

COM-127 1-2 Quiz: Fundamentals of Business Communication

Student's Name

Institutional Affiliation

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Question 1: You are preparing to meet with the director of a business in China to discuss a new international marketing strategy. Based on interpersonal communication theories, what should you consider to improve the effectiveness of this intercultural communication? Select all that apply.

Question options:

- A.) Having a real-time conversation (as opposed to sending a pre recorded presentation). (CORRECT)
- B.) Build your knowledge base about the director and the Chinese culture so you can more accurately predict their reactions. (CORRECT)
- C.) Going into the meeting without any preparation so that you can start with a fresh perspective.
- D.) Focusing on having a well-coordinated conversation that allows for both of you to interact within the conversation. (CORRECT)
- E.) Planning to keep the director guessing as a way to engage them in your presentation

ANSWERS: **ABD.**

Question 2: You are working with someone on the graphic design team to mock up a short advertisement for a new product. You spent a long time writing a very detailed purposefully included additional information and facts to convey your points. An hour after sending the email, you received a reply from the recipient stating confused and asking to set up an in-person meeting to follow up. What do you think you could have done differently to avoid this confusion? Select one.

- A.) Cut down on some of the information to be more clear and concise.
- B.) Use different font colors and styles to draw the recipient's eye to especially important pieces of information.
- C.) Add more background information on the project to provide context.
- D.) Add more facts and figures to provide additional description and information.
- E.) Start your email by asking how the recipient's day is going to give the email a friendlier tone.

Question 3: Which of the following are examples of traditional print communication channels in business? Select all that apply.

- A.) Slideshow presentations
- B.) Cell phone voicemail
- C.) Formal printed business documents

- D.) Printed brochures
- E.) Emails

Question 4: Which of the following best describes interpersonal communication? Select one.

- A.) Communication that is sender-focused to convey information and that typically occurs when one person conveys information to an audience.
- B.) Communication with oneself using internal vocalization or reflective thinking.
- C.) Communication among people interacting in a formal way to achieve a shared goal.
- D.) Communication to build, maintain, or end relationships between people whose lives mutually influence one another.

Question 5: You are attending an internal business meeting with your project team. Your team is asked to recommend the best approach to market a new product to extern you need to make a decision by the end of the meeting. Which of the following communication skills would be most valuable in this particular team setting?

- A.) The ability to write a clear, complete, and concise report.
- B.) Getting to know your team members and their job descriptions.
- C.) Finding concrete facts and figures to support your recommendation.
- D.) Possessing enthusiasm when discussing options.
- E.) The ability to work toward consensus on a decision.

Question 6: Which of the following are key characteristics of effective communication? Select all that apply.

- A.) Feedback as to whether the receiver properly understood the message from the sender.
- B.) Technology available to send the communication.
- C.) Two-way channels of communication between both the sender and receiver of the message.
- D.) A clear message in a language that the receiver can comprehend.
- E.) Completeness and timeliness of the message sent by the sender to the receiver.

Question 7: You and your team are working on a public relations campaign to launch a new website for a healthcare vendor. The new site is intended to educate the generhealthy habits and market the vendor's products and services. In business, what is this form of communication called? Select one.

- A.) Public communication
- B.) Group communication

- C.) Interpersonal communication
- D.) **Mass communication**
- E.) Intrapersonal communication

Question 8: Which of the following is an electronic communication channel that can quickly send interactive messages to large audiences? Select one.

- A.) Videoconferencing
- B.) **Social media**
- C.) Websites
- D.) Radio
- E.) Email

Question 9: Project relations (PR) is a stakeholder communication used to mitigate negative influence in your stakeholder communication through the use of web portals. Which of the following communications might PR professionals use? Select all that apply.

- A.) Reports to shareholders or the board of directors on the project status to date.
- B.) **Project newsletters (or blogs) with positive, benefits-focused information and accomplishments.**
- C.) **Testimonials that describe how the project deliverables provide value.**
- D.) **Traveling road shows and awareness-building sessions that people can attend at various locations to explain the project and benefits.**

Question 10: Which of the following are examples of internal business stakeholders? Select all that apply.

- A.) Customers
- B.) **Employees**
- C.) Shareholders
- D.) **Board of directors**
- E.) Suppliers
- F.) **Managers**