Name_____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

1) Communication is the process of   1) _____
   A) listening actively.   B) transferring information and meaning.
   C) writing messages.   D) none of the above.

2) Which of the following is the process of transferring information between senders and receivers?   2) _____
   A) Productivity
   B) Impressionism
   C) Negotiation
   D) Communication
   E) Engagement

3) Improving your communication skills will enhance your career because   3) _____
   A) the higher you rise in an organization, the more important your communication skills will be.
   B) having great ideas won't help you much, unless you can communicate them effectively.
   C) you'll need to connect with decision makers outside of your area of expertise.
   D) all of the above.

4) Which of the following is one of the essential goals of communication?   4) _____
   A) Data development
   B) Successful negotiations
   C) Career development
   D) Engagement
   E) Sharing

5) All of the following EXCEPT _____ will make your business messages more effective.   5) _____
   A) clarifying expectations and responsibilities
   B) providing practical information
   C) discussing personal issues and complaining about problems
   D) presenting information concisely and efficiently

6) How can strong communication skills lead to lower employee turnover in an organization?   6) _____
   A) Employees will feel more engaged with their work
   B) Employees will create stronger ties in the marketplace
   C) There will be higher returns on investments
   D) There will be fewer critical safety issues
   E) There is more opportunity to influence perceptions and trends

7) What is the name of all the parties affected by the actions of an organization?   7) _____
   A) Employees
   B) The government
   C) Managers
   D) Stakeholders
   E) The community

8) What can communicators do to ensure facts, rather than vague impressions, are shared?　　　　8) _____
   A) Present information in a concise manner
   B) Provide practical information
   C) Identify areas of responsibility
   D) Offer compelling arguments and recommendations
   E) Use concrete language with specific detail

9) If you start a company or become an executive in an established firm, you can expect to spend the　　9) _____
  majority of your time
   A) traveling.　　　　　　　　　　　　　　B) plying your trade.
   C) budgeting.　　　　　　　　　　　　　　D) communicating.

10) What can you do to show an audience how they will benefit from your message?　　　　10) _____
   A) Offer compelling arguments and recommendations
   B) Present information in an efficient manner
   C) Give vague impressions
   D) Provide practical information
   E) Clarify expectations and responsibilities

11) If you have difficult or complex information to share, how can you help the audience understand　　11) _____
  and accept your message?
   A) Clearly state your expectations of the audience
   B) Use simple terms to explain the subject
   C) Offer compelling evidence
   D) Show the audience how they will benefit
   E) Use ethical information

12) What is the key reason why strong communication skills are important for your career?　　　12) _____
   A) You might be asked to interact with customers
   B) You might have to communicate with employees who work in technical areas
   C) You must be able to respond to the changing nature of the work environment
   D) You must be able to express your thoughts clearly and persuasively
   E) You might later want to start your own business

13) Which of the following is an outcome of strong communication skills within an organization?　　13) _____
   A) The ability to target important communities in the marketplace
   B) The ability to develop marketing messages
   C) Less trust between senior leadership
   D) Increased productivity and faster problem solving
   E) A better understanding of perceptions and trends

14) To make communication efforts as effective as possible, communication should be　　　　14) _____
   A) concise, clear, and electronic.
   B) electronic, ethical and practical.
   C) positive, personal, and quick.
   D) practical, timely, and personal.
   E) practical, factual, and clear.

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

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

15) _____

16) Senior executives spend less and less of their workday communicating as they take on more leadership responsibility.

16) _____

17) Strong communication skills are important even for employees with technical skills, such as engineers and accountants.

17) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

18) Describe five characteristics of effective business messages.

19) Why are strong communication skills important to your career, regardless of your major?

20) Discuss the five ways in which you can make your communication efforts as effective as possible.

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

21) Which one of the following is NOT one of the traits possessed by professionals?
   A) Meeting minimum qualifications
   B) Being dependable and accountable
   C) Maintaining a positive outlook
   D) Demonstrating a sense of etiquette

21) _____

22) The quality of performing at a high level and conducting oneself with pride and purpose is known as
   A) entrepreneurialism.
   B) expediency.
   C) impression management.
   D) professionalism.

22) _____

23) According to the concept of emotional intelligence, if you'll be speaking to people you don't know and you can't find out more about them
   A) always put your own needs before their needs.
   B) don't worry because you can adjust to their needs on the fly.
   C) rely on chance and circumstance to help you relate to their needs.
   D) use common sense and imagination to relate to their needs.

23) _____

24) The term digital information fluency encompasses all of the following elements EXCEPT
   A) recognizing information needs.
   B) using gathered information ethically.
   C) searching efficiently to locate reliable sources of information.
   D) using random methods to present ideas and information.

24) _____

25) Which of the following is one of the six distinct traits that best defines professionalism?
   A) Actively listening to others
   B) Clarifying expectations and responsibilities
   C) Conveying decisions ad providing information to help employees do their job
   D) Being a team player
   E) Offering compelling and persuasive arguments

25) _____

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

    A) an adjacent communication network   B) an informal communication network
    C) a peer-to-peer communication network   D) a lateral communication network

26) _____

27) Which of the following is one of the six distinct traits that best defines professionalism?

    A) Conveying decisions and providing information to help employees do their job
    B) Actively listening to others
    C) Clarifying expectations and responsibilities
    D) Being dependable and accountable
    E) Offering compelling and persuasive arguments

27) _____

28) What is the ability to evaluate evidence completely and use that evidence to form a logical conclusion?

    A) Critical thinking
    B) Professionalism
    C) Digital information fluency
    D) Audience-centered approach
    E) Ethics

28) _____

29) What communication network is being followed when ideas follow the lines of command in an organization?

    A) Formal
    B) Horizontal
    C) Grapevine
    D) Critical
    E) Ethical

29) _____

30) An audience-centered approach to communication involves

    A) respecting, understanding, and meeting the needs of your audience members.
    B) focusing on how the members of the audience can help you obtain your goals.
    C) embedding a layer of technology between you and your audience members.
    D) saying whatever it takes to win over the members of your audience.

30) _____

31) When solving complex organizational problems, how does information flow between departments?

    A) Through the grapevine
    B) Vertically
    C) In the rumor mill
    D) Horizontally
    E) Informally

31) _____

32) Generally speaking, limitations of the formal communication network

    A) have not affected the popularity of social media in the business environment.
    B) have helped to spur the growth of social media in the business environment.
    C) discourage employees from taking advantage of social media.
    D) do none of the above.

32) _____

33) What is the informal communication network used when employees interact in a social setting?   33) _____
    A) Upward
    B) Horizontal
    C) Downward
    D) The grapevine
    E) Audience-centered

34) What is the ability to relate to the needs of others?   34) _____
    A) Informal communications
    B) Formal communications
    C) Critical thinking
    D) Emotional intelligence
    E) Etiquette

35) How can communicators ensure they are using an audience centered approach to their   35) _____
communication?
    A) Create communication barriers for all information other than that which you are conveying
    B) Develop the message in a way that is meaningful to the audience
    C) Incorporate a strong sense of etiquette
    D) Send the message through several communication channels
    E) Provide instructions to the audience on how to decode the message

36) In the formal communication network, what type of communication path is used when information   36) _____
flows from leadership to employees?
    A) Downward
    B) Upward
    C) Vertical
    D) Horizontal
    E) Multidirectional

37) Which of the following is one way employees can practice the "you" attitude in their   37) _____
communication efforts?
    A) Use easy to understand language
    B) Include a great detail of background information so the audience knows the communication
       was thoughtful
    C) Assume the audience has a high degree of emotional intelligence
    D) Explain their educational background and expertise
    E) Learn as much as possible about the audience's biases and style

38) Which of the following indicates the expected norms of behavior in a given situation?   38) _____
    A) Emotional intelligence
    B) The "you" attitude
    C) Etiquette
    D) Ethics
    E) Bias

39) Which of the following is an expected behavior on the job? 39) _____
   A) Ensuring others are listening to what you have to say
   B) Using text language and shortened forms of grammar and spelling whenever possible
   C) Communicating ethically
   D) Using text messaging whenever possible
   E) Saving time by limiting research sources

40) Which of these skills is used to evaluate evidence completely and objectively in order to make 40) _____
   sound recommendations?
   A) Persuasive arguments
   B) Critical thinking
   C) Decoding skills
   D) Professionalism
   E) A formal communication network

41) How can upward communication help an executive solve problems and make intelligent 41) _____
   decisions?
   A) By identifying trends
   B) By eliminating the rumor mill
   C) By replacing written documents
   D) By being audience centered
   E) By encouraging digital records

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

42) Adopting the "you" attitude is part of developing an audience-centered approach to 42) _____
   communication.

43) Critical thinking includes using time management skills and accepted standards of texting and 43) _____
   instant messaging language.

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

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

45) Discuss professionalism and explain the six distinct traits of a professional.

46) Identify six of the critical communication skills that employers expect you to have.

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

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

48) When someone is determining how to express an idea, which stage of the communication model 48) _____
   are they engaging in?
   A) Determining how the audience will respond to the message
   B) Transmitting the message through a channel
   C) Producing the message in a transmittable medium
   D) Having an idea
   E) Encoding the idea as a message

49) What is one of the goals of the sender when thinking about how an audience might respond to the message? 49) _____
- A) That the message can be transmitted through several channels
- B) That the receiver will be able to encode the message
- C) That the receiver will be motivated to respond
- D) That technology will be used to improve the downward communication process
- E) That the receiver will provide verbal feedback

50) Within the context of social media, _____ refers to a sense of openness, of giving all participants access to the information they need to understand the messages they are receiving. 50) _____
- A) transparency   B) transformation   C) transcendence   D) translucency

51) What is a communication medium? 51) _____
- A) The appropriate length of a message
- B) The communication channel used
- C) The form a message will take
- D) The number of potential distractions a message might encounter
- E) The identification of the audience preference in receiving messages

52) To actually receive a message, a person needs to do all of the following EXCEPT 52) _____
- A) comprehend the message.
- B) sense the presence of the message.
- C) perceive it as an actual message.
- D) select it from other competing messages.

53) Which of the following is an example of a communication channel? 53) _____
- A) Twitter
- B) Email
- C) Memo
- D) Letter
- E) Mobile phone

54) The _____ is the form a message takes and the _____ is the system used to deliver the message. 54) _____
- A) medium; channel
- B) package; tunnel
- C) channel; medium
- D) schema; pipeline

55) Why is it important to get feedback from audience members after they receive a message? 55) _____
- A) To ensure the message was decoded correctly
- B) To evaluate the effectiveness of the message
- C) To determine if the audience is motivated to respond
- D) To ensure the verbal and nonverbal messages are consistent
- E) To help the audience remember the message

56) Which type of communication barrier could be the result of multitasking? 56) _____
- A) Channel breakdowns
- B) Noise and distractions
- C) Technology
- D) Filters
- E) Competing messages

57) Which of the following is one way an employee can minimize distractions created by messages?   57) _____
    A) Use headphones to minimize interruptions
    B) Delete all messages older than 2 weeks
    C) Use short text messages whenever possible
    D) Respond to the message as soon as it is received
    E) Set aside specific times to deal with messages

58) Which of the following is one way to increase the chance that your message is received by the   58) _____
audience?
    A) Always send the message via email so there is a copy available
    B) Minimize the use of spam filters
    C) Copy leadership on the message
    D) Consider the audience's expectations for delivery
    E) Call the audience to let them know a message is being sent

59) Which of the following is one way to help the audience understand your message?   59) _____
    A) Tell the audience what software you are using
    B) Tell the audience your expectations of them
    C) Use images and designs your audience is familiar with
    D) Embed links to more detailed discussions about your topic
    E) Tell the audience your goals and needs

60) The voice technology known as _____ converts human speech to computer commands.   60) _____
    A) vocal mnemonics   B) speech recognition
    C) speech synthesis   D) digital vocalics

61) When crafting a message, which of these is a good way to demonstrate empathy?   61) _____
    A) Address the audience's needs
    B) Tell the audience why they should care
    C) Send the message using multiple channels
    D) Use familiar images
    E) Address the company's needs

62) In order for a message to be sent successfully, which of the following must happen?   62) _____
    A) It must be decoded and meaning must be assigned
    B) The audience must be moved to respond
    C) You must tell the audience what technology platform was used
    D) There must be empathy for the audience
    E) Cultural beliefs have to match between the sender and the receiver

63) Companies can use _____ to identify and capitalize on market opportunities that are contained   63) _____
in large, complex, or dynamic sets of data.
    A) telepresence   B) data visualization
    C) crowdsourcing   D) enterprise IM systems

64) What takes place when a receiver distorts information to make it fit their "mental map" of reality?   64) _____
    A) Ethics
    B) Clarification
    C) Cultural differences
    D) Selective perception
    E) Critical thinking

65) Which of these is a good tactic for a minimizing the influence of cultural and personal beliefs when crafting a message?   65) _____
    A) By incorporating vague concepts
    B) By clarifying expectations
    C) By incorporating cultural elements
    D) By practicing empathy
    E) By using selective perceptions

66) How can a writer increase the chance that a message will be remembered and retrieved by the receiver?   66) _____
    A) Tell the audience how the message fits their perception of reality
    B) Incorporate the Internet of Things whenever possible
    C) Instruct the audience in proper decoding techniques
    D) Be sensitive to the audience's wants and needs
    E) Develop the message based on cultural beliefs

67) As a contemporary approach to business communication, the _____ is interactive, conversational, and usually open to all who wish to participate.   67) _____
    A) social communication model
    B) reflexive communication model
    C) computer-assisted communication model
    D) give-and-take communication model

68) Business communication that is interactive, conversational, and open to those who wish to join follows which type of communication model?   68) _____
    A) Reshaped
    B) Published
    C) Broadcasted
    D) Passive
    E) Social

69) A barrier to communication can be caused by   69) _____
    A) human or technological intervention between senders and receivers.
    B) the structure and culture of an organization.
    C) the common habit of multitasking.
    D) all of the above.

70) Which of the following is one of the ways businesses utilize the social communication model?   70) _____
    A) By limiting access to stakeholders
    B) By incorporating a "we talk, you listen" model
    C) By allowing information to flow from the top of the organization
    D) By transmitting fixed messages about a brand
    E) By monitoring online discussions about the company

71) _____ is the process of transferring information and meaning between senders and receivers.   71) _____
    A) Communication   B) Reflection
    C) Projection   D) Illumination

72) Which of the following is a disadvantage of the social communication model? 72) _____
    A) Information flows in one direction
    B) User needs cannot be addressed quickly
    C) Less distinction between professional and personal lives
    D) The incorporation of hybrid approaches
    E) Excessive costs

73) The term _____ refers to groups that are affected by or have an interest in a company's actions. 73) _____
    A) confederacies   B) coalitions   C) stakeholders   D) partnerships

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

74) In order to increase the chances of successful message delivery, communicators should consider 74) _____
audience expectations.

75) If a message is fact-based, it will not be interpreted based on culture or personal beliefs. 75) _____

76) Human or technological interventions between the sender and the receiver can block or distort 76) _____
messages.

77) The only thing a person needs to receive a message is technical compatibility with the person who's 77) _____
sending the message.

78) The more two people or two groups of people share experiences (personal, professional, and 78) _____
cultural) the more likely it is that receivers will get the intended meanings senders encode into their
messages.

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

79) Discuss the 8 steps in the communication model.

80) What is meant by the expression "The Internet of Things (IoT)"?

81) Discuss the disadvantages of a social communication model and what companies are doing to minimize those
disadvantages.

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

83) Outline the eight steps of the communication process.

84) Describe four common types of communication barriers.

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

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

86) Which of the following is one of the benefits of incorporating mobile communication in business?   86) _____
    A) More collaborative writing
    B) Limited customer relationships
    C) Stronger written communication skills
    D) Increased employee productivity
    E) Better defined business partner parameters

87) Which of the following is one of the benefits of incorporating mobile communication in business?   87) _____
    A) Closer relationships with customers and business partners
    B) Increased levels of expectations
    C) Strategic plans and documents can follow a more social model
    D) More people have a say in every business matter
    E) Integrated technology throughout the organization

88) Which of the following is the most common non-voice use of smartphones for business   88) _____
professionals under age 40?
    A) Collaborative writing
    B) Web browsing
    C) GPS use
    D) Email
    E) Reading

89) To respond to the increase in mobile technology use, what are some companies doing when   89) _____
designing websites?
    A) Eliminating browsing features from websites
    B) Adding additional links to their traditional website
    C) Using a mobile-first approach
    D) Making information available 24 hours per day
    E) Incorporating key pads

90) How does a mobile-first approach to websites affect their design?   90) _____
    A) Websites are designed for optimum viewing on smartphones and tablets
    B) Websites include more links and search features
    C) Websites are designed to be more colorful and interactive
    D) Websites are incorporating more graphics
    E) Websites can be viewed on a PC then linked to tablets

91) The ability to send vast amounts of data instantly, globally, and constantly is referred to as   91) _____
    A) radical connectivity.
    B) the Internet of Things.
    C) horizontal communications.
    D) the Social Communication model.
    E) digital information fluency.

92) Which of the following is one way utilizing mobile technology helps companies to reduce costs and hire nontraditional employees? 92) _____
    A) By allowing telecommuting
    B) By allowing text messaging grammar
    C) By making it easier to consume content
    D) By incorporating podcasts
    E) By improving sensory and cognitive extensions

93) Which of the following is one way companies can use location-aware content in mobile apps to enhance the user experience? 93) _____
    A) By requiring all employees to use the same brand of device
    B) By creating maps and property information
    C) By increasing the use of apps related to the work environment
    D) By alerting users when they are approaching a hazard
    E) By eliminating the ability to text and walk at the same time

94) Which of these is a disadvantage of allowing employees to use their own devices to access work files? 94) _____
    A) Location-aware content can be shared
    B) There is less opportunity for digital publishing
    C) There is greater risk of injury when multitasking
    D) Employees work from home more often
    E) Security and privacy issues

95) Which of these is one of the ways mobile tools have enhanced productivity and collaboration in the workplace? 95) _____
    A) By limiting access to poorly designed technology
    B) By increasing access to information
    C) By incorporating location-aware devices
    D) By increasing security of mobile devices
    E) By the creation of new texting apps

96) How can mobile connectivity accelerate decision making and problem solving in an organization? 96) _____
    A) By eliminating experts within the company
    B) By giving information to the right user, exactly when it is needed
    C) By creating more engaging experiences for user
    D) By creating apps geared at customers
    E) By improving the customer service process

97) How does mobile connectivity create more engaging experiences for users? 97) _____
    A) By incorporating gamification devices
    B) By eliminating the information technology paradox
    C) Guarding against information overload
    D) By making communication more personal
    E) Through the use of interactivity

98) All of the following EXCEPT _____ are characteristics of social media and mobile communication.   98) _____
  A) creating countless opportunities but few meaningful challenges
  B) altering relationships between senders and receivers
  C) changing the nature of communication
  D) forcing professionals to develop new skills

99) People who've grown up with _____ expect to have immediate access to information and the ability to stay connected to their various social and business networks.   99) _____
  A) mobile communication technology
  B) multifunctional communication technology
  C) personal communication technology
  D) desktop communication technology

100) By providing _____, such as facility maps and property information, mobile technology can allow users to experience more of their environment and access information instantly.   100) _____
  A) multimedia relationships   B) social-media catalogues
  C) location-aware content   D) digital domiciles

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

101) The personal mobile devices of employees always have the same level of security as those devices issued by the company.   101) _____

102) When compared to social media, mobile technology will have relatively little effect on the nature of business communication.   102) _____

103) Firms on the leading edge of the mobile revolution are hesitant to integrate mobile technology in their organizations.   103) _____

104) Globally, no more than 50 percent of Internet users access the web at least some of the time with a mobile device.   104) _____

105) Data traffic on mobile devices exceeds voice traffic significantly.   105) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

106) Discuss the similarities between social media and mobile communication.

107) Why is it important for companies to have mobile-friendly websites?

108) How does mobile connectivity change the decision-making process in an organization?

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

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

110) According to the text, what is the most important point to remember about technology?   110) _____
    A) Technology should replace interpersonal communication whenever possible
    B) Technology will fill in the gaps if you lack essential skills
    C) Technology is a tool that can aid interpersonal communication, not replace it
    D) Technology must be consistently updated to be effective
    E) People will embrace technology until they hit information overload

111) Which of the following is the result of people receiving more information than they can process?   111) _____
    A) Less access to the Internet of Things
    B) Information overload
    C) Digital information fluency
    D) A strong social communication model
    E) Radical connectivity

112) Which of the following is an effect of information overload?   112) _____
    A) Difficulty in identifying the difference between useful and useless information
    B) Improved health and relationships
    C) The ability to use technology to fill communication gaps
    D) Difficulty in developing essential communication skills
    E) Less stress because of increased access to information

113) Which of these can be used to help control the number of messages you receive?   113) _____
    A) Filtering features
    B) Radical connectivity
    C) Only reading messages marked "urgent"
    D) Gamification technology
    E) Twitter streams

114) Which of these can companies use to increase user engagement by incorporating game-playing   114) _____
aspects in an activity or process?
    A) Gamification
    B) Mobile connectivity
    C) Radical connectivity
    D) Digital publishing
    E) Information overload

115) Which of the following best describes the information technology paradox?   115) _____
    A) Customer service ratings are increased when consumers connect with the company through
       technology
    B) To improve performance on the job, it must feel like a game
    C) Collaboration and brainstorming must be used to increase individual influence
    D) Information tools can waste as much time as they save
    E) Millennials are only attracted to firms with gamification

116) Which one of the following statements is TRUE?   116) _____
    A) Voice traffic from mobile devices exceeds data traffic.
    B) Data traffic and voice traffic from mobile devices are returning to desktop platforms.
    C) Data traffic from mobile devices exceeds voice traffic.
    D) Voice traffic and data traffic from mobile devices are roughly equivalent.

117) As a sender, which of these is an important step you can take to help reduce information overload?   117) _____
    A) Use priority markings on messages
    B) Only write messages that can be sent through texts
    C) Don't send unnecessary messages
    D) Mark messages as "urgent"
    E) Use filtering features

118) The term _____ describes the ability to send vast amounts of data instantly, constantly, and   118) _____
globally.
    A) social connectivity   B) radical connectivity
    C) boundless connectivity   D) mobile connectivity

119) Which of the following will help the communication process?   119) _____
    A) Structure communications as short, text-like messages
    B) Communicating through several media sites
    C) Disengage from the computer to communicate in person
    D) Communicating electronically whenever possible
    E) Stay up to date on emerging technology tools

120) Companies are wrestling with the _____, in which employees want to use their personal tablets   120) _____
and smartphones to access company networks and files.
    A) BYOD phenomenon   B) BAPD phenomenon
    C) BMSP phenomenon   D) BCNU phenomenon

121) Which of the following is a key point to remember when incorporating the use of technology in the   121) _____
communication process?
    A) Technology will eliminate the stress of trying to discriminate between useful and useless
       information
    B) Technology will allow the audience to process information more effectively
    C) Technology is simply a tool to help you accomplish a task
    D) Technology will fill in knowledge gaps
    E) Technology will replace essential communication skills

122) Companies that use the mobile-first approach   122) _____
    A) design their websites for optimum viewing on smartphones and tablets.
    B) ignore traditional standards of grammar, punctuation, and spelling when writing messages.
    C) allow employees to bring their mobile devices to work.
    D) control operating costs through telecommuting and other nontraditional work models.

123) Which of the following are advantages of collaboration and brainstorming gamification systems?   123) _____
    A) Increased connections and sharing of ideas
    B) The identification of leadership potential based on influence within an online community
    C) Customers can determine the outcome of a social media campaign
    D) The ability to reward product champions
    E) Reducing the number of apps employees have to access to do their job

124) All of the following EXCEPT _____ can facilitate the communication process through the effective use of communication technology.

    A) staying connected around the clock
    B) disengaging from computing devices to communicate in person
    C) guarding against information overload
    D) using technological tools productively

124) _____

125) What is one disadvantage of technology and information tools such as social media in the workplace?

    A) They can waste a significant amount of employee time
    B) They allow managers to monitor all employee activity
    C) They have to be constantly updated
    D) They allow more employees to telecommute
    E) They have to have full-time monitoring of systems for security issues

125) _____

126) How can employers limit the inappropriate use of technology and social media on the job?

    A) Establish a procedure for posting confidential information to the web
    B) Establish and enforce clear policies for all employees
    C) Allow employees to use their own technology so the employer is not responsible for it
    D) All managers to monitor the social media sites of all employees
    E) Be active on as many social media sites as possible

126) _____

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

    A) digital efficiency enigma   B) time-space continuum
    C) information technology paradox   D) social media conundrum

127) _____

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

128) Employee blogs can expose confidential information about a firm and damage the firm's reputation.

128) _____

129) The speed and simplicity of using an information tool can be its greatest weaknesses.

129) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

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

131) How can gamification strategies help to improve customer loyalty?

132) What steps can a user take to guard against information overload?

133) Why is it important to connect with people personally instead of always using technology tools?

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

134) What is another name for the accepted principles of conduct that govern behavior in society?   134) _____
     A) Contracts
     B) Audits
     C) Transparency
     D) Leadership
     E) Ethics

135) Failing to report all data a manager needs to make a good decision is an example of   135) _____
     A) distorting visuals.
     B) misrepresenting numbers.
     C) selective misquoting.
     D) plagiarizing.
     E) omitting essential information.

136) What is the concept of communicating openly to give all participants access to the information they need to accurately process the messages they receive?   136) _____
     A) Ethical auditing
     B) Ethical dilemma
     C) Transparency
     D) Promotional communication
     E) Stealth marketing

137) Which of the following represents a set of choices that are conflicting, yet ethical and valid?   137) _____
     A) Stealth marketing
     B) An ethical lapse
     C) An ethical dilemma
     D) An ethics audit
     E) Transparency

138) Which of the following is one of the required elements needed to help ensure ethical communication in an organization?   138) _____
     A) Employment contracts
     B) Ethical individuals
     C) Intellectual property rights
     D) A promotional communication policy
     E) Contracts

139) Which of the following can help employees determine the right course of action to take in an ethical dilemma?   139) _____
     A) Promotional communication
     B) Contracts
     C) A defamation policy
     D) An ethics audit
     E) A code of ethics

140) Why are bloggers legally required to let readers know if companies have compensated them for product reviews?
    A) To promote transparency and ethics in social media reviews
    B) To maintain the privacy needs of the blogger
    C) To ensure no copyright laws were violated
    D) To prevent plagiarizing information provided by bloggers
    E) To increase the instances of ethical dilemmas between the blogger and the organization

140) _____

141) Which of the following includes patents, copyrighted material, and trade secrets?
    A) Intellectual property
    B) Transparency
    C) Ethics audits
    D) Contracts
    E) Stealth marketing

141) _____

142) Which type of communication includes comments about others that are FALSE and potentially damaging?
    A) Employment
    B) Intellectual
    C) Defamation
    D) Auditing
    E) Transparency

142) _____

143) When governments work to ensure consumers know who is behind the information they receive through social media, what is the government promoting?
    A) Transparency
    B) Blogger's rights
    C) Compensation for reviews
    D) Intellectual property rights
    E) Libel

143) _____

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

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

144) _____

145) Ethical communication is true in every sense and includes all relevant information.

145) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

146) Discuss the six areas of unethical communications covered in the chapter.

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

148) What is the difference between an ethical dilemma and an ethical lapse?

1) B
2) D
3) D
4) E
5) C
6) A
7) D
8) E
9) D
10) A
11) B
12) D
13) D
14) E
15) TRUE
16) FALSE
17) TRUE
18) Effective business messages provide practical information that immediately helps receivers in concrete ways. Such messages present facts rather than vague impressions, and they provide compelling evidence to support all conclusions. They present information in a concise, efficient manner. Finally, effective business messages state expectations and responsibilities precisely and offer compelling, persuasive arguments and recommendations.
19) Improving your communication skills may be the single most important step you can take in your career. You can have the greatest ideas in the world, but they're no good to your company or your career if you can't express them clearly and persuasively. Some jobs, such as sales and customer support, are primarily about communicating. In fields such as engineering or finance, you often need to share complex ideas with executives, customers, and colleagues, and your ability to connect with people outside your field can be as important as your technical expertise. If you have the entrepreneurial urge, you will need to communicate with a wide range of audiences—from investors, bankers, and government regulators to employees, customers, and business partners.
20) To make your communication efforts as effective as possible, focus on making them practical, factual, concise, clear, and persuasive. First, provide practical information. Give recipients useful information, whether it's to help them perform a desired action or understand a new company policy. Second, give facts rather than vague impressions. Use concrete language, specific detail, and information that is clear, convincing, accurate, and ethical. Even when an opinion is called for, present compelling evidence to support your conclusion. Third, present information in a concise, efficient manner. Concise messages show respect for people's time, and they increase the chances of a positive response. Do your best to simplify complex subjects to help your readers, and make sure you don't inadvertently complicate simple subjects through careless writing. The ability to explain a complex subject in simple terms is immensely valuable, whether you're training new employees or pitching a business plan to investors. Fourth, clarify expectations and responsibilities. Craft messages to generate a specific response from a specific audience. When appropriate, clearly state what you expect from audience members or what you can do for them. Finally, offer compelling, persuasive arguments and recommendations. Show your readers precisely how they will benefit by responding the way you want them to respond to your message.
21) A
22) D
23) D
24) D
25) D
26) B
27) D
28) A
29) A

30) A
31) D
32) B
33) D
34) D
35) B
36) A
37) E
38) C
39) C
40) B
41) A
42) TRUE
43) FALSE
44) Professionalism is the quality of performing at a high level with purpose and pride. Professionals do more than put in the hours and collect a paycheck; instead, they go beyond minimum expectations and commit to making meaningful contributions. Without strong communication skills, you won't be able to perform to your potential and others won't recognize you as the professional you aspire to be.
45) Professionalism is the quality of performing at a high level and conducting oneself with purpose and pride. It means doing more than putting in the hours and collecting a paycheck: True professionals go beyond minimum expectations and commit to making meaningful contributions. Professionalism can be broken down into six distinct traits: striving to excel, being dependable and accountable, being a team player, demonstrating a sense of etiquette, making ethical decisions, and maintaining a positive outlook.
46) The student should choose any combination of the following skills.
   • Recognizing information needs, using efficient search techniques to locate reliable sources of information, particularly from online sources, and using gathered information ethically; this collection of skills is often referred to as digital information fluency
   • Organizing ideas and information logically and completely
   • Expressing ideas and information coherently, persuasively, and concisely
   • Actively listening to others
   • Communicating effectively with people from diverse backgrounds and experiences
   • Using communication technologies effectively and efficiently
   • Following accepted standards of grammar, spelling, and other aspects of high-quality writing and speaking
   • Communicating in a civilized manner that reflects contemporary expectations of business etiquette, even when dealing with indifferent or hostile audiences
   • Communicating ethically, even when choices aren't crystal clear or you have to share news that people don't want to hear
   • Managing your time wisely and using resources efficiently
   • Using critical thinking, which is the ability to evaluate evidence completely and objectively in order to form logical conclusions and make sound recommendations
47) An audience-centered approach requires learning as much as possible about the receiver's biases, education, age, status, style, and personal and professional concerns.
48) E
49) C
50) A
51) C
52) A
53) E
54) A
55) B

56) B
57) E
58) D
59) C
60) B
61) A
62) A
63) B
64) D
65) B
66) D
67) A
68) E
69) D
70) E
71) A
72) C
73) C
74) TRUE
75) FALSE
76) TRUE
77) FALSE
78) TRUE
79) 1. The sender has an idea. Whether a communication effort will ultimately be effective starts right here and depends on the nature of the idea and the motivation for sending it.

2. The sender encodes the idea as a message. When someone puts an idea into a message he or she is encoding it, or expressing it in words or images.

3. The sender produces the message in a transmittable medium. With the appropriate message to express an idea, the sender now needs a communication medium to present that message to the intended audience.

4. The sender transmits the message through a channel. The channel is the system used to deliver the message (such as a mobile phone).

5. The audience receives the message. If the channel functions properly, the message reaches its intended audience. However, mere arrival at the destination is no guarantee that the message will be noticed or understood correctly.

6. The audience decodes the message. After a message is received, the receiver needs to extract the idea from the message, a step known as decoding.

7. The audience responds to the message. Whether a receiver responds as the sender hopes depends on the receiver (a) remembering the message long enough to act on it, (b) being able to act on it, and (c) being motivated to respond.

8. The audience provides feedback to the sender. In addition to responding (or not responding) to the message, audience members may give feedback that helps the sender evaluate the effectiveness of the communication effort.

80) The Internet of Things (IoT) refers to the billions of devices that are connected to the Internet and the networking potential of having all these gadgets communicate with each other, feed data into vast information warehouse, and interact with the people and the physical environment. These "things" range from sensors that measure temperature, location, and other parameters all the way up to robots and other complex systems. People and animals with Internet-capable sensors or devices also qualify as things in this model.

81) Potential problems include information overload, a lower level of engagement with tasks and other people, fragmented attention, information security risks, reduced productivity, and the difficulty of maintaining a healthy boundary between personal and professional lives. All business professionals and managers need to choose and use digital tools wisely to control the flow of information they receive. A hybrid approach is emerging in which some communications (such as strategic plans and policy documents) follow the traditional approach, whereas others (such as project management updates and customer support messages) follow the social model.

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

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

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

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

86) D
87) A
88) D
89) C
90) A
91) A
92) A
93) B
94) E
95) B
96) B
97) E
98) A
99) A
100) C
101) FALSE
102) FALSE
103) FALSE
104) FALSE
105) TRUE

106) The parallels between social media and mobile communication are striking. Both sets of technologies change the nature of communication, alter the relationships between senders and receivers, create opportunities as well as challenges, and force business professionals to hone new skills. In fact, much of the rise in social communication can be attributed to the connectivity made possible by mobile devices. Companies that work to understand and embrace mobile, both internally and externally, stand the best chance of capitalizing on this monumental shift in the way people communicate.

107) The rise of mobile communication has some obvious implications, such as the need for websites to be mobile friendly. Increasingly, users expect websites to be mobile friendly, and they're likely to avoid sites that aren't optimized for mobile. As mobile access overtakes computer-based access, some companies now take a mobile-first approach, in which websites are designed for optimum viewing on smartphones and tablets rather than conventional PC screens. Another successful approach is creating mobile apps that offer a more interactive and mobile-friendly experience than a conventional website can offer. Just as with social media, the changes brought about by mobile go far deeper than the technology itself. Mobile changes the way people communicate, which has profound implications for virtually every aspect of business communication.

108) Mobile connectivity can accelerate decision making and problem solving by putting the right information in the hands of the right people at the right time. For example, if the people in a decision-making meeting need more information, they can do the necessary research on the spot. Mobile communication also makes it easier to quickly tap into pockets of expertise within a company. Customer service can be improved by making sure technicians and other workers always have the information they need right at hand. Companies can also respond and communicate faster during crises.

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

110) C
111) B
112) A
113) A
114) A
115) D
116) C
117) C
118) B
119) C
120) A
121) C
122) D
123) A
124) A
125) A
126) B
127) C
128) TRUE
129) TRUE
130) Regarding mobile technology, constant connectivity is a mixed blessing. Like social media, mobile connectivity can blur the boundaries of personal and professional time and space, preventing people from fully disengaging from work during personal and family time. On the other hand, it can give employees more flexibility to meet their personal and professional obligations. In this regard, mobile plays an important role in efforts to reduce operating costs through telecommuting and other nontraditional work models.

131) Gamification is the addition of game-playing aspects to an activity or a process with the goal of increasing user engagement, and it's a natural for social media and mobile devices. Gamification is a key strategy for many companies trying to improve customer loyalty. Badgeville's Reputation Mechanics system, for example, boosts the profile of knowledgeable customers who share expertise on social media sites and other online forums. By rewarding their product champions this way, companies encourage them to keep contributing their expertise, thereby helping other customers be successful and satisfied. Millennials are targeted for gamification in the workplace and the marketplace because of this generation's enthusiasm for video games.

132) Users can take a number of steps to control the number and types of messages they choose to receive. Use the filtering features of your communication systems to isolate high-priority messages that deserve your attention. Be wary of subscribing to too many Twitter streams and other sources. Focus on the information you truly need in order to do your job. As a sender, you can help reduce information overload by making sure you don't send unnecessary messages. In addition, when you send messages that aren't urgent or crucial, let people know so they can prioritize. Also, most communication systems let you mark messages as urgent; however, use this feature only when it is truly needed. Its overuse leads to annoyance and anxiety, not action.

133) Even the best technologies can hinder communication if they are overused. For instance, a common complaint among employees is that managers rely too heavily on email and don't communicate face to face often enough. Speaking with people over the phone or in person can take more time and effort and can sometimes force you to confront unpleasant situations directly, but it is often essential for solving tough problems and maintaining productive relationships. Good communications must step out from behind the technology frequently to learn more about the people they work with and to let them learn more about you as a professional.

134) E
135) E
136) C
137) C
138) B
139) E
140) A
141) A
142) C
143) A
144) FALSE
145) TRUE
146) Plagiarism is presenting someone else's words or other creative product as your own. Second is the act of purposely omitting essential information. Information is essential if your audience needs it to make an intelligent, objective decision. The third type of unethical communication is selective misquoting, which is distorting or hiding the true intent of someone else's words. Fourth, statistics and other data can be unethically manipulated by increasing or decreasing numbers, exaggerating, altering statistics, or omitting numeric data. The fifth area of unethical communication happens when images are manipulated in unethical ways, such as altering photos to deceive audiences or changing the scale of graphs and charts to exaggerate or conceal differences. Finally, failing to respect privacy or information security needs can result in unethical communication. Failing to respect the privacy of others or failing to adequately protect information entrusted to your care can also be considered unethical (and is sometimes illegal).

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

148) An ethical dilemma involves choosing among alternatives that aren't clear-cut. Perhaps two conflicting alternatives are both ethical and valid, or perhaps the alternatives lie somewhere in the gray area between clearly right and clearly wrong. Every company has responsibilities to multiple groups of people inside and outside the firm, and those groups often have competing interests. In contrast, an ethical lapse is a clearly unethical choice.