

Business Communication

Exam 1, Chapters 1-6 Study Guide

- 1) Communication is the process of
- 2) An example of internal communication would be
- 3) An example of informal external communication would be
- 5) Business communication is often more demanding than social communication because communication on the job is affected by
- 6) The term corporate culture refers to
- 7) The final link in the communication chain is
- 8) Writing and speaking from your audience's point of view make it more likely that
- 9) Which of the following is not a characteristic of ethical communication?
- 10) Groupthink refers to
- 11) _____ are informal standards of conduct that team members share.
- 12) When it comes to overcoming resistance in groups, it is a good idea to
- 13) If you are listening mainly to understand and retain the speaker's message, you are engaging in
- 14) The first step in the basic listening process is
- 15) Selective listening refers to
- 16) In part, poor listening occurs because listeners
- 17) If a person says one thing but sends a conflicting message nonverbally, people are
- 18) "All the characteristics and experiences that define each of us as individuals" is the definition of
- 19) Culture influences a person's understanding of
- 20) One step toward overcoming ethnocentrism is
- 21) In high-context cultures
- 22) To convey meaning in a low-context culture such as the one existing in Germany, people rely
- 23) When it comes to nonverbal communication, cultural differences
- 24) To learn as much as you can about a culture
- 25) During conversations with non-native English speakers, you should
- 26) In preparing business messages, you should devote about _____ percent of your time to planning.

- 27) If you face a skeptical audience, try to
- 28) A good way to test the thoroughness of your business message is to check it for
- 29) When choosing the appropriate medium for your message, your choices include
- 30) A key advantage of oral communication is
- 31) A written message is preferable to an oral one when
- 32) One drawback of using e-mail is
- 33) Whatever the length of your message, you should limit the number of major support points to roughly
- 34) You can earn respect from your audience by
- 35) When you are criticizing or correcting, it is best to
- 36) For persuasive messages, the best approach is to
- 37) A euphemism is a word or phrase that is
- 38) Which of the following includes biased language?
- 39) You can emphasize key points by
- 40) A typical paragraph contains the three basic elements of
- 41) Words such as “nevertheless,” “however,” “but,” and “therefore”
- 42) When reviewing your document for content, you should be concerned with
- 43) For general business messages, your writing should be geared to readers at the
- 44) Which of the following is not a technique for helping readers who skim your document?
- 45) A spell checker
- 46) A computer thesaurus
- 47) Using white space in a document
- 48) Which of the following lists contains the elements of a business letter in the proper order?
- 49) When selecting typefaces for most business documents, you should
- 50) If you’re sending extremely large files, you should