

Chapter 1

1. 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

2. 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.

3. Ideally the communication process ends with the
 - a. medium.
 - b. message.
 - c. stimulus.
 - d. feedback.**
 - e. destination.

4. 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.

5. Which of the following creates the need for someone to initiate communication?
 - a. medium
 - b. filter
 - c. message
 - d. stimulus**
 - e. denotation

6. 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.

7. Which of the following could be a stimulus in business?
- a letter from a customer
 - a phone call
 - an invoice from a supplier
 - a presentation in a meeting
 - all of these**
8. An example of a stimulus for communicating in business might be
- a message from a supplier.
 - your awareness of the temperature in the office.
 - an absence of an employee.
 - a rumor about a potential wage freeze.
 - all of these responses**
9. All of the following are examples of filters except
- personality.
 - culture.
 - recipient's mood.
 - communication medium.**
 - individual experience.
10. A person's unique perception of reality acts as a _____ when interpreting a stimulus.
- nonverbal message
 - medium
 - filter**
 - feedback mechanism
 - communication process
11. Interpretation of a stimulus takes place in or at the
- filter.**
 - medium.
 - message.
 - feedback.
 - destination.
12. Which of the following is an example of the message component of communication?
- a telephone call is placed
 - information is interpreted
 - a telephone call is received
 - a decision is made to relay specific information to someone
 - information is received from a report**
13. The extent to which a communication effort reaches its desired goal depends directly on how well you construct
- the message.**