

Multiple Choice Questions (Enter your answers on the enclosed answer sheet)

1. The term corporate culture refers to _____.
 - a. the number of organizational levels within a corporation
 - b. a company's sponsorship of events such as concerts and plays
 - c. the extent to which corporations dominate a particular culture
 - d. the mixture of values, traditions and habits that give a company its atmosphere and personality

2. In most organizations, the rumor mill tends to be particularly active when _____.
 - a. the formal communication network is not providing the information employees want
 - b. employees are wasting company time
 - c. employees are satisfied with their jobs
 - d. formal communication channels are working efficiently

3. In the first step of the communication process, the sender _____.
 - a. decides what to say
 - b. chooses a communication medium
 - c. has an idea
 - d. chooses a communication channel

4. Whereas Business Communication 1.0 tends to emphasize _____, Business Communication 2.0 focuses more on _____.
 - a. control; influence
 - b. permission; intrusion
 - c. collaboration; isolation
 - d. discussion; lecture

5. All of the following are examples of unethical communication except _____.
 - a. plagiarism
 - b. using jargon
 - c. distorting visuals
 - d. selective misquoting

6. Which of the following is an example of an ethical lapse?
- a. Sharing confidential information with a new employer about your previous (competing) employer's major clients
 - b. telling your supervisor that another employee is stealing office supplies
 - c. providing incorrect data in a report even though you did not know it was incorrect at the time
 - d. putting unsigned suggestions in the company suggestion box
7. To help establish clear guidelines for ethical behavior, many companies provide employees a written _____.
- a. code of ethics
 - b. ethics audit
 - c. ethical lapse
 - d. ethical dilemma
8. Which of the following is not a way teams help organizations to succeed?
- a. increase performance levels
 - b. increase diversity of views
 - c. increase information and knowledge
 - d. increase groupthink among members
9. Groupthink refers to _____.
- a. the basic rules that underlie a group's behavior and guide the group to make its decisions that operate primarily in large groups but can also be seen in small groups
 - b. the four-step decision-making process in groups
 - c. the willingness of individual group members to withhold contrary or unpopular opinions, even when those objections are legitimate and to favor majority opinion
 - d. software programs that help groups make decisions
10. A hidden agenda refers to _____.
- a. an approach to group dynamics that helps facilitate group functioning
 - b. individuals harboring motives that are concealed from the rest of the group
 - c. an agenda that members must look for before they can attend a meeting
 - d. a meeting agenda that is not revealed to others outside the meeting group
11. _____ are informal standards of conduct that team members share.
- a. Robert's Rules
 - b. Group norms
 - c. Rules of parliamentary procedure
 - d. Group maintenance roles

12. When composing collaborative messages, the best strategy is to _____.
- a. begin by letting all members “do their own thing” and then seeing what they all produce
 - b. let all members use their own preferred software
 - c. make the team as large as possible so that every possible area of expertise will be covered
 - d. avoid writing as a group
13. The first step in the basic listening process is _____ the message.
- a. physically receiving
 - b. encoding
 - c. interpreting
 - d. evaluating
14. Touch _____.
- a. is governed by cultural customs that establish who can touch whom and when
 - b. is the least important form of nonverbal communication
 - c. should be completely avoided in all business situations
 - d. is the great equalizer, putting people of different status on the same footing
15. When it comes to online etiquette, _____.
- a. spelling, punctuation and capitalization are not important
 - b. do not assume that people are available to discuss work matters around the clock
 - c. you can rest assured that there’s almost nothing you can do that will offend your audience
 - d. avoiding “flames” is really all that matters
16. Xenophobia is the fear of _____.
- a. working in unfamiliar environments
 - b. crises
 - c. change
 - d. strangers and foreigners
17. When it comes to decision-making customs, North American executives _____.
- a. arrive at decisions through consensus, after an elaborate and time-consuming process
 - b. tend to focus on the results of the decisions they face
 - c. spend a lot of time on each little point to display their good faith
 - d. prefer to make their deals slowly, after much discussion

18. Women executives who travel abroad _____.
- a. may not be taken seriously as businesspeople, depending on the culture
 - b. should always assume that they will not be taken seriously as businesspeople
 - c. can count on being treated with respect, regardless of the countries they visit
 - d. should insist on meeting only with other female executives
19. Asking a colleague "How was your weekend?" is _____.
- a. accepted in the U.S., but considered intrusive in some cultures
 - b. an effective greeting in any culture
 - c. grounds for a lawsuit
 - d. never acceptable in a business environment
20. When writing letters to businesspeople in other countries, you should _____.
- a. make generous use of transitional words and phrases
 - b. keep your sentences and paragraphs long
 - c. be vague and general in your wording
 - d. use an informal, friendly tone
21. Which of the following sentences contains an idiomatic expression?
- a. Making our monthly sales quota will be a piece of cake.
 - b. Our monthly sales quota is unrealistic.
 - c. We don't expect to meet our monthly sales quota.
 - d. The sales quota is very reasonable.
22. When speaking in English to people who use English as a second language, the best approach is to _____.
- a. repeat your sentences often, a little louder each time
 - b. use plenty of adjectives such as fantastic and fabulous
 - c. speak slowly and clearly
 - d. forget about feedback; just make sure you get your message across
23. If you translate a message from English into another language, it is a good idea to _____.
- a. use several translators
 - b. translate it word for word
 - c. have it back-translated
 - d. Do all of the above.

24. Which of the following is not a general category common to business communication?

- a. to persuade
- b. to negotiate
- c. to inform
- d. to collaborate

25. The best reason to defer or cancel a message is if _____.

- a. someone else wants to deliver it
- b. your news is bad
- c. the time is wrong
- d. your audience is highly receptive

26. In general, for internal communication, the higher up your message goes, the _____.

- a. more details people want to see
- b. more likely you are to run into ethical problems
- c. less likely you are to run into ethical problems
- d. fewer details people want to see

27. Messages should contain supporting detail and background information when _____.

- a. you and your audience do not share the same general background
- b. you expect a favorable response
- c. you and your audience share the same general background
- d. All of the above are the case.

28. Forecasting your audience's reaction to your message is _____.

- a. impossible; there's no way to know what it will be
- b. helpful only for internal communication
- c. helpful only for external communication
- d. vital because potential audience reaction affects message organization

29. A knowledge-management system _____.

- a. helps companies limit the amount of information employees store on the network
- b. is a centralized database of experiences and insights of employees throughout an organization
- c. is a tool for creating a bibliography when writing long reports
- d. enables organizations to test employees periodically to ensure they are doing adequate research

30. When meeting your audience's informational needs, you should emphasize ideas _____.
- a. that will have the least impact on the audience
 - b. that are uncontroversial
 - c. that don't need supporting evidence
 - d. of greatest interest to the audience
31. Which media would be best for keeping in touch with a sales team whose members live in several different states?
- a. electronic media
 - b. oral media
 - c. presentations
 - d. written media
32. In part, media richness refers to _____.
- a. the cost of sending a message through a particular medium
 - b. the difficulties involved with using a particular medium
 - c. the popularity of a specific medium
 - d. a medium's ability to facilitate feedback
33. Organizing messages effectively helps readers by _____.
- a. saving them time
 - b. helping them understand the message
 - c. helping them accept the message
 - d. All of the above.
34. It is best to limit your use of the word "you" in business messages if _____.
- a. you are filling your audience's informational needs
 - b. it will make your message sound overly authoritative or accusing
 - c. you know your audience well
 - d. your organization prefers an informal, personal style
35. In part because of limited opportunities for feedback, written and most forms of electronic communication require _____ than oral communication.
- a. less care
 - b. more tact
 - c. more informality
 - d. fewer nouns

36. Select the sentence with the most positive emphasis:

- a. We failed to complete the process audit on time.
- b. We haven't completed the process audit.
- c. We hope to complete the process audit by Friday.
- d. Because of Joan's inaccurate figures on the Haymen project, we are not finished with the process audit.

37. A euphemism is a word or phrase that is _____.

- a. highly technical
- b. possibly offensive
- c. a milder term for one with negative connotations
- d. general or abstract in meaning

38. Using the term "crippled" in business communication is an example of _____.

- a. emphasizing the positive
- b. disability bias
- c. the "you" attitude
- d. None of the above.

39. To establish credibility with your audience, you should _____.

- a. impress them with a long list of your accomplishments
- b. show that you are confident and that you believe in yourself and in your message
- c. use hedge words ("maybe," "perhaps") to demonstrate your knowledge that no issue is fully cut and dry
- d. be modest and deferential

40. "Although our servers are stable, the telephone system is a serious concern" is a _____ sentence.

- a. simple
- b. complex
- c. compound
- d. compound-complex

41. "Insurance premiums have increased and cost-of-living raises have not kept up" is a _____ sentence.

- a. compound-complex
- b. complex
- c. simple
- d. compound

42. Which of the following is a compound sentence?
- a. Interest rates are low and now is an excellent time to buy a home.
 - b. With interest rates low, now is an excellent time to buy a home.
 - c. Because interest rates are low now is an excellent time to buy a home.
 - d. Low interest rates make this an excellent time to buy a home.
43. When evaluating the work of others, you should _____.
- a. make sure you understand the writer's intent before you begin suggesting or making changes
 - b. avoid talking with the writer about the document since other readers may not have that opportunity
 - c. talk with the writer about his or her intent only after you suggest changes since this is a good way to test the effectiveness of the document
 - d. compare the other person's writing style with your own, and if yours is better, rewrite the document in your own style
44. Skilled business writers _____.
- a. use long sentences to emphasize important information
 - b. vary the length of their sentences
 - c. keep their sentences to an average length of 40 words or fewer
 - d. Do all of the above.
45. What is wrong with the following sentence?
- "To waste time and missing deadlines are bad habits."
- a. It contains a split infinitive.
 - b. Similar ideas are not parallel.
 - c. It contains a dangling modifier.
 - d. Nothing; it is grammatically correct as written.
46. Which of the following sentences contains a camouflaged verb?
- a. She is a marketing manager but also serves as ad manager.
 - b. Some do; others don't.
 - c. He slowly, deliberately added the numbers.
 - d. The recommendation of the committee is to proceed as planned.
47. "The above-mentioned book" is an example of a(n) _____.
- a. redundancy
 - b. strung-out sentence
 - c. awkward reference
 - d. indefinite pronoun starter

48. "Visible to the eye" is an example of _____.
- a. a cliché
 - b. redundancy
 - c. obsolete language
 - d. the passive voice
49. Starting a sentence with "It is" or "There are" is _____.
- a. usually a sign that the sentence could be shorter and more active
 - b. a sign that you are using active voice
 - c. a sign that you are using passive voice
 - d. perfectly acceptable and you need not try to rewrite the sentence
50. Using white space in a document _____.
- a. makes your document look unappealing
 - b. provides contrast
 - c. is considered "cheating"
 - d. is only an option when you can't use color
51. If you're sending extremely large files, you should _____.
- a. use overnight delivery to send a hard copy rather than sending them electronically
 - b. consider using a file compression utility, as long as your recipients have the ability to expand the file
 - c. send them through the mail to avoid excessive costs
 - d. always send them as MS Word attachments
52. Which of the following statements is true?
- a. The use of social networks is declining.
 - b. Social networking capabilities have led to a fundamental change in business communication.
 - c. Despite their popularity for personal use, social networking technologies are not very useful in business.
 - d. Social networking technology is so complex that only high-tech companies take advantage of it.
53. One of your sales representatives has begun using social networks to aggressively promote a new product line. The best response would likely be to _____.
- a. encourage him to continue
 - b. do nothing
 - c. discourage him from using blatant "salespeak" since it is likely to alienate the audience
 - d. enact a policy forbidding employees from using social networks on company time

54. Email hygiene refers to _____.
- a. refraining from using foul language in email
 - b. a nationwide movement to do away with information overload
 - c. the absence of slang and informal language in email messages
 - d. all the efforts companies make to keep email clean and safe
55. One important element of basic email etiquette is to _____.
- a. respect the chain of command
 - b. use bullets and lists
 - c. capture your readers' attention
 - d. include headings on all emails
56. Email messages _____.
- a. should be written with the assumption that they will be stored forever
 - b. generally require less care than other messages since email is temporary and easily deleted
 - c. should always be less formal in business than messages in other media
 - d. None of the above.
57. Which of the following is the best example of an effective email subject line?
- a. Read This!
 - b. Employee Parking
 - c. Status Report
 - d. Website redesign is on schedule
58. Because many email programs display the first few words or lines of incoming messages, you should _____.
- a. leave several blank lines at the beginning of each message
 - b. be vague in your first sentence to entice the reader to open the message
 - c. treat the first sentence of the message as an extension of your subject line
 - d. use phrases such as "MUST READ" in your first sentence
59. Many businesses now use blogs to _____.
- a. replace email in many cases
 - b. keep project teams up to date
 - c. inform employees and customers about new products and how to use them
 - d. Do all of the above.

60. One of the greatest drawbacks to using podcasts in business is _____.
- a. the difficulty of scanning back and forth to find specific parts of the message
 - b. the high cost of distributing them
 - c. people find online video and audio to be intimidating
 - d. they require costly, specialized equipment you'll need to purchase regardless of the production quality you want
61. When making a routine request, you should begin with a(n) _____.
- a. clear statement of the main idea or request
 - b. indication of the importance of your request
 - c. statement of who you are
 - d. question
62. Routine, positive messages should do all of the following except _____.
- a. leave your reader with a good impression
 - b. communicate the information or positive news
 - c. provide all required details
 - d. use an indirect approach
63. In a positive message, the main idea is presented _____.
- a. in the last sentence of the letter
 - b. in the first sentence of the middle paragraph
 - c. at the end of the middle paragraph
 - d. right at the beginning of the letter
64. When responding to a customer complaint about one of your company's services, you should _____.
- a. soften the situation with excuses such as "Nobody's perfect" or "Mistakes will happen."
 - b. use a standard form letter, with blanks left for filling in unique information in neat handwriting
 - c. use a generous, grudging tone
 - d. avoid blaming anyone in your organization by name.
65. When responding to a claim when your company is at fault, it is best to _____.
- a. avoid sympathizing with the customer since it can lead to lawsuits
 - b. take (or assign) personal responsibility for setting matters straight
 - c. do all you can to discourage any need for follow-up
 - d. be vague about when the claim may be resolved

66. When writing a letter of recommendation, you should _____.
a. show it to the job candidate before sending it to the person who requested it
b. overstate the candidate's abilities if he or she is a good friend and really wants the job
c. make sure to include any negative stories you've heard about the candidate
d. provide facts and evidence to support your opinions
67. When you deliver negative messages, you _____.
a. should not include reasons for the decision or information
b. should always begin with a buffer
c. can expect your audience to be offended
d. should use language that conveys respect
68. If you choose to apologize in a negative message, you should _____.
a. always demonstrate sincerity, but never accept blame
b. imply that not all of the blame lies with you or your company
c. phrase the apology in a conditional manner ("If I have offended anyone ...")
d. be sincere and make it a true apology
69. In the close of a negative message, you should _____.
a. encourage the person to write or call to discuss the situation further
b. ask for feedback on whether the decision is acceptable to the reader
c. express concern over possibly losing the reader's business
d. avoid uncertainty
70. Which of the following is the most effective close for a letter rejecting a job applicant?
a. I wish you the best in your job search. I am confident you will find a match for your skills and interests.
b. We hope that despite this rejection you will continue to frequent our establishments.
c. Again, we are very sorry that we cannot offer you a position at this time.
d. If you have any questions about our decision, don't hesitate to call.
71. To avoid being accused of defamation, you should _____.
a. avoid any kind of behavior that could be considered abusive
b. refuse to communicate with unhappy clients
c. frequently refer to company policy
d. make it clear to disgruntled customers that you refuse to be intimidated

72. Personality, lifestyle, and attitudes are assessed through _____.
- a. demographic surveys
 - b. examinations of census data
 - c. psychographic studies
 - d. inkblot tests
73. If a supervisor tells a worker who consistently arrives late, "I know you don't want to have your pay docked," the supervisor is addressing the worker's need for _____.
- a. status and esteem
 - b. acceptance
 - c. self-actualization
 - d. safety and security
74. An effective ending for a persuasive message would be which of the following?
- a. Wouldn't you like to save some money?
 - b. Be sure to tell all your friends about this exciting offer.
 - c. Simply take the enclosed coupon to any of our service centers by June 15 for your free oil and filter change.
 - d. Please respond as soon as possible because this offer is not likely to last very long.
75. Using the AIDA approach with social media _____.
- a. requires a more rigid approach
 - b. does not work at all
 - c. requires a different, more interactive approach
 - d. requires the same steps as the AIDA approach with conventional media
76. An ethical persuasive argument _____.
- a. focuses on being both truthful and nondeceptive
 - b. is a contradiction in terms
 - c. includes any evidence the sender can come up with, whether or not it's relevant
 - d. focuses on how the audience's actions will benefit the sender
77. Primary research refers to _____.
- a. the evidence that stands out in your report
 - b. research that is fairly easy to conduct
 - c. new research done specifically for your current project
 - d. the research you conduct first

78. Unlike Internet search engines, online databases _____.
- a. are rarely up to date
 - b. do not require a subscription
 - c. often provide access to various parts of the hidden Internet
 - d. can be accessed only from a library
79. You would not need to cite a source if you have _____.
- a. provided general knowledge about your topic
 - b. used a table from the 1985 Farmer's Almanac
 - c. used a direct quotation of under 250 words from a book titled Modern Economics
 - d. described, in your own words, a plan for organizing production lines, which appeared in a professional journal
80. Which of the following is a closed-ended question?
- a. Would you rate the proposed expansion plan as likely to succeed or unlikely to succeed?
 - b. What corporate goals does the expansion help achieve?
 - c. What do you see as the primary benefit of the proposed expansion plan for your family?
 - d. How will the expansion affect day-to-day operations?
81. To find out your company's average monthly utility bill over the last year, you would need to calculate the _____ of the last twelve bills.
- a. highest
 - b. median
 - c. mean
 - d. mode
82. CAD stands for _____.
- a. computer-aided design
 - b. complete audiovisual display
 - c. computer adaptable display
 - d. charts automatically designed
83. The ideal balance between the visual and the verbal depends on _____.
- a. the length of the report/presentation
 - b. the nature of your audience
 - c. internal company guidelines
 - d. the amount of money available for underwriting the costs of graphics

84. In business reports, it is best to place each visual _____.
- a. within, beside, or immediately after the paragraph it illustrates
 - b. together with other visuals in an appendix at the end of the report
 - c. together with other visuals at the end of each chapter
 - d. just before the paragraph referring to it
85. A contractor submitting a weekly report on work done to date would be providing the client with a _____ report.
- a. periodic operating
 - b. compliance
 - c. progress
 - d. justification
86. Because of its natural feel and versatility, the _____ approach is generally the most persuasive way to develop an analytical report for skeptical readers.
- a. direct
 - b. hypothetical
 - c. yardstick
 - d. $2 + 2 = 4$
87. A contractor receives a request from the owner of a company to bid on a large-scale construction project. The contractor will prepare a(n) _____ proposal.
- a. unsolicited
 - b. request for
 - c. solicited
 - d. blind
88. The introduction of a solicited proposal _____.
- a. is expected to be much longer than that of an unsolicited proposal
 - b. should refer specifically to the RFP that initiated it
 - c. should downplay the magnitude of the problem you're addressing
 - d. need not be as detailed as that of an unsolicited proposal
89. In a proposal to install an air conditioning system, statements such as "Our company has over 25 years of experience installing heating, plumbing, and air conditioning systems" should appear in what section?
- a. Introduction
 - b. Close
 - c. Appendix
 - d. Body

90. Smooth transitions between sections and links to other documents and sources of information are important _____.
- a. whether your report appears in print or online
 - b. in any report longer than 2 pages
 - c. in online reports but not usually necessary in written ones
 - d. in print reports but not in those published online
91. When drafting content for online reports, it is helpful to use the inverted pyramid style of organization in which you _____.
- a. make readers believe you are headed in one direction and reveal your true intentions at the end
 - b. cover the most important information first and then gradually reveal more detail
 - c. walk readers through arguments you don't support and then explain why
 - d. cover the least important information first and work your way to the main idea
92. Suppose you work for the Angstrom Corporation. What would be the most concise and compelling title for a formal report on your company's proposed acquisition of Freedman Fasteners?
- a. "To Acquire or Not to Acquire"
 - b. "A Study of the Feasibility of Angstrom Corporation Inc. Acquiring the Concern Currently Operating as Freedman Fasteners"
 - c. "Why Angstrom Should Focus on Its Core Issues and Abandon Its Ancillary Efforts"
 - d. "The Pros and Cons of Acquiring Freedman"
93. The authors of an informational report have referred to a multitude of data on the spending habits of 18- to 25-year-old Americans. They want to provide readers with access to this information but realize it's too lengthy to include as a footnote and only some readers will find it relevant. Where should they place it?
- a. Nowhere; it should simply be left out.
 - b. in the body of the report
 - c. in the introduction
 - d. in an appendix
94. You're sending an unsolicited proposal to a local restaurant in an effort to become their primary food vendor. The letter of transmittal to accompany the proposal should follow the format for _____ messages.
- a. routine
 - b. bad-news
 - c. good-news
 - d. persuasive

95. When proofreading formal reports and proposals, you should _____.
a. not worry about typos, only content
b. simply rely on your software's spelling and grammar checkers to find any errors
c. go back and use the most impressive words you can find to describe key concepts
d. proof your visuals thoroughly
96. When organizing a speech, use the indirect approach if your purpose is to _____ and the audience is _____.
a. entertain, resistant
b. persuade, resistant
c. motivate, receptive
d. inform, receptive
97. Formal speeches differ from informal ones in that _____.
a. when delivering a formal speech, you should speak more rapidly
b. formal speeches are often delivered from a stage or platform
c. formal speeches are always much longer
d. formal speeches always include obscure, unfamiliar vocabulary
98. In the introduction to your presentation, it is important to _____.
a. establish credibility
b. ask for audience input
c. discuss the three or four main points on your outline
d. boast about your qualifications
99. As a speaker, how you go about establishing credibility depends in part on _____.
a. what time of day you deliver your remarks
b. the size of your audience
c. whether or not you are a well-known expert in the subject
d. how you are dressed
100. At the close of a business presentation, _____.
a. audiences resent being reminded of the presentation's main ideas
b. you should avoid making it obvious that you're about to finish
c. audience attention tends to reach its lowest point
d. be clear about what you want the audience to do next