

CHAPTER 1

Understanding Business Communication

51. According to Debra Fair (Insider Perspective in Chapter 1), thinking about _____ should be performed after thinking about the other issues.
- a. your objective
 - b. the target audience
 - c. **the tactics**
 - d. your communication strategies
 - e. the product
52. All of the following statements about communication are true *except*.
- a. Communication is necessary if an organization is to achieve its goals.
 - b. Establishing goals is a prerequisite to communication practices.
 - c. **Competent writing and speaking skills will get you hired.**
 - d. Lack of competent writing and speaking skills is the number one source of dissatisfaction that employers have about their employees.
 - e. Competent writing and speaking skills will help you achieve personal and social goals.
53. Ideally the communication process ends with the
- a. medium.
 - b. message.
 - c. stimulus.
 - d. **feedback.**
 - e. destination.
54. According to the text, we interpret stimuli based on all of the following *except*
- a. one's knowledge.
 - b. one's experience.
 - c. **one's age.**
 - d. one's culture.
 - e. one's emotions.

55. Which of the following creates the need for someone to initiate communication?

- a. medium
- b. filter
- c. message
- d. **stimulus**
- e. denotation

56. Which is an example of an internal stimulus?

- a. You read a memo from your supervisor requesting sales figures for the past five years.
- b. While photocopying reports, you overhear two managers talking about upcoming layoffs.
- c. Your office is too hot because the air conditioner isn't working properly.
- d. You notice an intern pocketing money from the petty cash fund.
- e. **You dream about an idea for a new commercial to promote your company's product.**

57. Which of the following could be a stimulus in business?

- a. a letter from a customer
- b. a phone call
- c. an invoice from a supplier
- d. a presentation in a meeting
- e. **all of these**

58. An example of a stimulus for communicating in business might be

- a. a message from a supplier.
- b. your awareness of the temperature in the office.
- c. an absence of an employee.
- d. a rumor about a potential wage freeze.
- e. **all of these responses**

59. All of the following are examples of filters *except*

- a. personality.
- b. culture.
- c. recipient's mood.
- d. **communication medium.**

e. individual experience.

60. A person's unique perception of reality acts as a _____ when interpreting a stimulus.

- a. nonverbal message
- b. medium
- c. **filter**
- d. feedback mechanism
- e. communication process

61. Interpretation of a stimulus takes place in or at the

- a. **filter.**
- b. medium.
- c. message.
- d. feedback.
- e. destination.

62. Which of the following is an example of the message component of communication?

- a. a telephone call is placed
- b. information is interpreted
- c. a telephone call is received
- d. **a decision is made to relay specific information to someone**
- e. information is received from a report

63. The extent to which a communication effort reaches its desired goal depends directly on how well you construct

- a. **the message.**
- b. the medium.
- c. the filter.
- d. the stimulus.
- e. the feedback.

64. The information that is communicated is called the

- a. stimulus.
- b. filter.
- c. **message.**
- d. medium.
- e. none of these