

Student Name _____

Business Communication

Chapter One

A. Purposes of Communication

1. Successful communication depends on a variety of factors, which are unique to each situation. True or False
2. The form of a communication depends on its _____.
3. However, always prepare to be non-flexible. True or False

B. Using an appropriate medium and channel

4. A medium can be one of three types: Name them. _____, _____, _____
_____.
5. The “channel” is the actual way in which a message is passed. True or False
6. A road sign is a non-verbal message. True or False
7. The use of “emails” is increasing in business, as they are _____ and leave a
_____.
8. A letter is a written communication channel. True or False
9. A telephone is an oral communication channel. True or False
10. An email is an oral communication channel. True or False
11. The memo is a more formal note sent to a working colleague. True or False
12. Notices are a clear and direct form of communicating items of _____
to larger numbers of _____ within an organization.
13. Letters are used to communicate with people inside the company or organization. True or False
14. Emails have the advantages of being free, fast, secure and confidential. True or False
15. Reports can be forms, ranging from a _____ page to a bound book of a _____
or more pages.
16. The press release is used by a company to pass on a piece of _____ information
to a newspaper or group of _____.

17. One disadvantage of a questionnaire is that many people find forms very difficult to complete.
True or False
18. Written Skype messages are similar to text messages, sent using _____.
19. Texting is suitable for formal or detailed communications. True or False
20. Briefings are usually held between a manager and staff. True or False
21. The use of visual aids in presentations should be regarded as almost _____.
22. Telephone calls have the advantage of speed and immediacy. True or False
23. As well as allowing text conversations you can use Skype to talk to each other through your _____.
24. A press conference and a “press release” are the same. True or False

C. Choosing the Medium

25. Written communication provides a permanent _____ of what has been communicated for both _____.
26. When speaking, it is often difficult to think instantly of exactly the right _____ to use.
27. Some situations demand a personal contact because otherwise they would appear discourteous.
True or False
28. Written words can be misinterpreted. True or False
29. Written communication is not permanent. True or False
30. Used properly and in the right place, oral communication has many powerful advantages.
True or False
31. Oral communication also has the advantage that it _____ a lot of time.
32. Meeting someone in person is a way of showing respect. True or False
33. Oral communication involves a personal element from both the sender and the _____.
34. When to use written communication.
- * invite a response True or False
 - * access a limited audience True or False
 - * provide a source of historical data True or False

35. When to use oral communication.

* to demonstrate and explain to a potential purchaser how a product works. True or False

36. Non-verbal communication covers a range of factors. Name them.

* _____.

* _____.

* _____.

D. How Relationships Affect Communications

37. All communication in business is done between people. True or False

38. Successful communication means thinking ahead. True or False

39. The manager is one of the most important aspects of any _____.

40. An autocratic manager will not take a very commanding approach. True or False

41. A democratic manager will be seen by the staff as a part of the team. True or False

42. You only have one chance to make a first impression on _____ else.

43. The way in which an office is laid out can have a huge effect on the way people work and on their _____ with each other.

44. Open-plan offices create a spirit of teamwork more easily than _____ offices.

45. An office that is not comfortable will not make work difficult. True or False

46. Water coolers are becoming popular in many offices. True or False

47. Good storage of documents makes communication easy. True or False

E. Communications Structures

48. Communication may be defined as: _____

 _____.

49. The sender is the body responsible for passing on the information. True or False

50. Encoding could be a photograph or a film drawing. True or False

51. The channel is the physical means by which the _____ is communicated.

52. There are generally three chief aims:

- * To _____.
- * To _____.
- * To _____.

53. Feedback is the name given to the receiver's response to the message. True or False

F. Communications Systems

54. Name three internal communications:

- * _____ communication.
- * _____ communication.
- * _____ communication.

55. Diagonal communication refers to information passing between individuals at different levels.
True or False

56. Vertical and horizontal patterns of communication are the formal paths along which _____ can flow.

57. The information in the grapevine may be false and is usually distorted, at the very least but it is very _____ for anyone to check its _____.

58. Organizations have communication links with both their suppliers and customers.
True or False

59. Name the five examples of communication networks:

- A. _____.
- B. _____.
- C. _____.
- D. _____.
- E. _____.

Chapter Two

Written Communication

A. Formal Documents-Business Letters

1. Despite the great expansion of electronic means of communication, letters still form a very important _____ in _____ communication.

2. All letters have three parts, Name them:

- A. _____.
- B. _____.

C. _____.

3. There can be no excuse for getting your own company's address wrong. True or False
4. You should remember to date all correspondence. True or False
5. When writing a general letter to a firm begin "Dear firm." True or False
6. The most effective letters are those which consist of three or four short _____ on a single sheet.
7. Before you send a letter, always check that it is exactly as you want it to be. True or False
8. Complimentary close (valediction). True or False
9. It is good practice to end formal business letters with "Yours truly." True or False
10. What does "pro persona" mean? _____
_____.
11. The layout of business letters are usually "fully blocked" or "semi-blocked." True or False
12. In the fully blocked format, every paragraph begins at the left hand margin. True or False
13. Types of letters:
 - A. _____.
 - B. _____.
 - C. _____.
 - D. _____.
 - E. _____.
 - F. _____.
 - G. _____.
 - H. _____.

B. Formal Documents - Reports

14. The purpose of a report is to provide specialist, detailed _____ on a particular issue or related series of issues.
15. The style of a report is always formal and it should be as _____ as possible.
16. Reports can be classified in the following ways: Regular and routine, occasional, specially commissioned, on-off reports. True or False

C. Formal Documents - Curriculum Vitae

17. For very lengthy reports, an executive summary may be circulated with the report, prior to the report or as an _____ to the final report.

18. "Curriculum vitae" (plural: curricula vitae) is Latin for "_____."

19. The basic information that is required in a CV is:

* your name and contact details (address, telephone).

* _____.

* _____.

* _____.

* _____.

* details of your referees.

20. One of the five basic principles of a good CV is, be clear and logical in your approach.

True or False

D. Informal Documents

21. An important feature of memos is that they are restricted to internal use. True or False

22. There are four features which are common to memos. Name them:

A. _____.

B. _____.

C. _____.

D. _____.

23. The aim of a memo is to convey information _____.

24. Language may be more of a problem in memos as with letters. True or False

25. The characteristics of notices are similar to advertisements, although they serve rather _____ purpose.

26. In general terms, there are three rules to remember when you are developing the content of the message:

* Use a simple and direct _____.

* Keep the notice as _____ as possible.

* Avoid giving _____.

27. Illustrations can often be useful in conveying an idea. True or False

28. Notice boards should be kept tidy. True or False

29. One reason for the popularity of email is that it is available around the clock, every _____

of the week.

30. It is better to avoid sending a message that attempts to fulfill many different purposes at once, as you may risk causing _____.

31. Do not forget that emails are not saved and archived. True or False

32. A great feature of email is that you can attach files to the message that you are sending.
True or False

E. Using Appropriate Language

33. The English language has immense vigor, range, and vitality. True or False

34. Never use a long word where a short one will do. True or False

35. Use punctuation correctly but overuse it when you can. True or False

36. Avoid colloquial language and slang. True or False

37. Avoid clichés. True or False

38. Avoid redundant expressions. True or False

39. Use jargon when necessary and often. True or False

40. Avoid discriminatory language. True or False

41. Name the Seven Cs.

A. Clear

B. Concise

C. _____.

D. Courteous

E. _____.

F. Consistent

G. _____.

42. We all spend a lot of our lives trying to persuade other _____ to do something.

43. Write from the reader's viewpoint in relation to their needs and wants. True or False

44. Advertisements can break the normal rules of writing. True or False

45. Good advertisements do not have visual appeal or emotive words to attract the reader.
True or False

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Business Communication

Chapter Three

Oral Communication

A. Using the telephone

1. Oral communication is the most common and important form of human _____
2. Telephones are now an integral part of business communications. True or False
3. Mobile phones now are becoming non-essential for business people. True or False
4. What does PASS mean?
 - A. _____.
 - B. _____.
 - C. _____.
 - D. _____.
5. You should always answer the telephone by giving the name of your company and your own name.

True or False
6. If you call someone who is not available and you are prompted to leave a voicemail, you should hang up immediately. True or False

B. Face to face communication

7. There are five types of face to face communication that are important in business with varying degrees of formality. They are:
 - * _____.
 - * _____.
 - * _____.
 - * _____.
 - * _____.
8. Chance meetings have a number of benefits. Name four of them:
 - * _____.
 - * _____.
 - * _____.
 - * _____.
9. For most people, there are good and bad times to discuss certain issues. True or False
10. A briefing is a short meeting at which information on a specific _____ is passed to a

selected _____.

11. The word “interview” refers to any meeting between three people. True or False
12. An interview is effective only if it is thoroughly _____ for by _____ parties involved.
13. Plan a time for the interview which suits both people. True or False
14. Your task in an interview is to deactivate the interviewee. True or False
15. Our body language, particularly gestures and expressions, can show whether we are really _____ to what is being _____.
16. Before you start an interview, you should have a clear _____ of what you want to achieve at it.
17. Selection interviews are concerned with selecting the right person for the job. True or False
18. The aim of the interview is to enable the candidates to make the best possible case to see if they want the job. True or False
19. Ask open questions to obtain the fullest answers from your interviewee. True or False
20. Appraisal interviews are likely to cover the following topics:

Personal assessment	True or False
Possible future failure	True or False
Personal development	True or False
Suggestions	True or False
21. Meetings don't just happen; they have to be organized. True or False
22. Meetings have to be planned 6 months in advance. True or False
23. The proceedings of a meetings may be considered a _____ discussion.
24. The other key role is that of the secretary. True or False
25. Meetings then become a key element in decision making and operation _____ of the organization, rather than just a _____.
26. Agendas may appear in a variety of formats. True or False
27. Minutes are the factual record of the proceedings and resolutions of a meeting. True or False
28. The primary purpose of the minutes is to provide _____ for actions to be taken.
29. The minutes should be positive, free from bias and ambiguity and capable of standing on their own. True or False

30. At the meeting itself, it is the _____ who actually controls the proceedings.

31. All members have a great responsibility to participate actively in the _____ of the body.

32. Name the 6 P's of presentation:

- * _____.
- * _____.
- * _____.
- * _____.
- * _____.
- * _____.

33. Key presentational elements:

- * the ability to interact with an audience. True or False
- * preparation and planning True or False
- * not knowing your subject. True or False
- * summarizing salient points. True or False
- * using no visual aids. True or False

34. Name three elements of a presentation that require planning:

- * _____.
- * _____.
- * _____.

35. Presenters need to be aware of the potential impact of the content of their speech.

True or False

36. It is of the greatest importance not to establish a rapport with your audience. True or False

37. Polish is the most difficult element to achieve. True or False

38. You need to consider your audience carefully before you start speaking. True or False

39. In oral communication generally, it is essential to "know your stuff." True or False

40. Anecdotes, short stories about real incidents, are helpful in _____ a practical application of a theory.

41. One approach to organizing a mass of material is to consider it under three categories: could include, _____ and must include.

42. Make sure that your speech has a clear introduction, a detailed body and a memorable _____.

43. Very few speakers are able to remember everything they need to say at the time.

True or False

44. Body language is not important in delivering presentations. True or False
45. It is important to maintain eye contact with the _____ as a whole.
46. You may take questions as you go along. True or False

C. The role of the receptionist

47. The receptionist is a vital role for any business. True or False
48. The receptionist should welcome visitors by:
- * Being well groomed. True or False
 - * Frowning. True or False

D. Listening skills

49. Listening is an _____ part of communication.
50. The major problem in listening is paying sufficient attention. True or False
51. Many breakdowns in communication occur because people do not _____ to what is actually said.
52. The basis of active listening is to develop and maintain a positive _____ with the person speaking.
53. Take notes where possible. True or False
54. Provide feedback to the speaker. True or False

Chapter Four

Non-verbal Communication

A. Body language

1. Name the three main aspects of communication without words:
- * _____.
 - * _____.
 - * _____.
2. Body language is used as a support for face to face oral communication. True or False
3. Tapping your fingers can indicate anger. True or False
4. Nodding and shaking the head are also important techniques when _____ to

someone speak.

5. Smiles reveal pleasure, friendliness, agreement and warmth. True or False
6. People are often judged by their handshake. True or False
7. Proxemics is the study of how people use _____ and _____.
8. Always turn your back on your audience. True or False
9. Posture is one of the clearest signs of a person's feelings or response. True or False
10. When you are talking yourself, try to remain still. True or False
11. In most organizations there are dress codes. True or False
12. People are always more willing to deal with a person who is scruffy, than a person who is smart.
True or False

B. Signs, symbols and logos

13. There is a move towards standardization of signs and symbols internationally. True or False
14. Signs typically give _____ or warnings.
15. What does a skull and crossed bones indicate?_____.

C. Physical objects

16. Physical objects can send signals to other people about the wealth, _____ and power of an _____ or a company.
17. In office situations people sometimes place objects or furniture to create a _____ or to lay claim to their personal _____.

Chapter Five

Barriers to Communication

1. A barrier to communication is anything that can cause communication to be _____.
2. Distortion is a process which occurs either at the stage of encoding or _____ the message.
3. Another cause of distortion is information overload. True or False

4. If a message is incomplete, then the receiver cannot _____ it correctly and completely.
5. Always check your message carefully before you send it, if it is in _____.
6. An example of a wrong place is a noisy place. True or False
7. Insufficient adjustment period is a term that simply means that the sender has given ample time to think about the message. True or False
8. Any object which comes between a sender and a receiver is a physical barrier. True or False
9. "Psychological noise" is real noise. True or False
10. Unclarified assumptions lead to mistakes and _____ decisions.
11. Sterotyping is nearly always negative. True or False
12. Prejudice refers to a strong hostile attitude that a person holds towards another group of people who are _____ in some way.

C. Barriers from outside (Noise)

13. By "noise" we mean features of the location that _____ with the accurate transfer of _____.

D. Overcoming the barriers

14. Ask yourself what the purpose of this communication is; what are you trying to achieve? True or False
15. Know when and how to communicate. True or False
16. Judging the right moment to make a communication is _____ in business.
17. Always think carefully, about the best kind of communication medium for a _____ situation and _____.
18. The single most important rule for effective communications is understanding the receiver. True or False
19. Accuracy and _____ in the message are important if it is to be decoded correctly.
20. Personal communication skills is one of the simplest ways in which _____ may be improved.

Chapter Six.

Summarizing Business Documents

A. Purpose of summarizing.

1. The ability to summarize a range of business documents is an important skill to master. True or False
2. Summarizing has two main aspects. Name them:
* _____
_____.
- * _____
_____.
3. Summarizing should be a difficult skill to master. True or False
4. Put simply, you cannot recount an event if you do not know what happened. True or False

B. Presenting information fit for purpose.

5. What we are testing in the summary question is not just an ability to select the most important _____ but also to show that you have _____ it.

C. The word limit.

6. Keeping within the word limit is very important, as it forms part of the _____ of your _____.
7. The only way to prepare for the task of summarizing is to _____ doing it.

Chapter Seven

Electronic communication

A. Computers

1. There has never been a time in human history when the world of communication was changing so quickly. True or False
2. Three types of computers are in everyday use in offices. These are:
A. _____
B. _____
C. _____.

3. The term “hardware” refers to any part of the computer that can be physically _____.
4. A peripheral device is any device that can be _____ to a computer.
5. Name the six most commonly used peripheral devices:
 - * _____.
 - * _____.
 - * _____.
 - * _____.
 - * _____.
 - * _____.
6. Modern computers are capable of carrying out, seconds, sophisticated tasks that would take a person without a _____ many hours or even days.
7. You can change the font and size of the font. True or False
8. There are also rows of icons available. True or False
9. A keyboard also contains “function keys.” True or False
10. As a matter of routine, you should of course save your document _____ as you work on it.
11. Spreadsheets also let you create formulas and draw _____.
12. The computer system allows _____ to keep a database.
13. It is very important to back up your work regularly on a second device. True or False
14. What is LAN? _____.

Local area network

15. What is a WAN? _____.
16. When two or more people use computers and webcams to see and speak to each other, this is called _____.
17. A person who travels to work is called a “computer.” True or False
18. Another drawback of telecommunicating is that it limits interpersonal _____.

B. The Internet

19. It is possible to use computers effectively without using the internet. True or False
20. The term, World Wide Web, refers to the vast amount of _____ that is

available to any computer which is _____ to the internet.

21. A web address is the same as an email address. True or False
22. Websites are, essentially, a form of _____.
23. E-commerce is the buying and selling of goods and services using the internet. True or False
24. You do not have to leave home in order to shop, and can use the internet for buying practically anything. True or False
25. Emails allow us to send messages instantly and free of cost to other _____ all over the world.
26. Another drawback of emails is “spam.” True or False
27. Email spams are wonderful to eat. True or False
28. Security is the most important issue for any _____ user on the web.
29. Another danger of using a computer is viruses. True or False
30. It is essential to install a “Firewall” on your computer. True or False

C. Telephones

31. The telephone is the newest type of communication still in regular use. True or False
32. A desk telephone is a telephone which has a base unit as well as a handset. True or False
33. Speed dial lets a user dial a frequently called number by touching just _____ button.
34. Voicemail asks a caller to leave a _____ when the person being called is not available.
35. Mobile phones use satellites to send and receive signals. True or False
36. You cannot send and receive photographs by a cell phone. True or False
37. On a cell phone you can download music. True or False
38. A pager is a small, portable device which is used to alert _____ to the fact that there is a _____ for them.
39. A fax machine sends copies through a telephone line. True or False
40. If you misdial, the fax could be received by someone for whom it is not _____.

