.

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| *ANSWER:* | learn |

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| 92. The three primary functions of business communication are to inform, to persuade, and to promote \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

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| *ANSWER:* | goodwill |

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| 93. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ communication includes exchanging ideas and messages with superiors, coworkers, and subordinates.

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| *ANSWER:* | Internal |

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| 94. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ communication includes exchanging ideas and messages with customers, suppliers, the government, and the public.

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| *ANSWER:* | External |

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| 95. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ richness theory attempts to classify media in organizations according to how much clarifying information they are able to convey from a sender to a recipient.

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| *ANSWER:* | Media |

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| 96. Media with high \_\_\_\_\_\_\_\_\_\_\_\_\_ presence convey warmth and are personal.

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| *ANSWER:* | social |

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| 97. Official information among workers typically flows through formal channels in three directions: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, upward, and horizontally.

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| *ANSWER:* | downward |

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| 98. Policies, procedures, directives, job plans, and mission goals flow \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from managers to employees.

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| *ANSWER:* | downward |

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| 99. Feedback from employees to management forms the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ flow of communication in most organizations.

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| --- | --- |
| *ANSWER:* | upward |

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| 100. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an informal channel of communication that carries organizationally relevant gossip and functions through social relationships.

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| *ANSWER:* | grapevine |

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| 101. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the conventional standards of right and wrong that prescribe what people should do.

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| *ANSWER:* | Ethics |

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| 102. Under the concept of \_\_\_\_\_\_\_\_\_\_\_ use, individuals have limited rights to use copyrighted material without requiring permission.

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| *ANSWER:* | fair |

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| 103. Ethical business communicators are \_\_\_\_\_\_\_\_\_\_\_\_\_\_ when they recognize their own biases and strive to keep them from distorting a message.

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| *ANSWER:* | objective |

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| 104. \_\_\_\_\_\_\_\_\_\_ English laws require businesses to write policies, warranties, and contracts in language comprehensible to average readers.

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| *ANSWER:* | Plain |

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| 105. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ language does not discriminate against individuals or groups on the basis of their sex, ethnicity, disability, race, sexual orientation, or age.

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| *ANSWER:* | Inclusive |

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| 106. When communicating internally in writing, you will probably use \_\_\_\_\_\_\_\_, which is the most prevalent communication channel in the workplace today.

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| *ANSWER:* | e-mail​ |

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| 107. One contemporary form of interactive and mobile communication is the \_\_\_\_\_\_\_\_, which is a secured local network within an organization.

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| *ANSWER:* | intranet​ |

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| 108. Workplace \_\_\_\_\_\_\_\_, which includes differences in ethnicity, age, and gender, is important because it is likely to result in the products that consumers demand.

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| *ANSWER:* | diversity​ |

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| 109. In today's increasingly complex, networked digital environment, job candidates with exceptional \_\_\_\_\_\_\_\_ skills immediately stand out.

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| *ANSWER:* | communication​ |

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| 110. Achieving literacy in the digital age means thinking \_\_\_\_\_\_\_\_ about new media.

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| *ANSWER:* | critically​ |

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| Essay |

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| 111. Explain why having strong writing skills is important in today’s digital world.

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| *ANSWER:* | Student answers will vary and should touch on some or all of the following points.Writing skills can be your ticket to work—or your ticket out the door. Two thirds of salaried employees have some writing responsibility. However, about one third of them do not meet the writing requirements for their positions. Businesses desperately need employees who can write well. Effective writing skills can be a stepping stone to great job opportunities, or, if poorly developed, may derail a career. Writing is a marker of high-skill, high-wage, professional work; if you can’t express yourself clearly, you limit your opportunities for many positions. Long gone are the days when business was mostly conducted face-to-face and when administrative assistants corrected spelling and grammar for their bosses. Although interpersonal skills still matter greatly, writing effectively is critical. Ever since the digital revolution swept the workplace, most workers write their own messages. Writing matters more than ever because the online media require more of it, not less. |

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| 112. Describe five trends occurring in today's dynamic workplace and discuss how communication skills are related to those changes.

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| *ANSWER:* | Students will select five of the following and answers will vary.

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|  | Social media and changing communication technologies: To use new communication technologies, including social media, the Internet, e-mail, instant messaging, text messaging, voice mail, telephony, smartphones, powerful laptop computers and tablets, satellite communications, wireless networking, teleconferencing, videoconferencing, blogs, wikis, and presence technology effectively, skilled business communicators must develop a tool kit of new communication skills including how to select the best communication channel, how to use each channel safely and effectively, and how to incorporate the latest technologies and search tools efficiently.​ |
|  | "Anytime, anywhere": 24/7/365 availability offices: As you rise on the career ladder, you may be expected to work long hours without extra compensation and be available practically anytime and anywhere, should a crisis strike at work. In many industries information workers are expected to remain tethered to their workplaces with laptops, tablets, and smartphones around the clock and on weekends.​ |   |
|  | The global marketplace and competition: Successful communication in global markets requires developing new skills and attitudes. These include cultural knowledge and sensitivity, flexibility, and patience. If necessary, multinational companies even adjust their products to different palates.​ |
|  | Shrinking management layers: Today's flatter organizations require that every employee be a skilled communicator. Frontline employees, as well as managers, participate in critical thinking and decision making. Nearly everyone is a writer and a communicator.​ |
|  | Collaborative environment and teaming: When companies form cross-functional teams, individuals must work together and share information. These employees must develop strong interpersonal, negotiation, and collaboration skills.​ |
|  | Growing workforce diversity: Business communicators must be able to interact with many coworkers who differ from them in race, ethnicity, gender, age, and many other ways.​ |   |
|  | Virtual and nonterritorial offices: Working in open offices, having flexible working arrangements, telecommuting, and being a member of virtual teams all require the need for even stronger communication skills. Staying connected involves sending messages, most of which are written, meaning that one's writing skills are constantly on display.​ |

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| 113. Explain *media richness theory* and give an example of a rich medium and a lean medium.

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| *ANSWER:* | Student answers will vary.Media richness theory attempts to classify media in organizations according to how much clarifying information they are able to convey from a sender to a recipient. The more helpful cues and immediate feedback the medium provides, the richer it is. The richest media are face-to-face conversations and meetings. The leanest media are newsletters, flyers, bulletins, and posters. |

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| 114. Compare and contrast formal and informal channels of organizational communication.

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| *ANSWER:* | Student answers will vary.Information flows formally in organizations in three ways:

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|  | Downward flow: Information flowing downward generally moves from decision makers, including the CEO and managers, through the chain of command to workers. This information includes job plans, policies, procedures, and feedback about employee performance.​ |
|  | Upward flow: Information flowing upward provides feedback from nonmanagement employees to management. This information includes such items as progress reports and suggestions.​ |
|  | Horizontal flow: Lateral channels transmit information horizontally among workers at the same level. These channels enable individuals to coordinate tasks, share information, solve problems, and resolve conflicts.​ |

Information also flows informally in organizations, most commonly through the grapevine, an informal channel of communication that functions through social relationships and carries organizationally relevant gossip. The grapevine can also be used by managers as an excellent source of information about employee morale and problems. |

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| 115. Discuss the importance of workplace ethics, including examples of (a) guidelines for ethical behavior and (b) questions to ask yourself when faced with ethical dilemmas.

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| *ANSWER:* | Student answers will vary.​Ethics refers to conventional standards of right and wrong that prescribe what people should do.  Dealing honestly with colleagues and customers develops trust and builds strong relationships, especially important in today's business environments.  Guidelines for ethical behavior include abiding by the law, telling the truth, labelling opinions, being objective, communicating clearly, using inclusive language, and giving credit.  ​Questions to ask yourself when faced with ethical dilemmas at work include: Is the action legal? Would I do this if I were on the opposite side?Can I rule out a better alternative? Would a trusted advisor agree? Would family, friends, employer, or coworkers approve?   |

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