***Communicating at Work, 12e* (Adler)**

**Chapter 1 Communicating at Work**

1) Which of the following is NOT an accurate statement?

A) William Schaffer, International Business Development Manager for Sun Microsystems has stated, "If there's one skill that's required for success in this industry, it's communication skills."

B) There is a significant difference between communication skills of physicians with and without malpractice claims.

C) Workers in high-tech fields do not need good communication skills.

D) Poor communication is one of the most common reasons for errors in shooting among officers of the Los Angeles Police Department.

Answer: C

Explanation: Communication ability is often cited as the most important factor in making an executive promotable.

Topic: Communication and Career Success

Learning Objective: 01-01 Explain the role of communication in career success, providing examples to support your claims.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

2) Which of the following is NOT true about individuals communicating in today's organizations?

A) Many recruiters believe that the main factors contributing to job success in corporate America are the ability to work with others and effective communication skills.

B) More than 60% of reported medical errors have been attributed to poor communication.

C) The average business executive spends more than 45 minutes of every hour communicating.

D) Due to advanced technology, good communication skills are less important in the 21st century than in they were in the 20th century.

Answer: D

Explanation: Communication skills are highly important for success in technical careers in the 21st century.

Topic: Communication and Career Success

Learning Objective: 01-01 Explain the role of communication in career success, providing examples to support your claims.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

3) Experts estimate that the average business executive spends what percentage of his or her time communicating?

A) 75 to 80 percent

B) 50 to 55 percent

C) 25 to 30 percent

D) 10 to 15 percent

Answer: A

Explanation: Experts estimate that the average business executive spends 75 to 80 percent of his or her time communicating.

Topic: Communication and Career Success

Learning Objective: 01-01 Explain the role of communication in career success, providing examples to support your claims.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

4) According to corporate recruiters, which of the following is one of the main factors that contributes to job success?

A) technical skills

B) native intelligence

C) educational background

D) communication skills

Answer: D

Explanation: A degree in communication provides an excellent background for careers in a variety of fields, ranging from advertising to public relations to government affairs.

Topic: Communication and Career Success

Learning Objective: 01-01 Explain the role of communication in career success, providing examples to support your claims.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

5) In general, students \_\_\_\_\_\_\_\_ the importance of communication skills in the workplace and \_\_\_\_\_\_\_\_ their own communication skills.

A) overestimate; overestimate

B) underestimate; underestimate

C) underestimate; overestimate

D) overestimate; underestimate

Answer: C

Explanation: In general, students underestimate the importance of communication skills in the workplace and overestimate their own communication skills.

Topic: Communication and Career Success

Learning Objective: 01-01 Explain the role of communication in career success, providing examples to support your claims.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

6) The statement "Communication is unavoidable" means that

A) if you're absent from a meeting, you are not communicating at all.

B) all communication is unintentional.

C) people will probably attach meaning to your actions, even when you don't intend to communicate something.

D) true communication occurs only when we are face to face with another person.

Answer: C

Explanation: Communication is unavoidable because people will probably attach meaning to your actions, even if you aren't intending to communicate anything.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

7) Which of the following statements is TRUE?

A) You cannot communicate.

B) Most communicators at work send more messages than they receive.

C) It is possible to take back a message after another person has received it.

D) Context has little to do with successful communication.

Answer: A

Explanation: We "cannot communicate" because people will probably attach meaning to your actions, even if you aren't intending to communicate anything.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

8) Felix needs to know how many people will be attending the company's lunch seminar so he can order enough food. He sends an e-mail to his coworkers asking them to let him know if they will be coming and whether or not they have any dietary restrictions. This is an example of

A) instrumental communication.

B) relational communication.

C) identity management.

D) network management.

Answer: A

Explanation: This is an example of instrumental communication. Felix's message is aimed at accomplishing a specific task, determining what food to order for the lunch seminar.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

9) It is important to Mikhail to be seen by his coworkers as an intelligent, serious person. In his speech and written communication with them he makes a point of avoiding contractions and using sophisticated words and phrases. This is an example of

A) feedback management.

B) instrumental communication.

C) relational communication.

D) identity management.

Answer: D

Explanation: Identity management is the practice of presenting yourself in ways that produce a preferred image and distinctive sense of self.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

10) Which of the following is NOT one of the three main strategic communication goals?

A) relational communication

B) unintended communication

C) instrumental communication

D) identity management

Answer: B

Explanation: Strategic communication goals include instrumental communication, relational communication, and identity management.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

11) Strategic messages can have one of three goals. During office meetings, Sara expresses her respect for her boss by listening attentively, nodding, and taking notes. Through her actions, Sara is illustrating a \_\_\_\_\_\_\_\_ message.

A) sequential

B) content

C) relational

D) structured

Answer: C

Explanation: Relational communication shapes and reflects the way people regard one another.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

12) All of the following are true about strategic communication EXCEPT

A) our messages include both instrumental and relational aspects.

B) it is unethical to use communication strategies to achieve our goals.

C) it is possible to communicate strategically, while still respecting others' rights and needs.

D) identity management involves purposefully trying to make a certain type of impression through our communication.

Answer: B

Explanation: Virtually all communication is aimed at achieving goals; strategic communication is not necessarily unethical.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

13) Communication is

A) irreversible.

B) insignificant.

C) avoidable.

D) a panacea.

Answer: A

Explanation: Communication is irreversible.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

14) If you make a harsh and unkind comment to someone

A) he/she will forgive and forget, as long as you apologize later.

B) you can erase the unkind comment from their mind by giving the individual a compliment the next day.

C) he/she is likely to remember the comment for a long time.

D) your unkind comment will have little impact if it occurred during an argument, because unkind behavior is expected in that context.

Answer: C

Explanation: Our words and actions are remembered by others; we can't go back and erase them from others' memories.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

15) Which of the following statements describes communication most accurately?

A) When we experience a misunderstanding, better communication can always solve the problem.

B) The meaning of every message we send is affected by the communication context.

C) Fortunately, if we have hurt someone's feelings by our words, we can erase all bad feelings by apologizing.

D) Honest people will not face ethical challenges as they communicate at work.

Answer: B

Explanation: To understand a communication event, we need information about the context of the communication.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Analyze

Accessibility: Keyboard Navigation

Gradable: automatic

16) Communication is a process. This means that

A) to understand communication, we need to examine the context in which it occurs.

B) effective communication is efficient.

C) every message we send is an isolated event.

D) communication is avoidable.

Answer: A

Explanation: To understand a communication event, we need information about the context of the communication

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

17) Georgia believes that she will get what she wants if she simply communicates in the "correct" way. Which of the principles of communication does Georgia fail to understand?

A) One cannot communicate.

B) Communication is irreversible.

C) Communication is unavoidable.

D) Communication is not a panacea.

Answer: D

Explanation: Communication is not a panacea.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

18) Which of the following describes most accurately the potential of effective communication?

A) If you develop good communication skills, you can get what you want all the time.

B) If you spend enough time communicating with someone about a misunderstanding, you will always be able to find a solution that you both like.

C) If you improve your communication skills, you can increase your effectiveness in personal and business relationships.

D) If two people understand each other's messages, they will never disagree.

Answer: C

Explanation: Effective communication skills won't solve every problem, but they can help you increase your effectiveness in personal and business relationships.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Analyze

Accessibility: Keyboard Navigation

Gradable: automatic

19) Which of the following is NOT one of the elements of the communication process?

A) noise

B) topic

C) channel

D) feedback

Answer: B

Explanation: The elements of the communication model include noise, channel, and feedback.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

20) In the model of communication, the term "sender" refers to a person who is

A) encoding ideas using words or nonverbal methods.

B) interpreting words and gestures.

C) providing feedback on a message.

D) engaged in asynchronous communication.

Answer: A

Explanation: The sender encodes a message.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

21) The activity of selecting words and/or nonverbal signals to express your ideas is known as

A) feedback.

B) context.

C) encoding.

D) decoding.

Answer: C

Explanation: The activity of selecting words and/or nonverbal signals to express your ideas is known as encoding.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

22) When Rahim's mother told him he needed to clean up his room, he rolled his eyes. This is an example of

A) feedback.

B) psychological noise.

C) decoding.

D) multiple channel communication.

Answer: A

Explanation: When Rahim rolled his eyes in response to his mother's message, he was providing feedback.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

23) "Channels" of communication are defined as

A) gestures.

B) digitized messages.

C) significant gaps in understanding.

D) methods used to deliver a message.

Answer: D

Explanation: The channel is the method used to deliver a message.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

24) Fatima asks, "What time will the meeting start?" Fatima's words are an example of a

A) channel.

B) decoding.

C) message.

D) context.

Answer: C

Explanation: According to the communication model, the message consists of the words a person speaks and the nonverbal methods the person uses.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

25) \_\_\_\_\_\_\_\_ refers to the words and nonverbal methods a person uses to communicate ideas.

A) The message

B) The encoding

C) Physical noise

D) The channel

Answer: A

Explanation: The words and nonverbal methods a person uses to communicate an idea are known as a message.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

26) The role of the receiver is to

A) send messages.

B) decode messages.

C) encode messages.

D) act as a messenger.

Answer: B

Explanation: The receiver decodes the sender's message by attaching meaning to its words and nonverbal signals.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

27) When an individual attaches meaning to the message he/she receives, which of the following components of the communication process has occurred?

A) encoding

B) decoding

C) channeling

D) transmission

Answer: B

Explanation: The receiver decodes the sender's message by attaching meaning to its words and nonverbal signals.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

28) Which of the following would NOT provide feedback to the sender?

A) deciding not to answer a phone message from your ex-girlfriend

B) browsing through a company's catalog to see what styles of shoes they offer

C) falling asleep during a boring meeting

D) sending a letter to the editor of your local newspaper in response to an article the paper published

Answer: B

Explanation: The receiver's discernible response to a sender's message is called feedback. We send unintentional feedback when we don't respond to a sender.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

29) Successful communication can best be understood as

A) the delivery of a message in such a way that the receiver comprehends exactly what the sender was trying to say.

B) a circular process in which individuals take turns sending and receiving messages to each other.

C) a collaborative process in which participants create a shared understanding.

D) the process of an active sender encoding a message and delivering it to a passive receiver to be decoded.

Answer: C

Explanation: Successful communication is a collaborative process in which participants create a shared understanding.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

30) Angelia has recently begun making a lot of mistakes on her day job. She has not been listening attentively to her supervisor's instructions. Angelia is no longer attentive because she is exhausted. She has taken on a second job at night so she can pay off her credit card debt. In the above example, which type of noise is causing a breakdown in the communication process between Angelia and her supervisor?

A) physiological noise

B) defensiveness

C) supervisory noise

D) subtle noise

Answer: A

Explanation: Physiological noise arises from physical processes such as illness or tiredness.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

31) Josefina was so angry that she didn't even hear her brother's apology. Which type of noise hindered Josefina's ability to accurately decode her brother's message?

A) physical

B) psychological

C) physiological

D) external

Answer: B

Explanation: Psychological noise (such as anger, egotism, prejudice, or fear) can prevent you from understanding the message.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

32) Egotism is an example of \_\_\_\_\_\_\_\_ that interferes with effective communication.

A) physical noise

B) encoding

C) a channel

D) psychological noise

Answer: D

Explanation: Psychological noise (such as anger, egotism, prejudice, or fear) can prevent you from understanding the message.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

33) Richard works for a small local newspaper as the advertising manager. Richard thinks he has been giving his subordinates plenty of encouragement because he says "thank you" when they turn in their projects. However, Richard has just discovered that most of his subordinates think Richard isn't providing enough praise and encouragement. This example illustrates that

A) meaning resides in the words of the sender.

B) the verbal channel is fatally flawed.

C) messages are not always understood as the sender intended.

D) Richard is a good supervisor.

Answer: C

Explanation: Messages are not always interpreted as the sender intended.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

34) The channel of communication that has the highest level of nonverbal "richness" is

A) face-to-face communication.

B) instant messaging.

C) voice mail.

D) snail mail.

Answer: A

Explanation: Face-to-face communication is the richest mode of communication available.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

35) A lean channel is best when you

A) want your message to provide a personal focus.

B) need to receive feedback quickly.

C) want your communication to be efficient.

D) need to exert a great deal of control over your message's tone.

Answer: C

Explanation: A lean channel is best when you want your communication to be efficient.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

36) Which of the following is an example of asynchronous communication?

A) a face-to-face meeting

B) an e-mail exchange

C) a video chat

D) a telephone conversation

Answer: B

Explanation: Asynchronous communication is communication where there is a lag between the transmission and receipt of messages, as with e-mail.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

37) Which of the following is a disadvantage of using face-to-face communication over other communication channels?

A) There is lag time between transmission and reception of the message.

B) Face-to-face communication reduces your ability to hold the receiver's attention.

C) It is often difficult to schedule a time to meet face-to-face.

D) It is more difficult to develop effective relationships with individuals when you use face-to-face communication.

Answer: C

Explanation: One potential disadvantage of face-to-face communication is that it may be difficult to schedule an in-person meeting.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

38) The channel of communication recommended for messages of a highly personal nature is

A) e-mail.

B) oral communication.

C) a formal letter.

D) instant messaging.

Answer: B

Explanation: Oral communication is recommended when you are giving information that is highly personal.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

39) Which type of communication should be used if you are presenting ideas when you need to gather instantaneous feedback?

A) written communication

B) voice mail

C) teleconferencing

D) face-to-face communication

Answer: D

Explanation: Face-to-face communication is recommended if your message requires instantaneous feedback.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

40) Naomi is an attorney. She needs to explain to her client as clearly and precisely as possible what his options are under the law. Under these circumstances, the best channel for her to use is a

A) letter.

B) telephone conversation.

C) meeting at his office.

D) text message.

Answer: A

Explanation: Naomi needs to exert as much control over the content of her message as possible, so a written channel is needed. A letter offers Naomi a greater level of detail than a text message, so it is the best choice.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Apply

Accessibility: Keyboard Navigation

Gradable: automatic

41) You should choose written communication in preference to other channels when

A) you want to decrease your chance of making errors.

B) the situation requires a personal touch.

C) you want to save time.

D) there is a need for immediate feedback.

Answer: A

Explanation: Written communication enables you to ponder each word before you send it out, to decrease your chance of making errors.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

42) When management chooses a written format to communicate a decision to employees, an important characteristic of the written message is that

A) there is no legal record of the communication.

B) there is a permanent record of the message.

C) it provides a forum for discussing management decisions.

D) it is easy to improvise when using written communication.

Answer: B

Explanation: Written communication preserves a permanent record of the message.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

43) Which of the following communication channels provides the lowest level of message richness?

A) voice mail

B) e-mail

C) videoconferencing

D) face-to-face

Answer: B

Explanation: E-mail is low in richness. The other options, in which the sender's voice can be heard and the sender may be visible, provide greater richness.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

44) Instant messaging (IM) is a good choice for communicating messages when you

A) do not want to leave a record of your communication.

B) want to provide written directions for a complicated task.

C) are sending a short, non-confrontational message to someone who is available to communicate with you at that moment.

D) need to finish a delicate, emotionally charged conversation that was interrupted the day before.

Answer: C

Explanation: Instant messaging is appropriate if you are sending a short, non-confrontational message to someone who is available to communicate with you at that moment. As this channel offers a low amount of richness and detail, it is a poor choice for sensitive or complicated messages. It is a written channel, so using it will create a record of your communication.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.; 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

45) Which of the following is a characteristic of instant messaging as a communication channel?

A) personal tone

B) high message control

C) moderate richness

D) asynchronous communication speed

Answer: D

Explanation: The instant messaging communication channel is asynchronous. It offers low richness, moderate message control, and a moderate tone.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

46) A pattern of communication created by the flow of messages among communicators is known as

A) lateral communication.

B) a communication model.

C) an organizational chart.

D) a communication network.

Answer: D

Explanation: A pattern of communication created by the flow of messages among communicators is known as a communication network.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

47) Which of the following is true about the role of communication networks in organizations?

A) Small organizations do not have any formal communication networks.

B) All organizations use the same type of formal communication structure.

C) Formal communication networks are designed by management.

D) A communication network eliminates the presence of conflicting information in an organization.

Answer: C

Explanation: Formal communication networks are systems designed by management to dictate who should talk to whom to get a job done.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

48) The definition for a formal communication network is

A) a system designed by management that determines who talks to whom to get a job done.

B) management by walking around.

C) downward communication.

D) interacting with people who share your career interests and can help you find jobs.

Answer: A

Explanation: Formal communication networks are systems designed by management to dictate who should talk to whom to get a job done.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

49) Formal communication networks in organizations can be described by all of the following EXCEPT

A) information sent through formal networks tends to be believed less than information heard through informal networks.

B) formal networks embody management's idea of who ought to communicate to whom on the job.

C) formal networks are workplace communication flows as described in organizational charts.

D) formal networks are the most rapid form of communication in an organization.

Answer: D

Explanation: Informal communication networks are typically faster, and often more dependable, than formal channels.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

50) Sonakshi was just asked to send an e-mail to all of the company's department heads with information on this year's budget. To identify the department heads, Sonakshi should use

A) instrumental communication.

B) communication channels.

C) the organizational chart.

D) networking.

Answer: C

Explanation: An organizational chart describes the formal chain of command in a business or other organization and will identify who is in charge of each department.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

51) Which of the following is NOT an example of downward communication?

A) A supervisor explains to an employee why a new set of procedures is being implemented.

B) An employee talks to a coworker in a sneering tone of voice.

C) The CEO of a company presents a motivational speech to all the sales representatives.

D) The HR manager gives a presentation to her staff about a new procedure.

Answer: B

Explanation: Downward communication refers to messages sent from supervisors to their subordinates.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

52) Gary is dean of students at Cascades University. He has just e-mailed to explain what everyone's responsibilities will be during orientation. Gary has engaged in \_\_\_\_\_\_\_\_ communication.

A) lateral

B) downward

C) synchronous

D) informal

Answer: B

Explanation: This is an example of downward communication, in which a leader in an organization sends a message to people at a lower level than him or her within that organization.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

53) Effective downward communication

A) can be used to give employees feedback about their performance.

B) is unnecessary when things are running well in an organization.

C) is delivered too frequently by most managers.

D) takes very little time or effort.

Answer: A

Explanation: Downward communication is used to provide instructions, feedback, motivation, etc.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

54) All of the following are effective ways to gain recognition from your boss except

A) tell the boss that you deserve most of the credit for what was a team project.

B) have quality writing that expresses your ideas printed in the company newsletter.

C) thank coworkers who help you with projects.

D) present creative proposals to your boss.

Answer: A

Explanation: Tell the boss about your accomplishments, but do not brag or make exaggerated claims.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

55) Research has shown that many supervisors provide their employees with

A) too little feedback.

B) too much feedback.

C) around the right amount of feedback.

D) little or no feedback.

Answer: A

Explanation: Research has shown that many supervisors provide their employees with too little feedback.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

56) Three nurses from the evening shift at the Holy Heart Hospital told their supervisor their ideas for some new procedures that would improve the way patients' needs are tracked. The supervisor listened to the nurses' suggestions and implemented them. The nurses' suggestions illustrate

A) downward communication.

B) upward communication.

C) horizontal communication.

D) inappropriate communication.

Answer: B

Explanation: Upward communication refers to messages flowing from subordinates to superiors.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

57) Upward communication

A) may be risky for employees.

B) usually involves criticism.

C) is avoided by effective managers.

D) is usually open and honest.

Answer: A

Explanation: Honest upward communication can be difficult and risky.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

58) An open-door policy and suggestion boxes are examples of ways to encourage

A) upward communication.

B) downward communication.

C) lateral communication.

D) horizontal communication.

Answer: A

Explanation: A boss can encourage honest upward communication by providing an open-door policy, periodic interviews, suggestions boxes, and the like.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

59) A subordinate makes suggestions to her supervisor about ways to improve work conditions. This is an example of

A) downward communication.

B) social communication.

C) horizontal communication.

D) upward communication.

Answer: D

Explanation: Upward communication refers to messages flowing from subordinates to superiors.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

60) Employees who feel free to express dissenting ideas to their bosses without fear of reprimand are often more \_\_\_\_\_\_\_\_ than those who do not feel free to express dissent.

A) satisfied

B) dissatisfied

C) ornery

D) complacent

Answer: A

Explanation: The most satisfied employees are typically those who feel free to express dissent to their bosses without reprimand.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

61) Inés is the manager of large retail store. She wants to improve upward communication at her store. Which of the following actions would be most effective in accomplishing this?

A) instituting a formal procedure for employees to report grievances

B) chatting with employees about their concerns when she runs into them in the break room

C) listening to an employee's concerns about shift scheduling and making changes to address them

D) announcing an open-door policy, where any employee can come to her office to speak with her

Answer: C

Explanation: To improve upward communication, employees need to see a real willingness to hear their messages, both good and bad. Listening to an employee's concerns about shift scheduling and making changes to address them accomplishes this.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

62) Franz is writing a magazine advertisement for a new brand of soap. Roksana will be handling the illustrations to go with the advertisement. Franz e-mails Roksana and asks, "When is the latest I can deliver the text to you and still give you enough time to complete the ad?" The primary purpose of this e-mail is

A) conflict resolution.

B) task coordination.

C) building rapport.

D) problem solving.

Answer: B

Explanation: This is an example of horizontal communication for task coordination.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

63) After successfully meeting their big deadline, Wendell and his teammates spend the rest of the afternoon chatting with each other and reminiscing about the project. This is primarily an example of which purpose of horizontal communication?

A) rapport building

B) sharing information

C) conflict resolution

D) task coordination

Answer: A

Explanation: This is primarily an example of how horizontal communication can be used to build rapport.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

64) All of the following elements discourage effective horizontal communication EXCEPT

A) information overload.

B) physical barriers.

C) rivalry between individuals or groups.

D) cross-training employees in several areas.

Answer: D

Explanation: Rivalry, information overload, physical barriers, and specialization can discourage horizontal communication.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

65) The owner of a small car dealership wanted to find a way to discourage the amount of horizontal communication that was occurring among salesmen because he (mistakenly) thought their conversations were reducing the company's sales levels. He implemented a bonus plan that required sales personnel to compete against one another to keep their jobs. In the above example, which of the following forms of discouragement is the owner using to limit horizontal communication at his company?

A) rivalry

B) specialization

C) information overload

D) physical barriers

Answer: A

Explanation: Rivalry among coworkers can discourage effective horizontal communication.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Analyze

Accessibility: Keyboard Navigation

Gradable: automatic

66) International Consultants LLC has offices in 10 major cities around the world. A typical employee communications with an employee at another locations only when there is a specific reason for the two of them to talk. This demonstrates the impact of \_\_\_\_\_\_\_\_ on horizontal communication.

A) information overload

B) specialization

C) rivalry

D) physical barriers

Answer: D

Explanation: The widely scattered locations in this example are a physical barrier to horizontal communication.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

67) Even when employees want to collaborate and are given opportunities to do so, if their work requires unusually detailed knowledge and skills, then \_\_\_\_\_\_\_\_ may limit their ability to communicate.

A) specialization

B) rivalry

C) information overload

D) physical barriers

Answer: A

Explanation: People with different technical specialties may have a difficult time understanding each other.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

68) Jacinthe is on the design team at Panther Motorcycles. Her sister, Blanche, works in the mail room. Thanks to the relationship between Blanche and Jacinthe, everyone in the mail room stays up-to-date on the newest designs, even though they do not need to know about them to do their jobs. This is an example of communication through

A) relational communication.

B) multiple channels.

C) an organizational chart.

D) an informal network.

Answer: D

Explanation: This is an example of communication through an informal network. Jacinthe relays design information to her sister, who passes it on to her coworkers in the mail room, even though there is no formal, official reason for this communication to take place.

Topic: Communicating in and Beyond Organizations: Informal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

69) Informal communication includes all of the following EXCEPT

A) the grapevine.

B) a comment about your boss that you overhear as you walk down the hall.

C) performance appraisals.

D) conversations around the water cooler.

Answer: C

Explanation: Performance appraisals are part of the formal communication network of an organization.

Topic: Communicating in and Beyond Organizations: Informal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

70) Maria and Adnan work in different departments of the same company. They discovered that it was much quicker to e-mail each other for information they needed from each other's departments than to wait for the official company newsletter to arrive. This is an example of the \_\_\_\_\_\_\_\_ function of informal communication.

A) confirming

B) expanding

C) expediting

D) contradicting

Answer: C

Explanation: Informal communication can expedite official messages.

Topic: Communicating in and Beyond Organizations: Informal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

71) The CEO has promised all employees a 5% raise next year if they will forego a raise this year. The CEO's administrative assistant tells you during a coffee break that there will probably be no raise next year either, despite the CEO's promises. The assistant's words illustrate the \_\_\_\_\_\_\_\_ function of informal communication.

A) contradicting

B) confirming

C) expediting

D) circumscribing

Answer: A

Explanation: Informal communication can contradict official messages.

Topic: Communicating in and Beyond Organizations: Informal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

72) Communication through informal networks in an organization

A) is slower than communication through formal communication networks.

B) is always less dependable than communication through formal channels.

C) sometimes contradicts information received through formal networks.

D) hinders innovation.

Answer: C

Explanation: Informal communication sometimes contradicts official messages.

Topic: Communicating in and Beyond Organizations: Informal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

73) Which of the following individuals is most likely to be excluded from the informal communication network in a typical workplace?

A) Kylie, a White woman

B) Sun, a Korean American woman

C) Alonzo, an African American man

D) Diego, a Hispanic man

Answer: B

Explanation: Research has found that women are more likely to be excluded from informal networks than men and that this difference is especially pronounced for minority women.

Topic: Communicating in and Beyond Organizations: Informal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

74) Organizational decision makers tend to base their decisions on

A) written recommendations from their direct reports.

B) office gossip and rumors.

C) verbal information from trusted associates.

D) published government statistics.

Answer: C

Explanation: Organizational decision makers tend to base their decisions on verbal information from trusted associates.

Topic: Communicating in and Beyond Organizations: Informal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

75) Moira is the CEO of a consumer products manufacturer. She wants to boost creativity among her employees in the hopes that they will have new ideas that can benefit the company. Which of the following is a way to use informal communication to achieve Moira's goal?

A) having the company sponsor clubs that any employee can join

B) ordering each business division to submit its best idea to her

C) having supervisors tell their subordinates that creativity is a top company priority

D) establishing a suggestion box outside her office that anyone can use

Answer: A

Explanation: Sponsoring clubs that any employee can join will encourage the sort of informal employee interactions that can lead to creative new ideas.

Topic: Communicating in and Beyond Organizations: Informal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

76) Networking refers to

A) tennis tournaments run by the organization.

B) developing contacts to gain career information and to help others in their careers.

C) paying more attention to your boss than to your administrative assistant.

D) comparing several software programs and selecting the best one.

Answer: B

Explanation: Networking is a communication strategy in which you deliberately develop social networks related to your career.

Topic: Communicating in and Beyond Organizations: Personal Networking

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

77) Which of the following websites is specifically designed for business networking?

A) Google

B) Facebook

C) LinkedIn

D) Bloomberg

Answer: C

Explanation: LinkedIn is designed for business networking.

Topic: Communicating in and Beyond Organizations: Personal Networking

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

78) The Young Entrepreneur's Club holds a meeting once a month at local restaurant where businesspeople come together and meet each other. There is no particular agenda, but many attendees have found that the meetings yield valuable career information and business leads. The purpose of these meetings is

A) informal communication.

B) networking.

C) lateral communication.

D) identity management.

Answer: B

Explanation: The purpose of a meeting like this is networking. It provides an opportunity for people to meet each other and to learn valuable career information.

Topic: Communicating in and Beyond Organizations: Personal Networking

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

79) Doyle has recently graduated with a degree in chemistry and has taken a job as a research scientist at a plastics manufacturer. The type of personal network that is likely to be most helpful to Doyle's career is a network

A) of the most influential and important figures in his company.

B) of good friends and family who know Doyle well.

C) made up of a wide variety of people from many different organizations.

D) primarily consisting of respected chemists and engineers.

Answer: C

Explanation: The key to successful personal networking is to have a wide and diverse network that incorporates all kinds of people.

Topic: Communicating in and Beyond Organizations: Personal Networking

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

80) If you want to cultivate your informal networks in an organization, you should

A) treat people at all levels of the organization with gratitude and respect.

B) nurture friendships primarily with those who are in top management positions.

C) guard your expertise by keeping valuable information to yourself.

D) impress your coworkers by describing how you were able to gain some special privileges.

Answer: A

Explanation: To cultivate your informal networks, treat people at all levels of the organization with gratitude and respect.

Topic: Communicating in and Beyond Organizations: Personal Networking

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

81) Odette is the administrative assistant for Nora, the president of Nora's Candies. Nora has many demands on her time, and it is often up to Odette to decide who meets with Nora and when these meetings take place. This makes Odette a \_\_\_\_\_\_\_\_ for Nora.

A) gatekeeper

B) subordinate

C) receiver

D) channel

Answer: A

Explanation: Odette's relationship with Nora is that of a gatekeeper, someone who controls access to another person.

Topic: Communicating in and Beyond Organizations: Personal Networking

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

82) Eliza was having lunch with some friends when one of them mentioned that they were considering having a new home built. Eliza said, "Do you need an architect? My friend Ursula has designed several beautiful homes. Let me give you her number." In this example, Eliza is engaged in

A) formal communication.

B) networking.

C) gatekeeping.

D) upward communication.

Answer: B

Explanation: Bringing together two people who might benefit from knowing each other is an example of networking to help others.

Topic: Communicating in and Beyond Organizations: Personal Networking

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

83) All of the following methods are recommended for cultivating personal networks EXCEPT

A) express appreciation when others give you helpful information.

B) put people in touch who might benefit from knowing one another.

C) gather secondary referrals from your personal acquaintances.

D) trust only those employees who hold positions higher than yours.

Answer: D

Explanation: To cultivate your informal networks, interact with people at all levels of the organization.

Topic: Communicating in and Beyond Organizations: Personal Networking

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

84) Steve teaches science at an elementary school. He mentioned to his brother, Jason, that he had hoped to have a scientist come in to the class and talk about their work, but he had not been able to get anyone to agree to do this. It turned out that Jason's wife's cousin, Olivia, is a zoologist. Jason put the two of them in touch, and Olivia agreed to come visit the class. In this example, Olivia is a

A) mentor.

B) gatekeeper.

C) secondary source.

D) personal friend.

Answer: C

Explanation: Olivia is a secondary source in this example, someone whom Steve came in contact with via a contact of his own.

Topic: Communicating in and Beyond Organizations: Personal Networking

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

85) Lauren has recently graduated from college and is just getting started working as an editor at a magazine. One of her coworkers, Patricia, has years of experience doing this work. She checks in with Lauren regularly, explaining how to get things done at their magazine, giving her editing advice, and making suggestions on how Lauren can advance her career. In this example, Patricia is Lauren's

A) supervisor.

B) gatekeeper.

C) mentor.

D) teacher.

Answer: C

Explanation: A mentor is someone with firsthand experience working at an organization or in a particular field who provides someone with less experience with guidance.

Topic: Communicating in and Beyond Organizations: Personal Networking

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

86) One rule that should guide a mentoring relationship is

A) a woman should not seek a mentor because it may create the impression that she lacks confidence.

B) ask your mentor to help you when you are seeking promotion.

C) build an empathic relationship with your mentor by sharing personal information.

D) if your mentor shares personal insights with you, keep them confidential.

Answer: D

Explanation: Treat any personal information your mentor shares with you as confidential.

Topic: Communicating in and Beyond Organizations: Personal Networking

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

87) It is appropriate for you to ask your mentor to

A) teach you the informal rules of your organization.

B) help you get a promotion.

C) intervene on your behalf with your boss.

D) provide emotional support during difficult times.

Answer: A

Explanation: One of the roles of a mentor is to teach their protégé the informal rules of their organization.

Topic: Communicating in and Beyond Organizations: Personal Networking

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

88) Ethical behavior is

A) a matter of following your employer's formal guidelines.

B) clear in most business situations.

C) a low priority for many businesses.

D) an essential part of being an effective employee.

Answer: D

Explanation: Ethical behavior is an essential part of being an effective employee.

Topic: Ethical Dimensions of Communication

Learning Objective: 01-04 Apply the concepts of ethical communication discussed here to one or more ethically challenging situations.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

89) The utilitarian approach to communication ethics considers communication to be ethical if

A) you treat others as you would want to be treated.

B) you would be judged as ethical by a board of your professional peers.

C) you would be judged as ethical by the public if it appeared on a prime-time broadcast.

D) an act brings good to a majority of people over time.

Answer: D

Explanation: The utilitarian approach to communication ethics asks, "Does this action provide the greatest good for the greatest number?"

Topic: Ethical Dimensions of Communication

Learning Objective: 01-04 Apply the concepts of ethical communication discussed here to one or more ethically challenging situations.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

90) Dmitri doesn't like Val, one of his coworkers. Dmitri started to send an e-mail to his workgroup, falsely accusing Val of stealing company supplies. Before clicking "Send," Dmitri reread his message. He decided to delete the message instead of sending it, fearing that his work team members might consider his e-mail to be inappropriate. Which ethical consideration did Dmitri use in his decision to behave in a principled manner?

A) publicity test

B) common-good approach

C) professional ethic

D) utilitarian approach

Answer: C

Explanation: The professional ethic asks, "How would this action be judged by an impartial jury of your professional peers"?

Topic: Ethical Dimensions of Communication

Learning Objective: 01-04 Apply the concepts of ethical communication discussed here to one or more ethically challenging situations.

Bloom's: Analyze

Accessibility: Keyboard Navigation

Gradable: automatic

91) Jordan had planned to deliver a persuasive speech encouraging his classmates to buy Hummers so they could be "cool." After researching his topic, however, Jordan decided to encourage his classmates to use public transit instead, because he felt that this choice would help reduce U.S. dependency on oil and contribute to bluer skies for future generations. When Jordan chooses communication intended to bring the greatest good to the greatest number of people over time, he is using the \_\_\_\_\_\_\_\_ to guide his communication.

A) professional ethic

B) utilitarian approach

C) justice approach

D) publicity test

Answer: B

Explanation: The utilitarian approach to communication ethics asks, "Does this action provide the greatest good for the greatest number?"

Topic: Ethical Dimensions of Communication

Learning Objective: 01-04 Apply the concepts of ethical communication discussed here to one or more ethically challenging situations.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

92) When you resolve an ethical issue by considering which action promotes the development of moral character in yourself and your community, you are using the \_\_\_\_\_\_\_\_ approach.

A) virtue

B) justice

C) rights

D) professional

Answer: A

Explanation: The virtue approach asks the question, "Does this action promote the development of moral virtue (character) in me and my community?"

Topic: Ethical Dimensions of Communication

Learning Objective: 01-04 Apply the concepts of ethical communication discussed here to one or more ethically challenging situations.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

93) Natalya and her coworkers have noticed that their boss, Gino, has been late to work a lot in recent weeks. When they asked him about it, he blamed bad traffic. This has led to a lot of complaining amongst Natalya and her coworkers about how unfair it is that Gino can come in whenever he wants but they get in trouble if they arrive late. Today Natalya accidentally overheard Gino talking on the phone with his doctor, and discovered that the real reason he is arriving late is because he is sick. She considers telling her coworkers about this the next time they are complaining about Gino's tardiness, but decides that Gino's privacy needs outweigh the need her coworkers have for the truth in this situation, so she says nothing. In doing so, she has used the \_\_\_\_\_\_\_\_ to ethical questions.

A) publicity test

B) fairness approach

C) rights approach

D) common-good approach

Answer: C

Explanation: Natalya has applied the rights approach, which asks the question "Does this action respect the moral rights (truth, privacy, noninjury, promises) of everyone?"

Topic: Ethical Dimensions of Communication

Learning Objective: 01-04 Apply the concepts of ethical communication discussed here to one or more ethically challenging situations.

Bloom's: Analyze

Accessibility: Keyboard Navigation

Gradable: automatic

94) Hugo enjoys doing craft projects as a hobby. He was recently put in charge of his team's supply cabinet, and he discovered that there are supplies that have been sitting unused for years that would be great for his projects. He considered taking some home with him, knowing that they would never be missed, but when he considered how bad he would feel if everyone knew he took them, he decided it was the wrong thing to do. Hugo reached this decision using the

A) fairness approach.

B) publicity test.

C) professional ethic.

D) utilitarian approach.

Answer: B

Explanation: Hugo applied the publicity test, which asks the question, "Would you be comfortable having the public learn about your behavior in the broadcast or print media?"

Topic: Ethical Dimensions of Communication

Learning Objective: 01-04 Apply the concepts of ethical communication discussed here to one or more ethically challenging situations.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

95) Tyrone is considering whether or not to publish a story about a rumor he heard that the local mayor is taking bribes. He ultimately decides not to publish the story because he feels that his colleagues at the newspaper would criticize him for making such a serious charge without stronger evidence to support it. In this example, Tyrone used the \_\_\_\_\_\_\_\_ to decide what to do.

A) virtue approach

B) rights approach

C) publicity test

D) professional ethic

Answer: D

Explanation: Tyrone used the professional ethic, which asks the question "How would an impartial jury of your professional peers judge this action?"

Topic: Ethical Dimensions of Communication

Learning Objective: 01-04 Apply the concepts of ethical communication discussed here to one or more ethically challenging situations.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

96) As the workplace and world become more technological, the need for human communication skills is diminished.

Answer: FALSE

Explanation: Communication skills are required for success in high-tech industries.

Topic: Communication and Career Success

Learning Objective: 01-01 Explain the role of communication in career success, providing examples to support your claims.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

97) A recent survey suggests that many students overestimate their own communication competence and underestimate the importance of effective communication in the workplace.

Answer: TRUE

Explanation: Many students underestimate their need to improve their communication skills.

Topic: Communication and Career Success

Learning Objective: 01-01 Explain the role of communication in career success, providing examples to support your claims.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

98) Your mother meets you at the door after a date and says, "Tell me all about it!" You glance at her and walk straight to your room without saying a word. In this situation, you have been able to avoid communicating, even though another person was present.

Answer: FALSE

Explanation: We "cannot communicate" because people will probably attach meaning to your actions, even if you aren't intending to communicate anything.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

99) Spoken messages have a relational dimension.

Answer: TRUE

Explanation: Messages include both content and relational dimensions.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

100) Strategic communication is almost always unethical.

Answer: FALSE

Explanation: Strategic communication is a fact of life; strategy isn't necessarily unethical.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

101) The communication model shows that the receiver often does not understand the message in the way the sender intended.

Answer: TRUE

Explanation: The communication model shows us that the receiver interprets the sender's message in their own way by drawing upon on their own experience to make sense of the message.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

102) Fax, e-mail, and voice mail are examples of communication channels.

Answer: TRUE

Explanation: Communication channels include letters, fax, email, phone, and face-to-face.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

103) Because messages can be decoded in more than one way, misunderstandings often arise.

Answer: TRUE

Explanation: Misunderstandings often arise because messages can be decoded in more than one way.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

104) If you forget to respond to a voice mail, your lack of response provides feedback to the person who called.

Answer: TRUE

Explanation: If a receiver fails to provide feedback to a message, the failure to respond becomes a type of feedback.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

105) If you are sending a message, you cannot be a receiver of a message at the same time.

Answer: FALSE

Explanation: We send and receive messages simultaneously.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

106) Cigarette smoke blowing in front of your face can create a listening distraction that would be classified as "physical noise."

Answer: FALSE

Explanation: Environmental noise (competing sounds, smells, or sights that distract us from hearing the sender's message) can interfere with our ability to interpret a message.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

107) If a message is clear enough, it will be received and understood equally well regardless of the channel by which it is sent.

Answer: FALSE

Explanation: Your choice of channel for sending a message can impact the interpretation of a message.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

108) One of the advantages of face-to-face communication when compared to written communication is that it gives you more control over the receiver's attention.

Answer: TRUE

Explanation: Face-to-face communication provides the speaker with some control over the receiver's attention.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

109) One advantage of asynchronous forms of communication is that they encourage careful thought rather than rapid response.

Answer: TRUE

Explanation: Asynchronous forms of communication encourage careful thought because there is a time lag between sending and responding.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

110) A recent study indicates that employees who follow their organization's preferred channels of communication tend to receive high performance evaluations.

Answer: TRUE

Explanation: Employees who learn to use their organization's preferred channels for sending messages tend to receive high performance evaluations.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

111) It is not a good idea to send a message via more than one channel, because that would create redundancy.

Answer: FALSE

Explanation: Consider sending important messages via more than one channel.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

112) Organizational charts visually represent both the formal and informal networks in an organization.

Answer: FALSE

Explanation: Organizational charts represent the formal network of an organization, indicating which employees are responsible for monitoring which other employees' performance.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

113) In many organizations employees are hesitant to provide honest upward communication.

Answer: TRUE

Explanation: Employees are often afraid to provide open, honest upward communication because it can be risky to tell the truth to your manager.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

114) Businesses can usually profit from paying attention to the opinions of their employees.

Answer: TRUE

Explanation: Honest feedback from subordinates can benefit an organization.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

115) When you complain to your supervisor that the new company software is not working correctly, you are using downward communication.

Answer: FALSE

Explanation: When an employee tells her manager about an unsolved work problem, this is an example of upward communication (from subordinate to supervisor).

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

116) When your instructor hands out an assignment description that you will complete on your own, this is an example of horizontal communication.

Answer: FALSE

Explanation: A person of superior position giving instructions to a subordinate is an example of downward communication.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: automatic

117) Informal networks often provide more dependable information than formal (official) networks provide.

Answer: TRUE

Explanation: Informal networks provide a communication shortcut and are often more dependable than formal networks.

Topic: Communicating in and Beyond Organizations: Informal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

118) Cultivating informal networks within and outside your organization can benefit your career.

Answer: TRUE

Explanation: You can advance your career by cultivating your informal networks.

Topic: Communicating in and Beyond Organizations: Informal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

119) It's a good idea to link your LinkedIn account to your Facebook account, so you can share as much information about yourself as possible with all your acquaintances.

Answer: FALSE

Explanation: Don't link your page to your Facebook or Twitter identity if you use those tools to share non-professional information.

Topic: Communicating in and Beyond Organizations: Informal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

120) According to the common-good approach, we can test the ethics of a message by asking whether the action provides the greatest good for the greatest number.

Answer: FALSE

Explanation: The utilitarian approach to communication ethics asks, "Does this action provide the greatest good for the greatest number?" The common-good approach asks, "Does the action further the common or community good?"

Topic: Ethical Dimensions of Communication

Learning Objective: 01-04 Apply the concepts of ethical communication discussed here to one or more ethically challenging situations.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

121) According to the publicity test, we can test the ethics of a message by asking whether we would be comfortable if our actions were broadcast on television.

Answer: TRUE

Explanation: The publicity test measure of communication ethics asks, "Would I be comfortable if the public learned about my action on national TV?"

Topic: Ethical Dimensions of Communication

Learning Objective: 01-04 Apply the concepts of ethical communication discussed here to one or more ethically challenging situations.

Bloom's: Remember

Accessibility: Keyboard Navigation

Gradable: automatic

122) This text opens with a discussion of why it is important to hone our workplace communication competence. Which of the reasons mentioned would you consider the most important in your own professional life? Explain. Provide three specific examples of ways you will benefit professionally if you improve your communication skills.

Answer: Answers will vary.

Topic: Communication and Career Success

Learning Objective: 01-01 Explain the role of communication in career success, providing examples to support your claims.

Bloom's: Evaluate

Accessibility: Keyboard Navigation

Gradable: manual

123) Select two of the "principles of communication" explained in your text. For each of your chosen principles, (a) define it in your own words, (b) illustrate it with an experience from your own life, and (c) explain how you can use it to improve your own communication.

Answer: Answers will vary.

Topic: The Nature of Communication: Communication Principles

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Apply

Accessibility: Keyboard Navigation

Gradable: manual

124) Name the elements that make up the model of communication. Then, write a paragraph describing how these elements work together in the process of communication.

Answer: Answers will vary.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: manual

125) Consider a situation in which a statement you made was misinterpreted by a listener (or when you misinterpreted another person's statement). Use the communication model to explain what contributed to the misunderstanding. In your answer, include the following:

• What types of noise contributed to the misunderstanding?

• How did context affect the interaction?

• How did the channel affect the interaction?

• What role did feedback play?

Finally, suggest what you might have done differently to improve the accuracy of the interpretation.

Answer: Answers will vary.

Topic: The Nature of Communication: Basics of the Communication Model

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Apply

Accessibility: Keyboard Navigation

Gradable: manual

126) Imagine that your boss has assigned you to conduct a 15-minute training session for new employees. Your objective is to present guidelines for selecting the best channel of communication to use for various types of messages. Prepare a detailed sentence level outline that you could use to conduct this seminar.

Answer: Answers will vary.

Topic: The Nature of Communication: Communication Channels

Learning Objective: 01-02 Apply the key principles of communication, knowledge of the basic elements of the communication model, and considerations of effective communication channel use to a specific situation, showing how each one affects the outcome of the interaction.

Bloom's: Apply

Accessibility: Keyboard Navigation

Gradable: manual

127) Define downward communication. What is the most frequent complaint about downward communication? Identify several functions of downward communication and illustrate these functions with an example.

Answer: Answers will vary.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: manual

128) Define upward communication. Why is upward communication important? Why is upward communication considered to be risky? How can the quality of upward communication in an organization be improved?

Answer: Answers will vary.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-04 Apply the concepts of ethical communication discussed here to one or more ethically challenging situations.

Bloom's: Understand

Accessibility: Keyboard Navigation

Gradable: manual

129) What is horizontal communication? Why is it useful? What are some obstacles that can interfere with effective horizontal communication? Suggest several steps a manager could follow to help improve horizontal communication in his or her organization.

Answer: Answers will vary.

Topic: Communicating in and Beyond Organizations: Formal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Apply

Accessibility: Keyboard Navigation

Gradable: manual

130) Explain how building a personal network could help you. Identify steps you could take to develop your own network. Provide specific examples to illustrate each step.

Answer: Answers will vary.

Topic: Communicating in and Beyond Organizations: Informal Communication Networks

Learning Objective: 01-03 Describe how formal and informal communication networks operate in a given situation in your career field; then create a strategic plan of personal networking to accomplish your goals within an organization.

Bloom's: Apply

Accessibility: Keyboard Navigation

Gradable: manual

131) Choose one of the ethical standards mentioned in your text. Explain what the standard means. Then, apply the standard to an ethical dilemma you've experienced to show how the standard can help in decision making.

Answer: Answers will vary.

Topic: Ethical Dimensions of Communication

Learning Objective: 01-04 Apply the concepts of ethical communication discussed here to one or more ethically challenging situations.

Bloom's: Apply

Accessibility: Keyboard Navigation

Gradable: manual