

Corporate Communication BUS210

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1. Unit 06: Developing Business Presentations Questions

4.1.1. A declarative statement that captures the main idea of a speech whi...

Author: P. Wynn Norman

A declarative statement that captures the main idea of a speech while using specific language and reflecting the characteristics of the speech's intended audience is called what?

Please choose only one answer:

- A thesis statement
- A speech map
- A rhetorical situation
- An audience platform
- An attention-getter

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4.1.2. According to the textbook, if you determine that the purpose of you...

Author: P. Wynn Norman

According to the textbook, if you determine that the purpose of your speech is to both inform and persuade, what is the next step you should take?

Please choose only one answer:

- Analyze your audience.
- Merge the two purposes into a demonstration speech.
- Identify who, what, and where you will be speaking.
- Re-evaluate the assignment or goal to so you only have one purpose.
- Organize, focus, prepare, and deliver.

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4.1.3. Aimee wants to present an informative speech on global warming, but...

Author: P. Wynn Norman

Aimee wants to present an informative speech on global warming, but because of the community where she will speak, she knows it is likely that most of her audience will disagree with the information she provides, even if it is the first time they have encountered the information. Given the steps in the process of planning a speech, should Aimee proceed with her plans?

Please choose only one answer:

- No, because asking "Will my topic be interesting to my audience" is an important step.
- No, because her general purpose with that audience should be to persuade, not to inform.
- No, because dealing with their resistance will make it impossible for her to cover the topic in the time allotted.
- Yes, because disagreement and disinterest are not the same emotions.
- Yes, because the general purpose of a speech is determined by the speaker, not the audience.

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4.1.4. Charles does not think that the overweight African-American woman w...

Author: P. Wynn Norman

Charles does not think that the overweight African-American woman who has been asked to lecture on preparing horses for an international competition can provide useful information, so he gives his ticket to someone else, who proceeds to enjoy the lecture. Which of the following is it most apparent that Charles succumbed to?

Please choose only one answer:

- Stereotyping
- Prejudice
- Ethnocentrism
- Both A and B
- Both B and C

Check the answer of this question online at QuizOver.com:

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4.1.5. Documents used to support the main idea of a speech should represen...

Author: P. Wynn Norman

Documents used to support the main idea of a speech should represent good reasoning and effective communication techniques. Which of the following would disqualify a document based on that standard?

Please choose only one answer:

- A document that draws conclusions based on inferences or interpretations of the data it presents
- A document that addresses a problem or controversy
- A document that articulates a specific frame of reference or viewpoint
- A document that does not identify the assumptions, concepts, or ideas its content is based on
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Documents used to support the main idea P. Wynn Norman @South Corporate](#)

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4.1.6. Laetitia is representing a solar panel company at a home builder's ...

Author: P. Wynn Norman

Laetitia is representing a solar panel company at a home builder's convention. Her job is to explain to builders how easy it is to install rooftop solar panels, so they will recommend the product to their clients. What is the general purpose of Laetitia's presentation?

Please choose only one answer:

- To inform
- To persuade
- To demonstrate
- To entertain
- To perform a ritual

Check the answer of this question online at QuizOver.com:

Question: [Laetitia is representing a solar panel P. Wynn Norman @South Corporate](#)

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4.1.7. What is an effective way to adapt your speeches to diverse settings?

Author: P. Wynn Norman

What is an effective way to adapt your speeches to diverse settings?

Please choose only one answer:

- Avoid expressing your values to audiences you are unfamiliar with.
- Find opportunities to learn about other cultures.
- Be prepared for problems with conflicting perceptions.
- Never speak to diverse audiences if you will not be able to clarify your material with question-and-answer periods.
- Warn your audience that they may be uncomfortable with some of your speech's contents.

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4.1.8. What is the first aspect of developing a speech which you must ackn...

Author: P. Wynn Norman

What is the first aspect of developing a speech which you must acknowledge before planning anything else?

Please choose only one answer:

- Why you are speaking
- Who your audience will be
- When you will speak
- Where you will speak
- What your topic will be

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [What is the first aspect of developing a P. Wynn Norman @South Corporate](#)

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4.1.9. What is the problem with failing to credit your sources of informat...

Author: P. Wynn Norman

What is the problem with failing to credit your sources of information or visuals in a business presentation?

Please choose only one answer:

- It is plagiarism.
- It could be considered fraud.
- It could result in embarrassment.
- It could increase your anxiety.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the problem with failing to credit P. Wynn Norman @South](#)

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4.1.10. Which of the following is an example of how role identities can bec...

Author: P. Wynn Norman

Which of the following is an example of how role identities can become a barrier to effective communication?

Please choose only one answer:

- A recent German immigrant discusses social mobility in Europe with an audience of Canadians.
- A business executive is the guest lecturer for a graduate-level class studying supply-side economics.
- A nurse shows a group of diabetic children how to help their parents choose healthy foods when they go shopping.
- A woman argues to a jury that is half men and half women that a convicted rapist should receive the maximum penalty.
- A teenager whose father suffers from post-traumatic stress syndrome (PTSD) is the guest on a radio show in which the host asks her many questions about the impact of PTSD on its victims.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is an example of P. Wynn Norman @South Corporate](#)

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4.1.11. Which of the following is NOT a general purpose for a speech?

Author: P. Wynn Norman

Which of the following is NOT a general purpose for a speech?

Please choose only one answer:

- To inform
- To demonstrate
- To persuade
- To entertain
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is NOT a general P. Wynn Norman @South Corporate](#)

Flashcards:

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4.1.12. Which of the following is weak as a specific purpose for a speech?

Author: P. Wynn Norman

Which of the following is weak as a specific purpose for a speech?

Please choose only one answer:

- To inform an audience about the company's new packaging material
- To convince clients to adopt safer driving strategies by using the Zanco Braking Tracker
- To lead a discussion about ways to increase group productivity
- To toast the company's 50th anniversary
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is weak as a specific P. Wynn @South Corporate](#)

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4.1.13. Which of the following letter-number pairs accurately connects the ...

Author: P. Wynn Norman

Which of the following letter-number pairs accurately connects the terms in the graphic below with their explanations?

A. Sensitivity	1. Incorporating new ideas in the way you think
B. Exposure	2. Putting the parts of the speech together
C. Assimilation	3. Responding or being susceptible to new information
D. Accommodation	4. Including or excluding information based on how it relates to your goal
E. Incubation	5. Re-examining the speech to correct or improve it
F. Incorporation	6. Integrating new information into an already whole or complete topic
G. Production	7. Encountering ideas through direct experience
H. Revision	8. Working through an idea in your mind

Please choose only one answer:

- A-8, B-7, C-3, D-5
- A-8, B-6, C-1, D-3
- A-3, B-7, C-1, D-4
- A-2, B-4, C-5, D-1
- None of the above

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Question: [Which of the following letter-number pairs P. Wynn Norman @South](#)

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4.1.14. Which of the following statements about types of cultures is FALSE?

Author: P. Wynn Norman

Which of the following statements about types of cultures is FALSE?

Please choose only one answer:

- Individualistic cultures focus on the principles behind behavior rather than the rules that govern behavior.
- Explicit-rule cultures make sure that people know the rules by discussing or displaying rules frequently.
- Collectivistic cultures emphasize the community's needs over the individual's needs.
- Uncertainty-rejecting cultures dislike ambiguity.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following statements about P. Wynn Norman @South Corporate](#)

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4.1.15. Which of the following thought processes reflects how you should co...

Author: P. Wynn Norman

Which of the following thought processes reflects how you should consider whether you can cover your speech topic in time?

Please choose only one answer:

- You consider how broad your topic is and whether you can narrow it down enough to cover it in the time allotted.
- You consider how challenging your purpose is and whether you have the time to accomplish it in sufficient depth in your speech.
- You think about the chronological relationships between the points you intend to make.
- You think about how much you know about the topic and how much research you will have to do to fill in the gaps in your knowledge.
- You think about when the speech will take place and how that timing will affect your audience's receptiveness.

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Question: [Which of the following thought processes P. Wynn Norman @South Corporate](#)

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4.1.16. You use pictures of buildings found on the Internet to show the col...

Author: P. Wynn Norman

You use pictures of buildings found on the Internet to show the colors available for your company's steel building. Because you are just using the pictures to show colors, not the buildings themselves, is this an ethical use of material?

Please choose only one answer:

- Yes, because you are using the pictures just to show colors, not to sell buildings.
- No, because all pictures on the Internet are protected by copyrights.
- Yes, because you would not talk about the buildings shown in the pictures.
- No, because even if you do not talk about the buildings, the audience might still think that your company built them.
- Yes, because you would check the terms of use of the pictures you found on the Internet and only use ones that gave specific permission for you to use them for noncommercial purposes.

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [You use pictures of buildings found on P. Wynn Norman @South Corporate](#)

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4. Chapter: Unit 15: Group Communication, Teamwork, and Leadership

1. Unit 15: Group Communication, Teamwork, and Leadership Questions

4.1.1. A diverse team can produce better outcomes because of the differing...

Author: P. Wynn Norman

A diverse team can produce better outcomes because of the differing viewpoints and approaches members bring to problem solving. Which trait characterizes the dynamic leaders of such teams?

Please choose only one answer:

- Presence of mind
- Innate intelligence
- Engaging personalities
- Broad skill sets
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [A diverse team can produce better outcomes P. Wynn Norman @South](#)

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4.1.2. A leader who gives creative talent a lot of freedom for experimenta...

Author: P. Wynn Norman

A leader who gives creative talent a lot of freedom for experimentation, exploration, or expression is referred to as what type of leader?

Please choose only one answer:

- Autocratic
- Laissez-faire
- Leader as conductor
- Leader as coach
- Leader as technician

Check the answer of this question online at QuizOver.com:

Question: [A leader who gives creative talent a lot P. Wynn Norman @South Corporate](#)

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4.1.3. A procedure which ranks each solution according to its probable imp...

Author: P. Wynn Norman

A procedure which ranks each solution according to its probable impact is referred to as what?

Please choose only one answer:

- A SWOT analysis
- An impact analysis
- A traditional analysis
- A ROI analysis
- A cost-benefit analysis

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [A procedure which ranks each solution P. Wynn Norman @South Corporate](#)

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4.1.4. According to the textbook, which of the following information manag...

Author: P. Wynn Norman

According to the textbook, which of the following information management plans have become more commonplace due to the increasing popularity of studying organizational communication?

Please choose only one answer:

- Marketing communication
- Crisis communication
- Interpersonal communication
- Cross-platform communication
- Social networking

Check the answer of this question online at QuizOver.com:

Question: [According to the textbook which of the P. Wynn Norman @South Corporate](#)

Flashcards:

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4.1.5. Avril, a retired high school teacher, volunteers as the supervising...

Author: P. Wynn Norman

Avril, a retired high school teacher, volunteers as the supervising counselor at a rape crisis center and is very effective in her role. Rape crisis centers provide one-on-one counseling and support for rape victims and require individual counselors who can operate within a variety of unpredictable and emotionally stressful circumstances. Given these challenges and her success in providing leadership for the counselors, what type of leader is Avril most likely to be?

Please choose only one answer:

- Autocratic
- Laissez-faire
- Leader-as-technician
- Leader-as-conductor
- Leader-as coach

Check the answer of this question online at QuizOver.com:

Question: [Avril a retired high school teacher P. Wynn Norman @South University](#)

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4.1.6. Dagmar sees a great deal of waste at her workplace, because employe...

Author: P. Wynn Norman

Dagmar sees a great deal of waste at her workplace, because employees are not shown how to use time and resources wisely and because operational standards vary widely between departments. What common outcomes can Dagmar benefit from if she studies organizational communication to resolve these issues?

Please choose only one answer:

- Greater efficiency
- Improved effectiveness
- Increased productivity
- Both A and B
- Both A and C

Check the answer of this question online at QuizOver.com:

Question: [Dagmar sees a great deal of waste at her P. Wynn Norman @South Corporate](#)

Flashcards:

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4.1.7. Everyone is anxious and saddened by the announcement of future layo...

Author: P. Wynn Norman

Everyone is anxious and saddened by the announcement of future layoffs. Productivity plummets, conflicts between employees increase, and even suppliers grow suspicious and demand payment up front. Which results of the layoff announcement will be examined in the study of organizational communication?

Please choose only one answer:

- The employees' feelings
- The decreased productivity
- The employee conflicts
- The suppliers' attitudes
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Everyone is anxious and saddened by the P. Wynn Norman @South Corporate](#)

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4.1.8. If you want your group to encourage equal participation among its m...

Author: P. Wynn Norman

If you want your group to encourage equal participation among its members, which number of participants does the textbook recommend you not exceed?

Please choose only one answer:

- 4
- 5
- 6
- 7
- 8

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [If you want your group to encourage equal P. Wynn Norman @South Corporate](#)

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Interactive Question:

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4.1.9. Marnie's ad hoc group has been tasked with analyzing a surprising r...

Author: P. Wynn Norman

Marnie's ad hoc group has been tasked with analyzing a surprising rise in absenteeism at their company. Some conflicts have arisen as group members sought to create a baseline for normal absenteeism vs. the abnormal, but those conflicts also served the positive function of enabling the group to get to know each other. According to Tuckman's Linear Model of Group Development, what stage will Marnie's group probably enter next?

Please choose only one answer:

- Forming: they will determine their purpose.
- Norming: they will establish rules, roles and ranks.
- Storming: they will engage in more direct communication.
- Performing: they will fulfill their purpose.
- Adjourning: they will leave the group.

Check the answer of this question online at QuizOver.com:

Question: [Marnie's ad hoc group has been tasked with P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/marnie-s-ad-hoc-group-has-been-tasked-with-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/marnie-s-ad-hoc-group-has-been-tasked-with-p-wynn-norman-south?pdf=1509>

4.1.10. Marnie's ad hoc group, tasked with analyzing the surprising rise in...

Author: P. Wynn Norman

Marnie's ad hoc group, tasked with analyzing the surprising rise in absenteeism at their company, encounters a number of conflicts among group members as they try to interpret the data they have received. Joe feels that they should focus on categories of workers, like experienced or inexperienced, but Keiko argues that correlating age or life-stage with the absentee rate will be more useful. Where in Dewey's seven-step sequence is Marnie's group at this point?

Please choose only one answer:

- They are defining the problem.
- They are analyzing the problem.
- They are establishing criteria.
- They are considering solutions.
- They are choosing a solution.

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Marnie's ad hoc group tasked with analyzing P. Wynn @South University](http://www.quizover.com/question/marnie-s-ad-hoc-group-tasked-with-analyzing-p-wynn-south-university?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/marnie-s-ad-hoc-group-tasked-with-analyzing-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/marnie-s-ad-hoc-group-tasked-with-analyzing-p-wynn-south-university?pdf=1509>

4.1.11. Marnie's ad hoc group, tasked with analyzing the surprising rise in...

Author: P. Wynn Norman

Marnie's ad hoc group, tasked with analyzing the surprising rise in absenteeism at their company, has concluded the absenteeism rate rose every time severe weather was predicted in their tornado-prone county. To solve the problem, Keiko proposes educating workers about the building codes and safety features of commercial and public buildings like their offices and the county's schools. Joe, however, feels that establishing a policy of shift cancellations when a tornado watch is announced. Marnie decides that the company pursue Keiko's solution. Which of the following statements did NOT contribute to the cost-benefit analysis that Marnie used to make her decision?

Please choose only one answer:

- Using education to reassure workers that they and their families are safer at school and work will be less expensive than absent workers.
- Cancelling entire shifts will be too expensive.
- Keiko's ability to analyze data has always been stronger than Joe's.
- Cancelling when a tornado watch is announced will result in many unnecessary cancellations since watches only indicate the possibility of, not the reality of, tornados developing.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Marnie's ad hoc group tasked with analyzing P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/marnie-s-ad-hoc-group-tasked-with-analyzing-p-wynn-south-unive-1066281?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/marnie-s-ad-hoc-group-tasked-with-analyzing-p-wynn-south-unive-1066281?pdf=1509>

4.1.12. On many levels, companies share traits with people. They can commun...

Author: P. Wynn Norman

On many levels, companies share traits with people. They can communicate with each other, work together, "marry" their operations in a merge, and even take up residence in a community, like Silicon Valley. So, given this comparison, when the Ford Motor Company's manufacturing plants use other companies to provide some of the parts for their cars, what would you call that group of parts-supplying companies?

Please choose only one answer:

- A primary group
- A secondary group
- A tertiary group
- A sub-group
- An ancillary group

Check the answer of this question online at QuizOver.com:

Question: [On many levels companies share traits with P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/on-many-levels-companies-share-traits-with-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/on-many-levels-companies-share-traits-with-p-wynn-norman-south?pdf=1509>

4.1.13. Remember that great problem solving requires clear and specific def...

Author: P. Wynn Norman

Remember that great problem solving requires clear and specific definitions early in the process. Making sure the problem is framed using the correct language is critical to the process of problem solving. Which of the following examples reflects the best way to define a problem?

Please choose only one answer:

- Our profits are weak, because higher absenteeism is lowering productivity.
- Productivity is down, absenteeism is up, and profits are weak.
- Due to absenteeism and decreased productivity, our profits have been weak.
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Remember that great problem solving requires P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/remember-that-great-problem-solving-requires-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/remember-that-great-problem-solving-requires-p-wynn-south-corporate?pdf=1509>

4.1.14. Soon after Barack Obama was elected President of the United States,...

Author: P. Wynn Norman

Soon after Barack Obama was elected President of the United States, two leading voices among those who opposed his election made significant statements which would characterize and unify his opponents' reactions to his leadership: "Our top political priority over the next few years should be to deny President Obama a second term" and "I hope he fails." Which of the following statements from the textbook describes the results of what these statements presaged?

Please choose only one answer:

- "An appointed leader who lacks the endorsement of the group may experience challenges to his or her authority."
- "If a democratic leader fails to bring the group together, or does not represent the whole group, subgroups may form, each with an informal leader serving as a spokesperson."
- "If individual group members or constituent groups feel neglected or ignored, they may assert that the democratic leader does not represent their interests."
- "The appointed leader may know little about the topic or content, and group members will naturally look to the senior member with the most experience for leadership."
- "[An autocratic leader] resembles a military sergeant more than a politician."

Check the answer of this question online at QuizOver.com:

Question: [Soon after Barack Obama was elected P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/soon-after-barack-obama-was-elected-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/soon-after-barack-obama-was-elected-p-wynn-norman-south-university?pdf=1509>

4.1.15. The President of the United States is an elected leader who must pe...

Author: P. Wynn Norman

The President of the United States is an elected leader who must perform many tasks in many vital areas, including serving as the country's Commander-in-Chief and signing or vetoing laws sent to him by the legislature. The complexity of the president's responsibilities requires him to use the assistance of a "cabinet" of individuals who lead specialized departments and advise the President. Meanwhile, U.S. Congress and its Supreme Court provide checks and balances to each other and the presidency to prevent any branch or individual from usurping power. Given these traits of the U.S. government, which is the MOST LIKELY type of leader a U.S. President must be?

Please choose only one answer:

- Autocratic
- Laissez-faire
- Leader-as-technician
- Leader-as-conductor
- Leader-as coach

Check the answer of this question online at QuizOver.com:

Question: [The President of the United States is an P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/the-president-of-the-united-states-is-an-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-president-of-the-united-states-is-an-p-wynn-norman-south-corporate?pdf=1509>

4.1.16. Two individuals in a newly formed group have conflicting views about...

Author: P. Wynn Norman

Two individuals in a newly formed group have conflicting views about which one should lead the group. The conflict is resolved when the members take a vote. These two actions (the conflict and the vote) represent which of Tuckman's stages in group development?

Please choose only one answer:

- Forming and norming
- Forming and storming
- Storming and norming
- Norming and performing
- Performing and adjourning

Check the answer of this question online at QuizOver.com:

Question: [Two individuals in a newly formed group P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/two-individuals-in-a-newly-formed-group-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/two-individuals-in-a-newly-formed-group-p-wynn-norman-south-corporate?pdf=1509>

4.1.17. Using the table shown below, match the type of group member with th...

Author: P. Wynn Norman

Using the table shown below, match the type of group member with the traits of that member by selecting the correct pairing of numbers and letters:

1. Potential Member	A. Knows the "rules" and is looked to for leadership
2. New Member	B. No longer involved
3. Full Member	C. Focuses on differences
4. Divergent Member	D. Joined the group but still an outsider, and unknown
5. Marginal member	E. No longer considered a member
6. Ex-Member	F. Curiosity and interest

Please choose only one answer:

- 1-F, 2-D, 3-A, 4-C, 5-B, 6-E
- 1-D, 2-F, 3-C, 4-A, 5-E, 6-B
- 1-E, 2-F, 3-B, 4-A, 5-C, 6-D
- 1-E, 2-F, 3-B, 4-C, 5-A, 6-D
- 1-A, 2-B, C-3, 4-D, 5-E, 6-F

Check the answer of this question online at QuizOver.com:

Question: [Using the table shown below match the type P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/using-the-table-shown-below-match-the-type-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/using-the-table-shown-below-match-the-type-p-wynn-norman-south?pdf=1509>

4.1.18. What do the following actions, perceptions, and intangibles have in...

Author: P. Wynn Norman

What do the following actions, perceptions, and intangibles have in common: rites of initiation, a sense of mission, traditions, symbols, values, and history?

Please choose only one answer:

- They can be used to define working groups.
- They can be used to define a business climate.
- They can be used to characterize a business culture.
- They can be used to characterize a market segment.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What do the following actions perceptions P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-do-the-following-actions-perceptions-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-do-the-following-actions-perceptions-p-wynn-norman-south-corporat?pdf=1509>

4.1.19. What is the Theory of Marginal Survival?

Author: P. Wynn Norman

What is the Theory of Marginal Survival?

Please choose only one answer:

- Many businesses hire people from other cultures to help them train staff on how to best communicate with those of other cultures.
- A tradition disappears from its original geographic home but flourishes elsewhere.
- Many businesses require employees to learn customs of other cultures.
- A tradition flourishes in its original geographic home but disappears elsewhere.
- People survive in the margins of society.

Check the answer of this question online at QuizOver.com:

Question: [What is the Theory of Marginal Survival P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-theory-of-marginal-survival-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-theory-of-marginal-survival-p-wynn-norman-south-corporate?pdf=1509>

4.1.20. When you are setting up a team, which of the following is NOT a sui...

Author: P. Wynn Norman

When you are setting up a team, which of the following is NOT a suitable objective?

Please choose only one answer:

- Promote cooperation
- Clarify goals
- Establish norms and values
- Instill prompt action
- Select a responsible leader

Check the answer of this question online at QuizOver.com:

Question: [When you are setting up a team which of P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/when-you-are-setting-up-a-team-which-of-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-you-are-setting-up-a-team-which-of-p-wynn-norman-south-corporate?pdf=1509>

4.1.21. Whether the discussion is about the workplace or the society, it is...

Author: P. Wynn Norman

Whether the discussion is about the workplace or the society, it is a fact that members of groups always have something in common. Given this fact, which of the following statements is false?

Please choose only one answer:

- If they did not have something in common, they would not be members.
- Having something in common is one way a group is defined.
- Groups cannot exist if their members do not share something.
- If they did not have something in common, they would be members of a team, not a group.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Whether the discussion is about the P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/whether-the-discussion-is-about-the-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/whether-the-discussion-is-about-the-p-wynn-norman-south-university?pdf=1509>

4.1.22. Which of the following elements, studied under the auspices of orga...

Author: [P. Wynn Norman](#)

Which of the following elements, studied under the auspices of organizational communication, are also relevant in group and interpersonal communication?

Please choose only one answer:

- Context
- Environment
- Productivity
- Climate
- Interaction

Check the answer of this question online at [QuizOver.com](#):

Question: [Which of the following elements studied P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-elements-studied-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-elements-studied-p-wynn-norman-south-corporate?pdf=1509>

4.1.23. Which of the following is a team?

Author: P. Wynn Norman

Which of the following is a team?

Please choose only one answer:

- A pet lover's society
- A construction crew
- An account executive and his or her assistant
- B and C only
- None of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is a team P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-a-team-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-a-team-p-wynn-norman-south-university?pdf=1509>

4.1.24. With wisdom, courage, and compassion, Duncan grew the non-profit or...

Author: P. Wynn Norman

With wisdom, courage, and compassion, Duncan grew the non-profit organization (NPO) he founded from two employees and no volunteers to two hundred employees and thousands of volunteers. Everyone worships Duncan for the leader he has been. However, Duncan is aging and has a choice to make. Should he hand over the reins to his son, Ewan, who has been around the organization his whole life but is currently attending graduate school. Or, should he allow his board of directors (BOD) to search outside the NPO for its next executive director or perhaps poll all of the nonprofit's stakeholders to find out who they would select from within the organization? Identify the type of leaders this scenario has introduced.

Please choose only one answer:

- Duncan: democratic, Ewan: emergent, BOD-chosen: appointed, poll-chosen: democratic
- Duncan: emergent, Ewan: appointed, BOD-chosen: appointed, poll-chosen: democratic
- Duncan: appointed, Ewan: appointed, BOD-chosen: appointed, poll-chosen: democratic
- Duncan: democratic, Ewan: emergent, BOD-chosen: appointed, poll-chosen: emergent
- Duncan: emergent, Ewan: emergent, BOD-chosen: appointed, poll-chosen: democratic

Check the answer of this question online at QuizOver.com:

Question: [With wisdom courage and compassion Duncan P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/with-wisdom-courage-and-compassion-duncan-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/with-wisdom-courage-and-compassion-duncan-p-wynn-norman-south-corporat?pdf=1509>

4. Chapter: Unit 12: Negative News and Crisis Communication

1. Unit 12: Negative News and Crisis Communication Questions

4.1.1. A fire destroys an entire floor of your office building. Which of t...

Author: P. Wynn Norman

A fire destroys an entire floor of your office building. Which of the following is NOT part of the crisis communication plan you should have prepared before this event occurred?

Please choose only one answer:

- Naming a crisis team
- Designating a spokesperson
- Developing a media plan
- Preparing a negative news release
- Choosing a meeting place

Check the answer of this question online at QuizOver.com:

Question: [A fire destroys an entire floor of your P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/a-fire-destroys-an-entire-floor-of-your-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-fire-destroys-an-entire-floor-of-your-p-wynn-norman-south-corporate?pdf=1509>

4.1.2. Aimee works in the Office of Resident Records at The Oaks Golf Comm...

Author: P. Wynn Norman

Aimee works in the Office of Resident Records at The Oaks Golf Community. When a colleague alerts her that the letter below is being used to eject residents whose financial conditions have deteriorated, which of the following litigation risks probably trouble her?

Dear Mr. Laigaie:

Because you have been a valued resident of The Oaks Golfing Community, we regret having to inform you that your lease on Unit 21 will not be renewed when it expires on May 17, 2012, because your credit score has fallen below the cutoff for Oaks residents. If you believe our assessment is in error, please contact the Office of Resident Records at your earliest convenience.

On the other hand, if this unfortunate turn of events has been accurately reviewed, please proceed to make arrangements to vacate your unit on or before the expiration date of your lease. Any possessions remaining in the unit after that date will be removed and you will have to pay a storage and handling fee if you wish to retrieve them before they are sold.

Please choose only one answer:

- Abusive language or behavior
- Contradictions and absolutes
- Confusion or misinterpretation
- Lack of respect and privacy
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Aimee works in the Office of Resident P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/aimee-works-in-the-office-of-resident-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/aimee-works-in-the-office-of-resident-p-wynn-norman-south-corporate?pdf=1509>

4.1.3. Background material, fact sheets, news releases, and sample photos ...

Author: P. Wynn Norman

Background material, fact sheets, news releases, and sample photos are commonly found in what important business communication presentation?

Please choose only one answer:

- A welcome packet
- A crisis plan
- A promotional kit
- A business proposal
- A press kit

Check the answer of this question online at QuizOver.com:

Question: [Background material fact sheets news P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/background-material-fact-sheets-news-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/background-material-fact-sheets-news-p-wynn-norman-south-university?pdf=1509>

4.1.4. Elena has a lot of clients, but she still believes that tailoring h...

Author: P. Wynn Norman

Elena has a lot of clients, but she still believes that tailoring her home decoration services to their individual personalities and in-home socializing preferences might increase their use of her services. To learn more about them, she decides to have her assistant ask each client a few questions whenever they call or stop by the office. Why should or shouldn't Elena have her assistant use open-ended questions for this task?

Please choose only one answer:

- She should use open-ended questions, because then she can get all possible responses from the clients in their own words.
- She should not use open-ended questions, because she will not get the specific information she needs.
- She should not use open-ended questions, because her assistant may not have the time to survey so many clients.
- She should use open-ended questions, because they are most effective in assessing and comparing attitudes and feelings.
- She should alternate between open- and closed-ended questions to produce the most efficient survey.

Check the answer of this question online at QuizOver.com:

Question: [Elena has a lot of clients but she still P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/elena-has-a-lot-of-clients-but-she-still-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/elena-has-a-lot-of-clients-but-she-still-p-wynn-norman-south-corporate?pdf=1509>

4.1.5. How are press conferences and media interviews different?

Author: P. Wynn Norman

How are press conferences and media interviews different?

Please choose only one answer:

- You can prepare for a press conference more than you can prepare for a media interview.
- You can control the information you provide in a press conference but not in a media interview.
- You should choose the most seasoned company representative to do press conferences, but you cannot choose who does media interviews.
- Press conferences focus on positive news, while media interviews may not involve news at all.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [How are press conferences and media P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/how-are-press-conferences-and-media-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/how-are-press-conferences-and-media-p-wynn-norman-south-university?pdf=1509>

4.1.6. If Duarte wants to understand his customers' feelings about his ser...

Author: P. Wynn Norman

If Duarte wants to understand his customers' feelings about his services, which closed-ended question would be the best type for him to include in his survey?

Please choose only one answer:

- Categorical
- Multiple choice
- Likert Scale
- Ordinal
- Numerical

Check the answer of this question online at QuizOver.com:

Question: [If Duarte wants to understand his customers P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/if-duarte-wants-to-understand-his-customers-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/if-duarte-wants-to-understand-his-customers-p-wynn-south-university?pdf=1509>

4.1.7. Marjorie is the press officer for a law firm involved in a high pro...

Author: P. Wynn Norman

Marjorie is the press officer for a law firm involved in a high profile case. When asked whether Eric Wetherill, the managing partner of the firm, was aware of the personal relationship between one of the firm's junior staffers and the client in the case, Marjorie responded, "I believe Mr. Wetherill has never even met that particular staffer, but we do not discuss our client's relationships with the press anyway." What words in Marjorie's response to the "gotcha" question are the most problematic?

Please choose only one answer:

- "I believe"
- "That particular staffer"
- "We do not discuss our clients"
- "Anyway"
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Marjorie is the press officer for a law P. Wynn Norman @South Corporate](http://www.quizover.com/question/marjorie-is-the-press-officer-for-a-law-p-wynn-norman-south-corporate?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/marjorie-is-the-press-officer-for-a-law-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/marjorie-is-the-press-officer-for-a-law-p-wynn-norman-south-corporate?pdf=1509>

4.1.8. Mr. Johannes Reichmann, a potential investor in your widget manufac...

Author: P. Wynn Norman

Mr. Johannes Reichmann, a potential investor in your widget manufacturing company, did not appear for the ten o'clock plant tour you had scheduled. When you call his hotel room, no one answers, but the hotel desk says that he was at breakfast, did not ask for a cab, and had not been observed leaving the hotel on foot. Mr. Reichmann's unknown status is a crisis for your business. However, which of the following characteristics of a crisis team convince you that, under the circumstances, you should ask the hotel staff initiate action instead of convening your own team?

Please choose only one answer:

- You need a team that includes people who can decide what actions to take.
- You need a team that includes people who can carry out the actions that are necessary.
- You need a team that includes people who have expertise or education in areas relevant to the nature of the crisis.
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Mr. Johannes Reichmann a potential investor P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/mr-johannes-reichmann-a-potential-investor-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/mr-johannes-reichmann-a-potential-investor-p-wynn-south-university?pdf=1509>

4.1.9. Which aspect of a crisis must be focused on first?

Author: P. Wynn Norman

Which aspect of a crisis must be focused on first?

Please choose only one answer:

- Who is involved
- What is happening
- Where is it happening
- All of the above
- None of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which aspect of a crisis must be focused P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-aspect-of-a-crisis-must-be-focused-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-aspect-of-a-crisis-must-be-focused-p-wynn-norman-south-corporate?pdf=1509>

4.1.10. Which format would provide the most effective way to deliver a nega...

Author: P. Wynn Norman

Which format would provide the most effective way to deliver a negative news message about an employee's carelessness on the job?

Please choose only one answer:

- Explain the problem in an e-mail to the employee.
- Invite the employee to lunch and explain the problem then.
- Ask the employee to meet with you privately in your office.
- Leave a sealed note on the door of the employee's locker.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which format would provide the most P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/which-format-would-provide-the-most-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-format-would-provide-the-most-p-wynn-norman-south-university?pdf=1509>

4.1.11. Which of the following is NOT a closed-ended question?

Author: P. Wynn Norman

Which of the following is NOT a closed-ended question?

Please choose only one answer:

- Which of the following influenced your decision to buy our product the most: price, quality, reputation?
- Have you purchased any other products from us lately?
- How often do you require treatment for your condition?
- How do our customer services compare with our competitors'?
- Which service plan do you prefer?

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is NOT a closed P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-not-a-closed-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-not-a-closed-p-wynn-norman-south-corporate?pdf=1509>

4.1.12. Which of the following is NOT a role that needs to be performed dur...

Author: P. Wynn Norman

Which of the following is NOT a role that needs to be performed during a press conference?

Please choose only one answer:

- Greeter
- Moderator
- Speaker
- Recorder
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is NOT a role that P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-not-a-role-that-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-not-a-role-that-p-wynn-norman-south-corporat?pdf=1509>

4.1.13. Which of the following is NOT an element in a crisis communication ...

Author: P. Wynn Norman

Which of the following is NOT an element in a crisis communication plan?

Please choose only one answer:

- Team members' contact information
- A designated spokesperson
- A designated meeting place
- A media plan
- A timeline of events

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is NOT an element P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-not-an-element-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-not-an-element-p-wynn-norman-south-corporate?pdf=1509>

4.1.14. Which of the following questions will solicit the MOST feedback fro...

Author: P. Wynn Norman

Which of the following questions will solicit the MOST feedback from a small group of consumers (also known as a "focus group") who have just tried a new product?

Please choose only one answer:

- Would you buy this product?
- What are some of the reasons you would or would not buy this product?
- Would you buy this product if its price was \$5?
- Which price is the highest price you would pay for this product: \$2, \$5, \$7.50, \$10?
- Why would you not buy this product for \$10?

Check the answer of this question online at QuizOver.com:

Question: [Which of the following questions will P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-questions-will-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-questions-will-p-wynn-norman-south-corporate?pdf=1509>

4.1.15. Which of the negative news letters in the presented below includes ...

Author: P. Wynn Norman

Which of the negative news letters in the presented below includes an appropriate and effective redirect?

A.

Your bank refused to honor the check for \$466 which you sent us for an Express Widget Starter Pack. We will need to receive alternative payment before 6/05/2012, plus a \$35 fee, or your account will be closed and the debt will be handed over to a collection agency.

We will appreciate your immediate attention.

B.

Meeting you last week was a pleasure and I'm sure that our company would benefit greatly from having you on board. Unfortunately, at this time we cannot compromise on our need for a CAD operator with significant architectural experience, so your electronics background is not exactly the fit we had hoped for.

However, our electronics department is also expanding, so while we cannot offer you a position at this time, I do hope you will watch for future job announcements from Oregon Mutual Construction and will consider reapplying when an electronics position needs to be filled.

C.

The Marshall Cove Inn is proud to have been your Pensacola, FL, choice for a beach vacation last year, and you have honored us with your desire to book another suite for the coming season. However, due to the oil spill in the Gulf of Mexico, the beaches in our area are not in a condition to satisfy our guests and so we must decline your request.

Thank you for your interest in our accommodations and the best of luck to you in arranging a pleasurable vacation for your family.

D.

Because you have been a valued resident of The Oaks Golfing Community, we regret having to inform you that your lease on Unit 21 will not be renewed when it expires on May 17, 2012, because your credit score has fallen below the cutoff for Oaks residents. If you believe our assessment is in error, please contact the Office of Resident Records at your earliest convenience.

On the other hand, if this unfortunate turn of events has been accurately reviewed, please proceed to make arrangements to vacate your unit on or before the expiration date of your lease. Any possessions remaining in the unit after that date will be removed and you will have to pay a storage and handling fee if you want to retrieve them before they are sold.

Please choose only one answer:

- A
- B
- C
- D
- A, B, C and D

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the negative news letters in the P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-negative-news-letters-in-the-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-negative-news-letters-in-the-p-wynn-norman-south-corporat?pdf=1509>

4.1.16. With respect to the seven goals for delivering negative news presen...

Author: P. Wynn Norman

With respect to the seven goals for delivering negative news presented by the textbook, the letters below share a significant weakness. What is it?

Please choose only one answer:

- They lack clarity and conciseness.
- They do not help the receiver understand or accept the news.
- They place themselves at risk for legal liability.
- They fail to maintain the business relationship.
- They do not work on reducing anxiety to increase comprehension.

Check the answer of this question online at QuizOver.com:

Question: [With respect to the seven goals for P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/with-respect-to-the-seven-goals-for-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/with-respect-to-the-seven-goals-for-p-wynn-norman-south-university?pdf=1509>

4. Chapter: Unit 08: Presentations to Inform

1. Unit 08: Presentations to Inform Questions

4.1.1. Bob is most comfortable using numbers and working with patterns or ...

Author: P. Wynn Norman

Bob is most comfortable using numbers and working with patterns or relationships; Jane is very good at manipulating objects and dramatizing themes; Siobhan is outstanding in crafting written and spoken words. Which of the following accurately describes Bob, Jane, and Siobhan's probable learning styles?

Please choose only one answer:

- Bob is logical, Jane is spatial, and Siobhan is kinesthetic.
- Bob is logical, Jane is kinesthetic, and Siobhan is linguistic.
- Bob and Siobhan are logical and linguistic.
- Jane and Siobhan are kinesthetic and linguistic.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Bob is most comfortable using numbers and P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/bob-is-most-comfortable-using-numbers-and-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/bob-is-most-comfortable-using-numbers-and-p-wynn-norman-south-corporat?pdf=1509>

4.1.2. Gas prices went up by 5% last week, so Jill has decided to educate ...

Author: P. Wynn Norman

Gas prices went up by 5% last week, so Jill has decided to educate her public speaking class about what causes gas prices to rise. She also plans to teach her audience how to save on gas, since she knows that everyone in her class drives. However, Jill suspects her classmates do not know about the new technologies which can reduce how much fuel cars use, so she is going to include that information in her speech too. When it comes to those qualities of an informative speech that can motivate an audience to listen, what is missing from Jill's plans?

Please choose only one answer:

- Relevance
- Novelty
- Interest
- Education
- Stimulation

Check the answer of this question online at QuizOver.com:

Question: [Gas prices went up by 5 last week so Jill P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/gas-prices-went-up-by-5-last-week-so-jill-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/gas-prices-went-up-by-5-last-week-so-jill-p-wynn-norman-south-corporat?pdf=1509>

4.1.3. Information which applies, relates or has significance to your audi...

Author: P. Wynn Norman

Information which applies, relates or has significance to your audience possesses what quality?

Please choose only one answer:

- Timeliness
- Importance
- Interest
- Relevance
- Clarity

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Information which applies relates or has P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/information-which-applies-relates-or-has-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/information-which-applies-relates-or-has-p-wynn-norman-south-corporate?pdf=1509>

4.1.4. Jonathan is a social worker who has been asked to guide a group of ...

Author: P. Wynn Norman

Jonathan is a social worker who has been asked to guide a group of unemployed women on how to apply for the government's Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). However, because he is troubled by the growing numbers of single-parent households in society, Jonathan decides to add to his presentation information about the benefits of maintaining nuclear and extended families rather than relying on government programs during tough economic times. Given Jonathan's decisions, which of the following is likely to have an undue influence on the information he provides?

Please choose only one answer:

- His biases
- His point of view
- His interpretations
- His preferences
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Jonathan is a social worker who has been P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/jonathan-is-a-social-worker-who-has-been-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/jonathan-is-a-social-worker-who-has-been-p-wynn-norman-south-corporate?pdf=1509>

4.1.5. Jonathan, a social worker helping a group of unemployed women apply...

Author: P. Wynn Norman

Jonathan, a social worker helping a group of unemployed women apply for the government's Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), often gets sidetracked into discussing how married women rarely apply for WIC. The women always respond favorably to Jonathan's comments and usually express regret that they themselves lack a stable partner to help them raise their children. Given this context, is Jonathan communicating through exposition or interpretation?

Please choose only one answer:

- Exposition, because the way Jonathan is communicating about the topic of WIC makes it more accessible to his audience
- Exposition, because the audience's response shows that they want to learn about the topic and already have some knowledge of it
- Interpretation, because Jonathan chose to provide information which communicates a message, perspective or agenda
- Interpretation, because Jonathan helps the women understand why women end up needing WIC
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Jonathan a social worker helping a group P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/jonathan-a-social-worker-helping-a-group-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/jonathan-a-social-worker-helping-a-group-p-wynn-norman-south-corporate?pdf=1509>

4.1.6. Mahati is about to move into the conclusion of her presentation, bu...

Author: P. Wynn Norman

Mahati is about to move into the conclusion of her presentation, but instead of continuing, she stops and asks her audience if anyone has any questions about what she just covered. Several people raise their hands and she calls on each of them, discovering that most of the questions concern a point she thought she had covered thoroughly. Based on the questions, Mahati goes back over that point in a different way and then stops again to ask if the audience still has questions before concluding her speech. Mahati uses which TWO of the eight ways to help listeners learn as presented in the course textbook?

Please choose only one answer:

- Focus on clear main points and speak with concern for clarity
- Look for ways to involve listeners actively and assess learning, if possible
- Speak with concern for clarity and look for ways to involve listeners actively
- Focus on clear main points and limit the number of details
- Pace yourself carefully and assess learning, if possible

Check the answer of this question online at QuizOver.com:

Question: [Mahati is about to move into the conclusion P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/mahati-is-about-to-move-into-the-conclusion-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/mahati-is-about-to-move-into-the-conclusion-p-wynn-south-university?pdf=1509>

4.1.7. Many carpenters, stair builders, roofers, drywall installers, and o...

Author: P. Wynn Norman

Many carpenters, stair builders, roofers, drywall installers, and other craftsmen and women skilled in aspects of home construction have been laid off due to the recession. Hyacinth, a job skills coach, has been asked to show a group of these craftsmen and women how their skills can be adjusted to suit other careers. Based on her audience's traits, what kind of visual aids will help Hyacinth engage her listeners?

Please choose only one answer:

- Maps
- Charts
- Drawings
- Pictures
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Many carpenters stair builders roofers P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/many-carpenters-stair-builders-roofers-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/many-carpenters-stair-builders-roofers-p-wynn-norman-south-corporate?pdf=1509>

4.1.8. On February 15, 2012, President Barack Obama spoke to manufacturing...

Author: P. Wynn Norman

On February 15, 2012, President Barack Obama spoke to manufacturing workers and executives at a plant in Wisconsin. Given that 2012 is an election year, that the president needs votes from middle class workers like those in his audience that day, and that Wisconsin is a critical state that the President needs to win to beat his Republican rival, which type of ethical lapse could it be argued the president exhibited that day, based on the passage below?

[I]f you're an American manufacturer, you should get a bigger tax cut. If you're a high-tech manufacturer, creating new products, new services, we should double the tax deduction you get for making products here in America. If you want to relocate in a community like this one that's been hard hit when factories left town, you should get help financing a new plant, financing new equipment, [and] training new workers.

Please choose only one answer:

- Dishonesty
- Lack of reciprocity
- Lack of mutuality
- Exploitation
- Distrust

Check the answer of this question online at QuizOver.com:

Question: [On February 15 2012 President Barack Obama P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/on-february-15-2012-president-barack-obama-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/on-february-15-2012-president-barack-obama-p-wynn-norman-south?pdf=1509>

4.1.9. Sales data, store traffic, inventory re-stocking rates, and market ...

Author: P. Wynn Norman

Sales data, store traffic, inventory re-stocking rates, and market forecasts are just a few of the topics Luis covers in his monthly presentation to the owners of the hardware store he manages. What type of informative speech is Luis presenting?

Please choose only one answer:

- An explanation
- A report
- A demonstration
- A description
- An exposition

Check the answer of this question online at QuizOver.com:

Question: [Sales data store traffic inventory re P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/sales-data-store-traffic-inventory-re-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/sales-data-store-traffic-inventory-re-p-wynn-norman-south-corporate?pdf=1509>

4.1.10. The passage below presents the concluding statements from the comme...

Author: P. Wynn Norman

The passage below presents the concluding statements from the commencement speech given by Apple Inc. CEO Steve Jobs on June 12, 2005, at Stanford University. This speech is not titled, but it is sometimes referred to as the "Find What You Love" speech. In it, Jobs described three stories from his life. With respect to the concluding components of an effective informative speech, which of the following is the function Jobs' closing statements fulfilled.

When I was young, there was an amazing publication called The Whole Earth Catalog, which was one of the bibles of my generation. It was created by a fellow named Stewart Brand not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 1960's, before personal computers and desktop publishing, so it was all made with typewriters, scissors, and polaroid cameras. It was sort of like Google in paperback form, 35 years before Google came along: it was idealistic, and overflowing with neat tools and great notions.

Stewart and his team put out several issues of The Whole Earth Catalog, and then when it had run its course, they put out a final issue. It was the mid-1970s, and I was your age. On the back cover of their final issue was a photograph of an early morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: "Stay Hungry. Stay Foolish." It was their farewell message as they signed off. Stay Hungry. Stay Foolish. And I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you.

Stay Hungry. Stay Foolish.

Thank you all very much.

Please choose only one answer:

- Summarized key points
- Communicated the central theme
- Presented the moral of the story
- Presented the main point
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [The passage below presents the concluding P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/the-passage-below-presents-the-concluding-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-passage-below-presents-the-concluding-p-wynn-norman-south-corporat?pdf=1509>

4.1.11. The table below lists informative speech components (A, B, C, D, E)...

Author: P. Wynn Norman

The table below lists informative speech components (A, B, C, D, E), functions (1, 2, 3, 4, 5) and speech contents (V, W, X, Y, Z). Which of the following accurately matches up the components with their functions and suitable content?

Guideline: A-2-Z means that the <i>component</i> attention-getter (A) <i>functions</i> to summarize key points (2), such as in the <i>content</i> of this statement: “So, it’s not hard to buy American—and it’s not wrong to insist that the businesses you support do so too” (Z). Note that this example is NOT a correct answer.		
COMPONENT	FUNCTION	CONTENTS
A. Attention-getter	1. Communicate points and common ground.	V. Baseball, hot dogs, apple pie, and . . . Isuzu? Of course not!
B. Introduction	2. Summarize key points.	W. Americans love American-made cars the same way we love our favorite foods and pastimes. But there are more reasons than patriotism to buy American today.
C. Body	3. Reinforce the theme, main point, or moral of the story.	X. One of the most important reasons to buy American is because our products are backed with the safety and quality standards of the federal government.
D. Conclusion	4. Address and support points.	Y. Safety and quality standards, designs, and benefits tailored to American tastes and habits and the support of reliable warranties and return policies are just three of the many “buy American” reasons I could have talked about today.
E. Residual Message	5. Raise interest and motivate the audience.	Z. So, it’s not hard to buy American—and it’s not wrong to insist that the businesses you support do so too.

Please choose only one answer:

- A-5-W, B-1-X, C-2-Y, D-4-V, E-3-Z
- A-5-V, B-1-W, C-4-X, D-2-Y, E-3-Z
- A-3-V, B-2-X, C-1-Y, D-5-V, E-4-Z
- A-2-Y, B-4-Z, C-3-W, D-1-X, E-5-X

- none of the above

Check the answer of this question online at QuizOver.com:

Question: [The table below lists informative speech P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/the-table-below-lists-informative-speech-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-table-below-lists-informative-speech-p-wynn-norman-south-corporate?pdf=1509>

4.1.12. What do all informative speeches have in common?

Author: P. Wynn Norman

What do all informative speeches have in common?

Please choose only one answer:

- The objective of enhancing comprehension
- A five-part organizational structure
- A need to share knowledge across cultures
- A goal involving changing, reinforcing, or creating attitudes or behavior
- The ability to improve audience skills

Check the answer of this question online at QuizOver.com:

Question: [What do all informative speeches have in P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-do-all-informative-speeches-have-in-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-do-all-informative-speeches-have-in-p-wynn-norman-south-corporate?pdf=1509>

4.1.13. What ethical characteristic of public speaking did President Barack...

Author: P. Wynn Norman

What ethical characteristic of public speaking did President Barack Obama develop in the passage below, which is from a speech he gave on April 6, 2012, as part of the White House Forum on Women and the Economy?

There's been a lot of talk about women and women's issues lately, as there should be. But I do think that the conversation has been oversimplified. Women are not some monolithic bloc. Women are not an interest group. You shouldn't be treated that way. Women are over half this country and its workforce — not to mention 80 percent of my household, if you count my mother-in-law. And I always count my mother-in-law.

Please choose only one answer:

- Reciprocity
- Mutuality
- Nonjudgmentalism
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What ethical characteristic of public P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-ethical-characteristic-of-public-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-ethical-characteristic-of-public-p-wynn-norman-south-corporate?pdf=1509>

4.1.14. What is the difference between having your point of view influence ...

Author: P. Wynn Norman

What is the difference between having your point of view influence your informative speech and being biased?

Please choose only one answer:

- Everyone has a point of view, but your biases are unique.
- It is easier for audiences to recognize your point of view but harder for them to notice biases.
- Your point of view does not have to have an impact on the information you provide, while biases always have an impact.
- A point of view is passively developed through your experiences and understanding, while bias involves actively seeking information that favors your perspective over others.
- Having a point of view enables you to describe topics broadly or in greater depth, while your biases tend to narrow or restrict the way you discuss a topic.

Check the answer of this question online at QuizOver.com:

Question: [What is the difference between having your P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-difference-between-having-your-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-difference-between-having-your-p-wynn-norman-south?pdf=1509>

4.1.15. What term refers to that component in a speech which raises interes...

Author: P. Wynn Norman

What term refers to that component in a speech which raises interest and motivates the listener?

Please choose only one answer:

- The introduction
- The residual message
- The initial message
- The attention statement
- The opening statement

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [What term refers to that component in a P. Wynn Norman @South Corporate](http://www.quizover.com/question/what-term-refers-to-that-component-in-a-p-wynn-norman-south-corporate?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/what-term-refers-to-that-component-in-a-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-term-refers-to-that-component-in-a-p-wynn-norman-south-corporate?pdf=1509>

4.1.16. When a speaker uses photographs, charts or diagrams to illustrate v...

Author: P. Wynn Norman

When a speaker uses photographs, charts or diagrams to illustrate various points in a speech, what role do those visual aids play in listening?

Please choose only one answer:

- They focus attention on main points.
- They provide visual reinforcement.
- They enable the speaker to slow the pace down.
- They involve listeners more actively.
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [When a speaker uses photographs charts or P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/when-a-speaker-uses-photographs-charts-or-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-a-speaker-uses-photographs-charts-or-p-wynn-norman-south-corporat?pdf=1509>

4.1.17. When Luis analyzes marketing data, he has to draw conclusions based...

Author: P. Wynn Norman

When Luis analyzes marketing data, he has to draw conclusions based on what he finds. In his monthly presentation to the owners of the hardware store he manages, Luis includes these conclusions, as well as a description of the data they are based on. Then, Luis shows how, if his conclusions are correct, the business will lose market share, if it does not make adjustments soon. What type of informative speech has Luis presented?

Please choose only one answer:

- An explanation
- A report
- A demonstration
- A description
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [When Luis analyzes marketing data he has P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/when-luis-analyzes-marketing-data-he-has-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-luis-analyzes-marketing-data-he-has-p-wynn-norman-south-corporate?pdf=1509>

4.1.18. When you are speaking to inform, regardless of your purpose, you mu...

Author: P. Wynn Norman

When you are speaking to inform, regardless of your purpose, you must craft your speech to meet whose needs first?

Please choose only one answer:

- Yours
- Your boss's
- The audience's
- Yours and the audience's
- Your bosses and the audience's

Check the answer of this question online at QuizOver.com:

Question: [When you are speaking to inform regardless P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/when-you-are-speaking-to-inform-regardless-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-you-are-speaking-to-inform-regardless-p-wynn-norman-south?pdf=1509>

4.1.19. When you use an internal summary, such as "Now that I've reviewed t...

Author: P. Wynn Norman

When you use an internal summary, such as "Now that I've reviewed the past strategies we've tried, let me move on to some new ones," how are you encouraging listening?

Please choose only one answer:

- By focusing on main points
- By using restatement and repetition
- By striving for clarity
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [When you use an internal summary such as P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/when-you-use-an-internal-summary-such-as-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-you-use-an-internal-summary-such-as-p-wynn-norman-south-corporate?pdf=1509>

4.1.20. Which information strategy suits an interpersonal learning style?

Author: P. Wynn Norman

Which information strategy suits an interpersonal learning style?

Please choose only one answer:

- Reading
- Problem solving
- Visual aids
- Group projects
- Demonstration

Check the answer of this question online at QuizOver.com:

Question: [Which information strategy suits an P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/which-information-strategy-suits-an-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-information-strategy-suits-an-p-wynn-norman-south-university?pdf=1509>

4.1.21. Which of the following is the reason why the excerpt below, which i...

Author: P. Wynn Norman

Which of the following is the reason why the excerpt below, which is from Republican presidential nominee Mitt Romney's 2012 Wisconsin primary win acceptance speech, fails to exhibit nonjudgmentalism?

[I]t's important to understand one extraordinary fact about this election: President Obama thinks he is doing a good job. I'm not kidding. He actually thinks he is doing a great job. He thinks he's doing an historically great job, like Abraham Lincoln and LBJ and FDR, and no, he did not say this on "Saturday Night Live," all right? It's enough -- it's enough to make you think that years of flying around on Air Force One, surrounded by an adoring staff of true believers, telling you that you're great and you are doing a great job -- It's enough to make you think that you might become a little out of touch with that, and that's what's happened.

SOURCE: Mitt Romney - Wisconsin Primary Speech Transcript, April 3, 2012.

Please choose only one answer:

- Audiences expect speakers to state the truth as they see it.
- Audiences expect speakers to use supporting and clarifying information to support their positions.
- Audiences expect speakers to be open about their point of view.
- Both A and B
- Both B and C

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is the reason why P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-the-reason-why-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-the-reason-why-p-wynn-norman-south-corporate?pdf=1509>

4.1.22. Which of the following sample speech introductions reflects an audi...

Author: P. Wynn Norman

Which of the following sample speech introductions reflects an audience-centered approach?

A. You just got your car washed, and what happens? It rains! The next day, you've got rain spots and mud and streaky windows—and you'd never know by looking that only two days ago, you spent \$10 getting it all clean and shiny. But did you know there's a way to preserve that just-cleaned look on the body, windows, and wheels of your car for up to two weeks after you drive it through the car wash?

B. As you all know, the process of recruiting, screening, and hiring new employees can be a legal minefield. Because we don't have an in-house lawyer to help us make every decision, it's important for all of us to be aware of what is legally acceptable and what isn't.

C. At Meal-A-Week, we've solved the problem of "What's for dinner?" We were once starving college students ourselves, which is why we know how hard it is to prepare meals and study at the same time. In fact, we started developing Meal-A-Week plans before we graduated. Our goal was to enable college students and other busy people to enjoy great, healthy meals quickly and inexpensively, and we think we succeeded. So, sit back and watch as we show you why you'll want to sign up for our surprisingly affordable meal plans.

D. How would you like to reduce your hiring costs per candidate from about a couple thousand dollars to only a couple hundred? Today, I'm going to show you how to use e-recruiting techniques to cut costs by up to 90%. This system is self-administered, and once it's set up, it can take less than an hour a day to maintain. There are three easy steps to e-recruiting, so let's get started.

Please choose only one answer:

- A
- B
- C
- D
- none of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following sample speech P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-sample-speech-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-sample-speech-p-wynn-norman-south-university?pdf=1509>

4.1.23. Which of the following statements draws the audience into the follo...

Author: P. Wynn Norman

Which of the following statements draws the audience into the following short speech? 1. We really need to change the economic direction of our country; 2. I imagine that each and every one of you has, or knows someone who has lost a job and is struggling right now; 3. In the past two years, I lost my job, my car, and my house; 4. According to the U.S. Bureau of Labor, nine percent of working age adults in this country are just like me: unemployed; 5. This crisis has touched everyone, from the poor to the businesses that have had to close their doors. 6. We need a strong leadership to help us fix this dilemma or the crisis is only going to get worse.

Please choose only one answer:

- 1
- 2
- 3
- 4
- 5

Check the answer of this question online at QuizOver.com:

Question: [Which of the following statements draws P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-statements-draws-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-statements-draws-p-wynn-norman-south-corporate?pdf=1509>

4.1.24. Which statement in the partial transcript found below from Speaker ...

Author: P. Wynn Norman

Which statement in the partial transcript found below from Speaker of the House John Boehner's July 11, 2011, press conference on raising the debt ceiling is an example of an ethical lapse involving the presentation of information?

Our disagreement is over the idea of raising taxes on the very people that we're asking to create jobs in our country. I agree with the president that the national debt limit must be raised, and I'm glad that he made the case for it today. But the American people will not accept—and the House cannot pass—a bill that raises taxes on job creators. The House can only pass a debt limit bill that includes spending cuts larger than the hike in the debt limit, as well as real restraints on future spending.

Please choose only one answer:

- The first sentence
- The second sentence
- The third sentence
- The fourth sentence
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which statement in the partial transcript P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-statement-in-the-partial-transcript-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-statement-in-the-partial-transcript-p-wynn-norman-south-corporat?pdf=1509>

4.1.25. You research your speech topic by selecting information about an up...

Author: P. Wynn Norman

You research your speech topic by selecting information about an upcoming election's candidates from the newspapers and magazines you like to read. Once you have gathered facts and chosen opinions from both sides of the issues, you consider your audience's needs and adjust your plans to include information from sources you yourself would not ordinarily seek out but which you think your audience might respect more. Given the way in which you have carried out your research, which of the following influences on informative speaking have you minimized?

Please choose only one answer:

- Your biases
- Your point of view
- Your interpretations
- Your preferences
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [You research your speech topic by selecting P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/you-research-your-speech-topic-by-selecting-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/you-research-your-speech-topic-by-selecting-p-wynn-south-university?pdf=1509>

4.1.26. Your child has asked you to come to her elementary school and give ...

Author: P. Wynn Norman

Your child has asked you to come to her elementary school and give a talk. You decide to talk about how important saving is. Given the youthfulness of your audience, which of the following learning styles should you avoid?

Please choose only one answer:

- Spatial
- Musical
- Kinesthetic
- Logical
- Interpersonal

Check the answer of this question online at QuizOver.com:

Question: [Your child has asked you to come to her P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/your-child-has-asked-you-to-come-to-her-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/your-child-has-asked-you-to-come-to-her-p-wynn-norman-south-corporate?pdf=1509>

4.1.27. Your supervisor is instructing your team on how to introduce client...

Author: P. Wynn Norman

Your supervisor is instructing your team on how to introduce clients to the new antiwidget. She presents each of you with a fact sheet on the widget and writes on a whiteboard the steps you should follow to emphasize the benefit of each widget feature on the fact sheet. To encourage active listening, which technique should he also apply?

Please choose only one answer:

- Announce at the beginning of his presentation that your group will be quizzed on the fact sheet afterward.
- Set up an agent-client, role-playing exercise between teammates after the presentation.
- Ask your team questions during the presentation about aspects of using the fact sheet that may present special challenges.
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Your supervisor is instructing your team P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/your-supervisor-is-instructing-your-team-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/your-supervisor-is-instructing-your-team-p-wynn-norman-south-corporate?pdf=1509>

4.1.28. "I am honored to be with you today at your commencement from one of...

Author: P. Wynn Norman

"I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal—just three stories. The first story is about connecting the dots." The preceding passage is from the introduction of the commencement speech given by Apple, Inc. CEO Steve Jobs on June 12, 2005, at Stanford University. Which sentence(s) does Jobs use to lead into the body of his speech?

Please choose only one answer:

- The second sentence
- The second and third sentences
- The fourth sentence
- The fourth, fifth, and sixth sentences
- The seventh sentence

Check the answer of this question online at QuizOver.com:

Question: [I am honored to be with you today at your P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/i-am-honored-to-be-with-you-today-at-your-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/i-am-honored-to-be-with-you-today-at-your-p-wynn-norman-south-corporat?pdf=1509>

4. Chapter: Unit 10: Nonverbal Delivery

1. Unit 10: Nonverbal Delivery Questions

4.1.1. An enraged coworker approaches you, standing so close that your nos...

Author: P. Wynn Norman

An enraged coworker approaches you, standing so close that your noses are almost touching. Using an extended finger, he taps at your chest and whispers menacingly "If you EVER tell the boss what I did"—a threatening silence fills a gap in his words—"you'll regret it." Which category of nonverbal communication is used three times in this exchange?

Please choose only one answer:

- Proxemics
- Haptics
- Paralanguage
- Body movement
- Chronemics

Check the answer of this question online at QuizOver.com:

Question: [An enraged coworker approaches you standing P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/an-enraged-coworker-approaches-you-standing-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/an-enraged-coworker-approaches-you-standing-p-wynn-south-university?pdf=1509>

4.1.2. Fill in the blanks: "Non-verbal communication is the _____ of con...

Author: P. Wynn Norman

Fill in the blanks: "Non-verbal communication is the _____ of conveying _____ without using _____," according to the textbook.

Please choose only one answer:

- Strategy, openness, persuasion
- Product, ideas, verbals
- Result, thoughts, language
- Process, messages, words
- Product, information, media

Check the answer of this question online at QuizOver.com:

Question: [Fill in the blanks: Non-verbal communication P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/fill-in-the-blanks-non-verbal-communication-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/fill-in-the-blanks-non-verbal-communication-p-wynn-south-corporate?pdf=1509>

4.1.3. In all of the images presented below, the professional speaker has ...

Author: P. Wynn Norman

In all of the images presented below, the professional speaker has been captured in what stage of his gestures?

Please choose only one answer:

- Anticipation
- Preparation
- Implementation
- Reconciliation
- Relaxation

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [In all of the images presented below the P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-all-of-the-images-presented-below-the-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-all-of-the-images-presented-below-the-p-wynn-norman-south-corporate?pdf=1509>

4.1.4. In one section of her very effective speech, Veronica verbally intr...

Author: P. Wynn Norman

In one section of her very effective speech, Veronica verbally introduced a visual aid, but only briefly. Then, she left it on display without referring to it again. Of the following visuals, which one could Veronica have used effectively in this manner?

ERROR: Infinite table loop

Please choose only one answer:

- A
- B
- C
- D
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [In one section of her very effective speech P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/in-one-section-of-her-very-effective-speech-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-one-section-of-her-very-effective-speech-p-wynn-south-university?pdf=1509>

4.1.5. It is said that in the United States that the North moves at a much...

Author: P. Wynn Norman

It is said that in the United States that the North moves at a much faster pace than the South. Some also believe that the pace of life in the United States is, in general, much faster than that of Europe or the Middle East. Whether these generalities are true or not, a shipping business may appear to operate at a more frenetic pace than a farm. These characterizations of places, cultures, and businesses reflect what?

Please choose only one answer:

- Proxemics
- Chronemics
- Kinesics
- Artifacts
- Rituals

Check the answer of this question online at QuizOver.com:

Question: [It is said that in the United States that P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/it-is-said-that-in-the-united-states-that-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/it-is-said-that-in-the-united-states-that-p-wynn-norman-south-corporat?pdf=1509>

4.1.6. Other than the fact that one is speaking and one is not, what singl...

Author: P. Wynn Norman

Other than the fact that one is speaking and one is not, what single word best describes the differences in the nonverbal communication traits characterizing the two individuals shown in the image below?



Please choose only one answer:

- Appearance
- Posture
- Expression
- Gestures
- Mannerism

Check the answer of this question online at QuizOver.com:

Question: [Other than the fact that one is speaking P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/other-than-the-fact-that-one-is-speaking-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/other-than-the-fact-that-one-is-speaking-p-wynn-norman-south-corporate?pdf=1509>

4.1.7. The individual in the image below is making a dramatic point, but o...

Author: P. Wynn Norman

The individual in the image below is making a dramatic point, but one aspect of his nonverbal communication may have a negative effect on his message. What is it?



Please choose only one answer:

- His gesture
- His visual aid
- His eye contact
- His facial expression
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [The individual in the image below is making P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/the-individual-in-the-image-below-is-making-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-individual-in-the-image-below-is-making-p-wynn-south-university?pdf=1509>

4.1.8. The series of images below illustrate what category of nonverbal co...

Author: P. Wynn Norman

The series of images below illustrate what category of nonverbal communication?

Please choose only one answer:

- Proxemics
- Haptics
- Paralanguage
- Body movement
- Chronemics

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [The series of images below illustrate what P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/the-series-of-images-below-illustrate-what-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-series-of-images-below-illustrate-what-p-wynn-norman-south?pdf=1509>

4.1.9. Use the images below as the clue needed to fill in the blanks in fr...

Author: P. Wynn Norman

Use the images below as the clue needed to fill in the blanks in front of the following partial quote from your textbook: _____ to "learn about nonverbal communication and its impact on your interactions."

A.



B.



C.

Please choose only one answer:

- Enroll an observer
- Watch reactions
- Experiment with gestures
- Focus on a specific signs
- Use emotions

Check the answer of this question online at QuizOver.com:

Question: [Use the images below as the clue needed P. Wynn Norman @South Corporate](http://www.quizover.com/question/use-the-images-below-as-the-clue-needed-p-wynn-norman-south-corporate?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/use-the-images-below-as-the-clue-needed-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/use-the-images-below-as-the-clue-needed-p-wynn-norman-south-corporate?pdf=1509>

4.1.10. Which of the following is the most likely role of the visual aid sh...

Author: P. Wynn Norman

Which of the following is the most likely role of the visual aid shown below?

**Interviewing for Employers 101:
WHAT YOU SHOULD *NOT* ASK**

- Don't ask if the interviewee is married, has children, or plans to have children.
- Don't ask about the interviewee's religion.
- Don't ask the interviewee's age or whether he or she graduated from high school.
- Don't ask the interviewee if he or she is a U.S. citizen.
- Don't ask the interviewee if he or she has a disability.

Please choose only one answer:

- To make the speech more interesting
- To enhance the speaker's credibility
- To communicate complex information quickly
- To reinforce a verbal message
- To signal the audience that the speaker is making a transition

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is the most likely P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-the-most-likely-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-the-most-likely-p-wynn-norman-south-corporat?pdf=1509>

4.1.11. Which of the following presents a correct sequence of proxemics?

Author: P. Wynn Norman

Which of the following presents a correct sequence of proxemics?

Please choose only one answer:

- Public, social, personal, intimate
- Social, public, intimate, personal
- Public, personal, intimate, social
- Intimate, personal, social, public
- Social, public, intimate, personal

Check the answer of this question online at QuizOver.com:

Question: [Which of the following presents a correct P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-presents-a-correct-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-presents-a-correct-p-wynn-norman-south-corporat?pdf=1509>

4.1.12. Which of the following statements about designing visual aids is FA...

Author: P. Wynn Norman

Which of the following statements about designing visual aids is FALSE?

Please choose only one answer:

- Using colors on opposite sides of a color wheel are best for creating emphasis.
- The closer colors are on a color wheel, the more harmony they create when used together.
- Avoid using more than two or three colors in a visual aid.
- The color of text and graphics on the same visual should be independent of each other.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following statements about P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-statements-about-p-wynn-norman-south-co-1075905?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-statements-about-p-wynn-norman-south-co-1075905?pdf=1509>

4.1.13. Which of the following statements about nonverbal communication is ...

Author: P. Wynn Norman

Which of the following statements about nonverbal communication is FALSE?

Please choose only one answer:

- It happens fast.
- It is not fluid.
- It can completely replace verbal communication.
- It is confusing.
- It happens everywhere between everyone, all the time.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following statements about P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-statements-about-p-wynn-norman-south-co-1076022?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-statements-about-p-wynn-norman-south-co-1076022?pdf=1509>

4.1.14. Which of the following statements about nonverbal communication is ...

Author: P. Wynn Norman

Which of the following statements about nonverbal communication is TRUE?

Please choose only one answer:

- Nonverbal communication is understood across cultures.
- Nonverbal communication is irreversible.
- Nonverbal communication cannot be planned in advance.
- Nonverbal communication involves mostly facial gestures.
- Nonverbal communication cannot replace verbal communication.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following statements about P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-statements-about-p-wynn-norman-south-co-1076140?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-statements-about-p-wynn-norman-south-co-1076140?pdf=1509>

4.1.15. Which of the following statements about nonverbal communication is ...

Author: P. Wynn Norman

Which of the following statements about nonverbal communication is FALSE?

Please choose only one answer:

- Nonverbal communication can replace verbal communication.
- Nonverbal communication is confusing and contextual.
- Nonverbal communication is more believable than verbal communication.
- Nonverbal communication is a slow, deliberate process.
- Nonverbal communication conveys messages without using words.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following statements about P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-statements-about-p-wynn-norman-south-co-1076258?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-statements-about-p-wynn-norman-south-co-1076258?pdf=1509>

4.1.16. Which of the speakers in the images below use artifacts?

Author: P. Wynn Norman

Which of the speakers in the images below use artifacts?



Please choose only one answer:

- A
- A and B
- A, B, and C
- A, B, C, and D
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the speakers in the images below P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-speakers-in-the-images-below-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-speakers-in-the-images-below-p-wynn-norman-south-corporat?pdf=1509>

4. Chapter: Unit 03: Understanding Your Audience

1. Unit 03: Understanding Your Audience Questions

4.1.1. A customer purchases one of your products that turns out to be defe...

Author: P. Wynn Norman

A customer purchases one of your products that turns out to be defective. You do everything you can to satisfy the customer, returning her money and even offering to replace the defective product for free. Nevertheless, she refuses all of your offers and says she will purchase a different product from someone else. What does Jurgen Habermas call the kind of perception that prevents the customer from giving your product a second chance?

Please choose only one answer:

- Selective perception
- Conventional thinking
- Selective exposure
- Pre-understanding
- Gestalt continuity

Check the answer of this question online at QuizOver.com:

Question: [A customer purchases one of your products P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/a-customer-purchases-one-of-your-products-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-customer-purchases-one-of-your-products-p-wynn-norman-south-corporat?pdf=1509>

4.1.2. A friend of yours is taking a course, the instructor of which think...

Author: P. Wynn Norman

A friend of yours is taking a course, the instructor of which thinks your friend is not sufficiently prepared to handle the subject matter. The teacher recommends that your friend take a lower level course instead. Based on the seminal study that identified the "Pygmalion effect," who will have the greatest influence on your friend's success, if he or she stays in the class?

Please choose only one answer:

- You, if you frequently express confidence in your friend's abilities.
- Your friend, he or she decides to fulfill her own prophecy, rather than that of the instructor.
- The instructor, if that person continues to believe that your friend cannot succeed.
- Both A or B
- Both A or C

Check the answer of this question online at QuizOver.com:

Question: [A friend of yours is taking a course the P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/a-friend-of-yours-is-taking-a-course-the-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-friend-of-yours-is-taking-a-course-the-p-wynn-norman-south-corporate?pdf=1509>

4.1.3. A presidential candidate had a history of being pro-choice, believi...

Author: P. Wynn Norman

A presidential candidate had a history of being pro-choice, believing that it is a woman's right to choose abortion over birth (within certain limits). A decade later, however, the candidate declared himself to be pro-life, arguing that life should be protected, first and foremost. The politician attributes his new view to witnessing the pain and stress of an abortion-related decision by a friend. What does the candidate's history with this issue confirm about the nature of his beliefs?

Please choose only one answer:

- That they are not necessarily based on logic or fact.
- They can be influenced by what he experiences.
- They can be changed but such change can take a long time or strong evidence.
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [A presidential candidate had a history of P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/a-presidential-candidate-had-a-history-of-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-presidential-candidate-had-a-history-of-p-wynn-norman-south-corporat?pdf=1509>

4.1.4. A recent news story noted how surgeons report a marked increase in ...

Author: P. Wynn Norman

A recent news story noted how surgeons report a marked increase in the number of vasectomies that are scheduled during "March Madness," a popular, month-long, national basketball tournament in the U.S. What Gestalt principle does this observation reflect?

Please choose only one answer:

- Similarity
- Continuity
- Proximity
- Symmetry
- Closure

Check the answer of this question online at QuizOver.com:

Question: [A recent news story noted how surgeons P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/a-recent-news-story-noted-how-surgeons-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-recent-news-story-noted-how-surgeons-p-wynn-norman-south-corporate?pdf=1509>

4.1.5. An ambitious middle-aged commuter stops thinking about her job to l...

Author: P. Wynn Norman

An ambitious middle-aged commuter stops thinking about her job to listen to your advertisement playing on her car radio, because it begins with the well-known 1970s song "I Am Woman." Which audience trait did you use to successfully attract her attention?

Please choose only one answer:

- Demographic
- Psychographic
- Linguistic
- Demographic and psychographic
- Psychographic and linguistic

Check the answer of this question online at QuizOver.com:

Question: [An ambitious middle-aged commuter stops P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/an-ambitious-middle-aged-commuter-stops-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/an-ambitious-middle-aged-commuter-stops-p-wynn-norman-south-corporate?pdf=1509>

4.1.6. As a business communicator, which of the following would you invest...

Author: P. Wynn Norman

As a business communicator, which of the following would you invest your marketing dollars into changing or modifying?

Please choose only one answer:

- Customer attitudes
- Customer beliefs
- Customer values
- Customer morals
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [As a business communicator which of the P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/as-a-business-communicator-which-of-the-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/as-a-business-communicator-which-of-the-p-wynn-norman-south-corporate?pdf=1509>

4.1.7. Based on the assigned readings, complete this sentence: "Mutual res..."

Author: P. Wynn Norman

Based on the assigned readings, complete this sentence: "Mutual respect and understanding are built one _____ at a time, and _____ is difficult to gain and easy to lose."

Please choose only one answer:

- Customer, a customer
- Message, attention
- Step, loyalty
- Debate, the upper hand
- Conversation, trust

Check the answer of this question online at QuizOver.com:

Question: [Based on the assigned readings complete P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/based-on-the-assigned-readings-complete-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/based-on-the-assigned-readings-complete-p-wynn-norman-south-corporate?pdf=1509>

4.1.9. How is the Iceberg Model relevant to understanding the limitations ...

Author: P. Wynn Norman

How is the Iceberg Model relevant to understanding the limitations of audience demographics?

Please choose only one answer:

- It demonstrates how negative audience attitudes can be much larger below the surface but can still be melted by the heat of a well-designed message.
- It shows how it is just as important to analyze the traits people have that you cannot see as those that you can.
- It reminds you that most of your audience's traits lie below your level of awareness.
- It represents how diverse audiences require intercultural communication or most of them will be submerged by your messages.
- Race, age, ethnicity, gender, income, education, and other audience traits are like chips of ice that a good communicator can break away to get to the core of an audience.

Check the answer of this question online at QuizOver.com:

Question: [How is the Iceberg Model relevant to P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/how-is-the-iceberg-model-relevant-to-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/how-is-the-iceberg-model-relevant-to-p-wynn-norman-south-university?pdf=1509>

4.1.10. If a commuter thinking about completing her project stops thinking ...

Author: [P. Wynn Norman](#)

If a commuter thinking about completing her project stops thinking about it to listen to your advertisement playing on her car radio, her attention is probably the product of what?

Please choose only one answer:

- Prophetic perception
- Unique perception
- Selective perception
- Interpretive perception
- All of the above

Check the answer of this question online at [QuizOver.com](#):

Question: [If a commuter thinking about completing P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/if-a-commuter-thinking-about-completing-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/if-a-commuter-thinking-about-completing-p-wynn-norman-south-corporate?pdf=1509>

4.1.11. In American presidential politics, conservatives are on one side of...

Author: P. Wynn Norman

In American presidential politics, conservatives are on one side of the ideological spectrum and progressives are on the other. In the middle are a group of voters known as moderates, and it is this group which wants politicians to find middle ground and compromise on legislation. Which Gestalt principle do moderates appear to favor?

Please choose only one answer:

- Similarity
- Continuity
- Proximity
- Symmetry
- Closure

Check the answer of this question online at QuizOver.com:

Question: [In American presidential politics P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/in-american-presidential-politics-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-american-presidential-politics-p-wynn-norman-south-university?pdf=1509>

4.1.12. Interests, familiarity, importance, listening skills, distractions,...

Author: P. Wynn Norman

Interests, familiarity, importance, listening skills, distractions, and interruptions all can influence what important first step in effective communication?

Please choose only one answer:

- Understanding
- Processing
- Attention
- Agreement
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Interests familiarity importance listening P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/interests-familiarity-importance-listening-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/interests-familiarity-importance-listening-p-wynn-norman-south?pdf=1509>

4.1.13. Most local governments in the U.S. require public buildings to post...

Author: P. Wynn Norman

Most local governments in the U.S. require public buildings to post diagrams which show evacuation routes in an emergency. The bright red arrows that these diagrams use to point to the way out reflect what influence on the how people respond to information?

Please choose only one answer:

- Physical characteristics
- Psychological states
- Perceptual states
- Individual preferences
- Self-expression

Check the answer of this question online at QuizOver.com:

Question: [Most local governments in the U.S. require P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/most-local-governments-in-the-u-s-require-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/most-local-governments-in-the-u-s-require-p-wynn-norman-south?pdf=1509>

4.1.14. Mrs. Rosenberg has come to your boss' office to complain about one ...

Author: P. Wynn Norman

Mrs. Rosenberg has come to your boss' office to complain about one of the workers who ruined her lawn by driving his truck over it after a heavy rain. Unfortunately, not only did she not make an appointment to discuss the problem, she has now been talking for over ten minutes and your boss is about to be late for a meeting. Connect how your boss proceeded to mishandle the situation with the tips he ignored on how to create an environment that will facilitate positive communication. Match Errors 1-3 with Tips A-B. Error 1: Impatiently, your boss interrupts Mrs. Robinson to tell her he has to get to his meeting and then tells you to fit her into his schedule next week, if she wants to continue with her complaint; Error 2: Then, he informs Mrs. Robinson that she should have told the worker where to park the truck and that he could not accept her explanation that she did not have the time to do so; Error 3: Finally, without waiting for Mrs. Robinson to respond, your boss thanks her for expressing her concerns but admits that he cannot really understand why she is so upset, because grass is not ruined by being run over by a truck just one time. Tip A: Take turns and understand, Tip B: Set aside a special time and do not interrupt, Tip C: Acknowledge and be accepting.

Please choose only one answer:

- A-1, B-2, C-3
- B-1, C-2, A-3
- C-1, A-2, B-3
- A-3, C-1, B-2
- B-3, C-1, A-2

Check the answer of this question online at QuizOver.com:

Question: [Mrs. Rosenberg has come to your boss' P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/mrs-rosenberg-has-come-to-your-boss-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/mrs-rosenberg-has-come-to-your-boss-p-wynn-norman-south-corporate?pdf=1509>

4.1.15. One popular saying related to good listening habits is "Withhold ev...

Author: P. Wynn Norman

One popular saying related to good listening habits is "Withhold evaluation until comprehension is complete."
What does it mean?

Please choose only one answer:

- Do not interrupt the person communicating with you.
- Focus your attention on the message, not your internal monologue.
- Ask clarifying questions, but only after the communicator has finished.
- After the message is complete, restate it in your own words to see if you have understood it correctly.
- Do not multitask when someone is trying to communicate with you.

Check the answer of this question online at QuizOver.com:

Question: [One popular saying related to good listening P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/one-popular-saying-related-to-good-listening-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/one-popular-saying-related-to-good-listening-p-wynn-south-corporate?pdf=1509>

4.1.16. Recognizing the importance of communication for advancing your care...

Author: P. Wynn Norman

Recognizing the importance of communication for advancing your career is an example of what?

Please choose only one answer:

- An attitude
- A belief
- A value
- A preconception
- None of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Recognizing the importance of communication P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/recognizing-the-importance-of-communication-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/recognizing-the-importance-of-communication-p-wynn-south-university?pdf=1509>

4.1.17. Restating a message in your own words as a message receiver and ask...

Author: P. Wynn Norman

Restating a message in your own words as a message receiver and asking clarifying questions as a message sender are ways to encourage which process?

Please choose only one answer:

- Efficient communication
- Fostering internal dialogue
- Focusing your thoughts
- Active listening
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Restating a message in your own words as P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/restating-a-message-in-your-own-words-as-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/restating-a-message-in-your-own-words-as-p-wynn-norman-south-corporate?pdf=1509>

4.1.18. Samantha has been having little success in finding a job. When she ...

Author: P. Wynn Norman

Samantha has been having little success in finding a job. When she looks at herself in a mirror, she sees someone who is unattractive, and she is convinced this is why she is not getting hired. In particular, she is sure everyone is repulsed by her crooked yellow teeth. As a result, she avoids smiling and often unconsciously covers her mouth with her hand. Which of the following aspects of Samantha's self-concept may contribute directly to her joblessness?

Please choose only one answer:

- Her self-esteem
- Her self-fulfilling prophecies
- Her self-image
- Her self-esteem and her self-fulfilling prophecies
- Her self-image and her self-fulfilling prophecies

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Samantha has been having little success P. Wynn Norman @South Corporate](http://www.quizover.com/question/samantha-has-been-having-little-success-p-wynn-norman-south-corporate?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/samantha-has-been-having-little-success-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/samantha-has-been-having-little-success-p-wynn-norman-south-corporate?pdf=1509>

4.1.19. The following groups reflect which of the Gestalt organizing princi...

Author: P. Wynn Norman

The following groups reflect which of the Gestalt organizing principles, respectively: "A house, its lawn, its garage," "Step 1, Step 2, Step 3," and "peanut butter, jelly, bread."

Please choose only one answer:

- Symmetry, figure and ground, uniformity
- Similarity, symmetry, closure
- Closure, proximity, symmetry
- Figure and ground, continuity, similarity
- Homogeneity, closure, proximity

Check the answer of this question online at QuizOver.com:

Question: [The following groups reflect which of the P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/the-following-groups-reflect-which-of-the-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-following-groups-reflect-which-of-the-p-wynn-norman-south-corporat?pdf=1509>

4.1.20. The printing company you use to create coupon inserts to go in your...

Author: P. Wynn Norman

The printing company you use to create coupon inserts to go in your local newspaper puts a zero in the wrong place such that the coupon distributed says that customers will get 50% off the price of a very expensive product rather than 5%. Customers who show up expecting to receive that 50% off have failed to or have intentionally decided not to follow which Gestalt principle?

Please choose only one answer:

- Similarity
- Continuity
- Proximity
- Symmetry
- Closure

Check the answer of this question online at QuizOver.com:

Question: [The printing company you use to create P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/the-printing-company-you-use-to-create-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-printing-company-you-use-to-create-p-wynn-norman-south-corporate?pdf=1509>

4.1.21. What is a self-fulfilling prophecy?

Author: P. Wynn Norman

What is a self-fulfilling prophecy?

Please choose only one answer:

- When you decide you can do something and as a result, you do it and do it well
- When you decide you cannot do something, and that attitude causes you not to do it well even if you try to
- When someone else believes you can do something and so you change such that you meet his or her expectations and succeed in doing what they expected you to do
- When someone does not believe you can do something, but you believe you can, so you do whatever it takes to succeed in order to show him or her that he or she was wrong.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What is a self-fulfilling prophecy P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-a-self-fulfilling-prophecy-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-a-self-fulfilling-prophecy-p-wynn-norman-south-university?pdf=1509>

4.1.22. What is the BEST way to take advantage of the power of a self-fulfi...

Author: P. Wynn Norman

What is the BEST way to take advantage of the power of a self-fulfilling prophecy?

Please choose only one answer:

- Work with people who will give you positive feedback on your work.
- Work with people who will criticize your work and push you to work harder.
- Give other people positive feedback so that you will become more capable of recognizing your own good work.
- Avoid making mistakes by taking the time to prepare and complete your work instead of rushing or being careless.
- Always apply constructive criticism when you give others feedback so that they will do the same for you.

Check the answer of this question online at QuizOver.com:

Question: [What is the BEST way to take advantage of P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-best-way-to-take-advantage-of-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-best-way-to-take-advantage-of-p-wynn-norman-south-corporat?pdf=1509>

4.1.23. What is the most important reason to analyze the demographics of yo...

Author: P. Wynn Norman

What is the most important reason to analyze the demographics of your audience?

Please choose only one answer:

- So you can avoid communication channels they do not use
- So you can tailor your message to suit their needs, interests, and goals
- So you can reciprocate when they transmit feedback to you
- So you can change the purpose of your message
- So you can choose images that will attract their attention

Check the answer of this question online at QuizOver.com:

Question: [What is the most important reason to P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-most-important-reason-to-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-most-important-reason-to-p-wynn-norman-south-university?pdf=1509>

4.1.24. What part of a verbal message should be designed to ensure that you...

Author: P. Wynn Norman

What part of a verbal message should be designed to ensure that your message is selected from among whatever other stimuli are competing for your audience's attention?

Please choose only one answer:

- The opening statement
- The statement of purpose
- The preview statements
- All of the transitional statements
- The closing statement

Check the answer of this question online at QuizOver.com:

Question: [What part of a verbal message should be P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-part-of-a-verbal-message-should-be-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-part-of-a-verbal-message-should-be-p-wynn-norman-south-corporate?pdf=1509>

4.1.25. Which of the following CANNOT explain individual differences in per...

Author: P. Wynn Norman

Which of the following CANNOT explain individual differences in perception?

Please choose only one answer:

- Physical characteristics
- Psychological characteristics
- Attitudes, beliefs, and values
- Preconceived notions
- Rhetorical consequences

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following CANNOT explain P. Wynn Norman @South Corporate](http://www.quizover.com/question/which-of-the-following-cannot-explain-p-wynn-norman-south-corporate?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-cannot-explain-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-cannot-explain-p-wynn-norman-south-corporate?pdf=1509>

4.1.26. Which of the following examples of selective perception are correct?

Author: P. Wynn Norman

Which of the following examples of selective perception are correct?

Please choose only one answer:

- Selective attention: You have seen commercials for the new iPad thousands of times, so when another one appears on your television screen, you go into the kitchen for a snack.
- Selective attention: You get your news from only one television or cable channel.
- Selective exposure: You are watching a television commercial and hear what the announcer is saying, but you do not absorb the meaning behind his words because you are not actively listening.
- Selective exposure: You ignore the inconsistencies in your favored political candidate's proposals.
- Selective retention: You cannot recall a single thing a politician you dislike has ever done right.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following examples of selective P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-examples-of-selective-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-examples-of-selective-p-wynn-south-corporate?pdf=1509>

4.1.27. You have been asked by your branch of the Chamber of Commerce to sp...

Author: P. Wynn Norman

You have been asked by your branch of the Chamber of Commerce to speak at a senior citizens center about how increases in the minimum wage affect businesses' ability to hire seasonal workers. Given the traits of your audience, what group will you verbally sympathize with even as you explain how keeping wages low also keeps unemployment low?

Please choose only one answer:

- Students
- Parents
- Grandparents
- Business owners
- Retirees

Check the answer of this question online at QuizOver.com:

Question: [You have been asked by your branch of the P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/you-have-been-asked-by-your-branch-of-the-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/you-have-been-asked-by-your-branch-of-the-p-wynn-norman-south-corporat?pdf=1509>

4.1.28. "We experience the world through mediated images and mass communica..."

Author: P. Wynn Norman

"We experience the world through mediated images and mass communication," according to the textbook. What does this mean in terms of messaging strategies for a new business?

Please choose only one answer:

- It means advertising is an important way to distribute messages.
- It means that people get a lot of their information about a business indirectly.
- It means businesses can lose control of their messages, if they rely only on word of mouth instead of paying to have exactly what they want presented by the media.
- It means getting customers to visit a business can produce more accurate and more immediate impressions than media exposure.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [We experience the world through mediated P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/we-experience-the-world-through-mediated-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/we-experience-the-world-through-mediated-p-wynn-norman-south-corporate?pdf=1509>

4. Chapter: Unit 13: Intrapersonal and Interpersonal Business Communication

1. Unit 13: Intrapersonal and Interpersonal Business Communication Questions

4.1.1. At the 2011 Indiana Black Expo's 41st Summer Celebration, Timothy M...

Author: P. Wynn Norman

At the 2011 Indiana Black Expo's 41st Summer Celebration, Timothy M. Harris, co-founder of Harris & Ford, LLC, received the Governor's Award for Achievement in Business and Entrepreneurship. If Mr. Harris's accomplishments in leading a successful minority-owned company encourage you to pursue your goals in spite of the social, ethnic, or personal handicaps you face, your decision to do so is an example of what activity related to your self-concept?

Please choose only one answer:

- Social comparison
- Internal monologue
- Self-reflection
- All of the above
- A and C only

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [At the 2011 Indiana Black Expo's 41st P. Wynn Norman @South Corporate](http://www.quizover.com/question/at-the-2011-indiana-black-expo-s-41st-p-wynn-norman-south-corporate?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/at-the-2011-indiana-black-expo-s-41st-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/at-the-2011-indiana-black-expo-s-41st-p-wynn-norman-south-corporate?pdf=1509>

4.1.2. Fill in the blanks in the following statement. Interaction that tak...

Author: P. Wynn Norman

Fill in the blanks in the following statement. Interaction that takes place in the mind without _____ relies on previous interaction with _____.

Please choose only one answer:

- Thought, other thoughts
- Emotion, thoughts and logic
- Externalization, external world
- Visualization, external world
- Distraction, cognition

Check the answer of this question online at QuizOver.com:

Question: [Fill in the blanks in the following P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/fill-in-the-blanks-in-the-following-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/fill-in-the-blanks-in-the-following-p-wynn-norman-south-university?pdf=1509>

4.1.3. Gisella nods compassionately during her employment interview to non...

Author: P. Wynn Norman

Gisella nods compassionately during her employment interview to nonverbally imply that she agrees with the litany of complaints her interviewer, Ms. Buonosera, has been inappropriately indulging in for the past five minutes. Which of the following conflict management concepts could have been critiqued by someone observing the interview?

Please choose only one answer:

- Face-saving
- Empathy
- Gunnysacking
- A and B
- B and C

Check the answer of this question online at QuizOver.com:

Question: [Gisella nods compassionately during her P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/gisella-nods-compassionately-during-her-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/gisella-nods-compassionately-during-her-p-wynn-norman-south-corporate?pdf=1509>

4.1.4. Hermione is sitting in the waiting room with five other applicants ...

Author: P. Wynn Norman

Hermione is sitting in the waiting room with five other applicants for a secretarial position. Surreptitiously, she examines each individual's clothing, posture, and other traits that may mark them as competition. She decides that she needs to only worry about the distinguished-looking, older gentleman sitting back in his chair, reading a magazine that he has rested on his comfortably crossed legs. What aspect of her self-concept has Hermione been engaged in?

Please choose only one answer:

- Internal monologue
- Critical thinking
- Dynamic processing
- Self-affirmation
- Social comparisons

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Hermione is sitting in the waiting room P. Wynn Norman @South Corporate](http://www.quizover.com/question/hermione-is-sitting-in-the-waiting-room-p-wynn-norman-south-corporate?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/hermione-is-sitting-in-the-waiting-room-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/hermione-is-sitting-in-the-waiting-room-p-wynn-norman-south-corporate?pdf=1509>

4.1.5. Hermione is sitting in the waiting room with five other applicants ...

Author: P. Wynn Norman

Hermione is sitting in the waiting room with five other applicants for a secretarial position. She is so involved in comparing herself to the self-assured gentleman sitting across from her that she failed to hear the human resources manager call her name and consequently missed her chance to interview for the position. Hermione's obsession with her competition illustrates what self-concept driven aspect of intrapersonal communication that can be a barrier to effective communication?

Please choose only one answer:

- Social comparisons
- Internal monologue
- Dimensions of Self
- All of the above
- None of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Hermione is sitting in the waiting room P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/hermione-is-sitting-in-the-waiting-room-p-wynn-norman-south-co-1081193?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/hermione-is-sitting-in-the-waiting-room-p-wynn-norman-south-co-1081193?pdf=1509>

4.1.6. Hermione relies on spell checkers in word processing programs to he...

Author: P. Wynn Norman

Hermione relies on spell checkers in word processing programs to help her avoid the significant spelling problem she has. Of course, she never admits this when she is interviewed for the secretarial position she is seeking. In which quadrant in Luft and Ingram's Dimensions of Self would you place this information about Hermione?

Please choose only one answer:

- The first
- The second
- The third
- The fourth
- None of the above because lying is an outcome not a dimension

Check the answer of this question online at QuizOver.com:

Question: [Hermione relies on spell checkers in word P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/hermione-relies-on-spell-checkers-in-word-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/hermione-relies-on-spell-checkers-in-word-p-wynn-norman-south-corporat?pdf=1509>

4.1.7. Horace is struggling to find the right words to tell Dan that he is...

Author: P. Wynn Norman

Horace is struggling to find the right words to tell Dan that he is being laid off. He knows Dan has a temper and feels younger workers are always slacking off on the loading dock. Horace does not want a confrontation with Dan, but he is not sure how to avoid it. Which of the following does NOT describe the intrapersonal communication Horace is experiencing?

Please choose only one answer:

- Planning
- Problem solving
- Internal conflict resolution
- Judgment
- Aversion

Check the answer of this question online at QuizOver.com:

Question: [Horace is struggling to find the right P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/horace-is-struggling-to-find-the-right-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/horace-is-struggling-to-find-the-right-p-wynn-norman-south-corporate?pdf=1509>

4.1.8. In 2009, John Pickup received the Stelios Award for Disabled Entrep...

Author: P. Wynn Norman

In 2009, John Pickup received the Stelios Award for Disabled Entrepreneurs in the UK. When you meet him in person, you admit to him that he has been a motivating force in your life. Your admission is BEST described as what?

Please choose only one answer:

- Social penetration
- Outcome value
- Self-disclosure
- Interpersonal communication
- Intercultural communication

Check the answer of this question online at QuizOver.com:

Question: [In 2009 John Pickup received the Stelios P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-2009-john-pickup-received-the-stelios-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-2009-john-pickup-received-the-stelios-p-wynn-norman-south-corporate?pdf=1509>

4.1.9. On September 29, 2010, Monika Montilla, President and CEO of Altura...

Author: P. Wynn Norman

On September 29, 2010, Monika Montilla, President and CEO of Altura Capital, received the Hispanic Heritage Foundation's Hispanic Heritage Award for Business. Altura Capital manages billions of dollars in assets for a global roster of investors. When Ms. Montilla makes plans to go to an Italian restaurant instead of ordering pizza, that decision was a result of which type of communication?

Please choose only one answer:

- Intrapersonal
- Interpersonal
- Intracultural
- Intercultural
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [On September 29 2010 Monika Montilla P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/on-september-29-2010-monika-montilla-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/on-september-29-2010-monika-montilla-p-wynn-norman-south-university?pdf=1509>

4.1.10. One of the recipients of the 2011 Georgia Minority Business Awards ...

Author: P. Wynn Norman

One of the recipients of the 2011 Georgia Minority Business Awards was Samuel Jackson, founder and CEO of the Economic Empowerment Initiative, Inc. If Mr. Jackson becomes your role model as you strive for great accomplishments as a business person, which level of Maslow's hierarchy of needs does Mr. Jackson represent for you?

Please choose only one answer:

- Level 3
- Level 4
- Level 5
- Level 6
- Level 7

Check the answer of this question online at QuizOver.com:

Question: [One of the recipients of the 2011 Georgia P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/one-of-the-recipients-of-the-2011-georgia-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/one-of-the-recipients-of-the-2011-georgia-p-wynn-norman-south-corporat?pdf=1509>

4.1.11. Until he has had a cup of coffee and time to read a few newspaper h...

Author: P. Wynn Norman

Until he has had a cup of coffee and time to read a few newspaper headlines, Quamar's boss is practically unapproachable in the morning. As a result, Quamar has learned to avoid scheduling any meetings before ten o'clock. Does uncertainty theory or predicted outcome theory explain Quamar's scheduling decision, and why?

Please choose only one answer:

- Uncertainty theory, because it explains why we seek knowledge about people with whom we interact
- Uncertainty theory, because it describes how the more we know about others, the better we can predict what they will do
- Predicted outcome theory, because not only do we want to reduce uncertainty, we also want to maximize outcomes
- Predicted outcome theory, because if we can predict how people will interact with us, we can avoid conflicts and maximize rewards
- Both theories, for all of the reasons stated above

Check the answer of this question online at QuizOver.com:

Question: [Until he has had a cup of coffee and time P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/until-he-has-had-a-cup-of-coffee-and-time-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/until-he-has-had-a-cup-of-coffee-and-time-p-wynn-norman-south-corporat?pdf=1509>

4.1.12. What three concepts associated with interpersonal communication doe...

Author: P. Wynn Norman

What three concepts associated with interpersonal communication does William Schutz present as an alternative to Maslow's hierarchy of needs?

Please choose only one answer:

- Underpersonals, overpersonals, and personal individuals
- Autocratic, abdicrats, and democrats
- Undersocials, oversocials, and social persons
- Affection, control, and belonging
- Security, success, and self-actualization

Check the answer of this question online at QuizOver.com:

Question: [What three concepts associated with P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/what-three-concepts-associated-with-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-three-concepts-associated-with-p-wynn-norman-south-university?pdf=1509>

4.1.13. When we reveal something about ourselves, we expect that others wil...

Author: P. Wynn Norman

When we reveal something about ourselves, we expect that others will reciprocate. What is the formal term for this phenomenon?

Please choose only one answer:

- Self-disclosure
- Dyadic effect
- Risk
- Trust
- Social penetration

Check the answer of this question online at QuizOver.com:

Question: [When we reveal something about ourselves P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/when-we-reveal-something-about-ourselves-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-we-reveal-something-about-ourselves-p-wynn-norman-south-corporate?pdf=1509>

4.1.14. When you listened to his acceptance speech at the awards dinner, Sa...

Author: P. Wynn Norman

When you listened to his acceptance speech at the awards dinner, Samuel Jackson, the winner of the 2011 Georgia Minority Business Award, impressed you so much that you decide to take a more active approach to expanding your business. This new sense of determination actually illustrates how you were already what type of individual, according to William Schultz?

Please choose only one answer:

- Republican
- An autocrat
- An abdicrat
- A democrat
- Independent

Check the answer of this question online at QuizOver.com:

Question: [When you listened to his acceptance speech P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/when-you-listened-to-his-acceptance-speech-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-you-listened-to-his-acceptance-speech-p-wynn-norman-south?pdf=1509>

4.1.15. When you start a conversation with a discussion about the weather b...

Author: P. Wynn Norman

When you start a conversation with a discussion about the weather before the moving on to the topic you are really interested in, which function does discussing the weather serve?

Please choose only one answer:

- It signals an openness to interact.
- It initiates the communication process.
- It helps establish a level of comfort by acknowledging shared experiences.
- It represents the ritual of "small talk."
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [When you start a conversation with a P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/when-you-start-a-conversation-with-a-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-you-start-a-conversation-with-a-p-wynn-norman-south-university?pdf=1509>

4.1.16. Whenever her officemates ask Lohita where she wants to go for lunch...

Author: P. Wynn Norman

Whenever her officemates ask Lohita where she wants to go for lunch, she just accepts whatever the group decides rather than introducing her own preferences. Eventually, her officemates stop asking her to come with them for lunch. Which of the following principles of self-disclosure damaged Lohita's relationship with her colleagues?

Please choose only one answer:

- Self-disclosure is reciprocal.
- Self-disclosure involves risk.
- Self-disclosure moves from impersonal to intimate.
- Self-disclosure usually moves in small steps.
- Self-disclosure involves trust.

Check the answer of this question online at QuizOver.com:

Question: [Whenever her officemates ask Lohita where P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/whenever-her-officemates-ask-lohita-where-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/whenever-her-officemates-ask-lohita-where-p-wynn-norman-south-corporat?pdf=1509>

4.1.17. Which of the following are examples of intrapersonal communication?

Author: P. Wynn Norman

Which of the following are examples of intrapersonal communication?

Please choose only one answer:

- Imagining what you would do if you won a million dollars
- Recalling the last time you smelled a rose
- Picturing yourself on a boat on a river with tangerine trees and marmalade skies
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following are examples of P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-are-examples-of-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-are-examples-of-p-wynn-norman-south-corporate?pdf=1509>

4.1.18. Which of the following is associated with defensive communication?

Author: P. Wynn Norman

Which of the following is associated with defensive communication?

Please choose only one answer:

- Face-saving strategies
- Face-detracting strategies
- Empathetic listening
- Gunnysacking
- None of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is associated with P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-associated-with-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-associated-with-p-wynn-norman-south-corporat?pdf=1509>

4.1.19. Which of the following is NOT an effective strategy for giving or r...

Author: P. Wynn Norman

Which of the following is NOT an effective strategy for giving or receiving criticism in the workplace?

Please choose only one answer:

- Displaying listening behavior
- Leading with praise
- Anticipating the speaker's intent
- Using paraphrase
- Focusing on issues

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is NOT an effective P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-not-an-effective-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-not-an-effective-p-wynn-norman-south?pdf=1509>

4.1.20. You would like to settle down and start a family, but you cannot ev...

Author: P. Wynn Norman

You would like to settle down and start a family, but you cannot even find the time to go out on a date, because you are working so much to afford the cost of living in super-expensive New York City. Which levels of Maslow's hierarchy of needs are you stuck between?

Please choose only one answer:

- Levels 1 and 2
- Levels 2 and 3
- Levels 3 and 4
- Levels 4 and 5
- Levels 5 and 6

Check the answer of this question online at QuizOver.com:

Question: [You would like to settle down and start P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/you-would-like-to-settle-down-and-start-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/you-would-like-to-settle-down-and-start-p-wynn-norman-south-corporate?pdf=1509>

4. Chapter: Unit 05: Business Writing in Action

1. Unit 05: Business Writing in Action Questions

4.1.1. Because you are an expert in your field, you post technical advice ...

Author: P. Wynn Norman

Because you are an expert in your field, you post technical advice and offer solutions to common problems in online forums. These efforts help you promote your business very effectively, but you have competitors who also post, and one of them frequently criticizes your advice. Which of the following would be more damaging than helpful, because it would reflect poor netiquette?

Please choose only one answer:

- Include your credentials in your signature, so readers can judge for themselves.
- Point out the competitor's spelling errors and poor grammar.
- Engage the competitor in a discussion on the solutions criticized.
- Contact the forum moderator to get the competitor to post in a more neutral manner.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Because you are an expert in your field P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/because-you-are-an-expert-in-your-field-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/because-you-are-an-expert-in-your-field-p-wynn-norman-south-corporate?pdf=1509>

4.1.2. If your skills, experience, education, and accomplishments are the ...

Author: P. Wynn Norman

If your skills, experience, education, and accomplishments are the perfect fit for a specific job opening, which would be the BEST type of résumé to submit?

Please choose only one answer:

- Reverse chronological
- Functional
- Targeted
- Scannable
- Combination

Check the answer of this question online at QuizOver.com:

Question: [If your skills experience education and P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/if-your-skills-experience-education-and-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/if-your-skills-experience-education-and-p-wynn-norman-south-corporate?pdf=1509>

4.1.3. In the sample sales message found below, which sales strategy is us...

Author: P. Wynn Norman

In the sample sales message found below, which sales strategy is used to draw the reader into the letter?

ERROR: Infinite table loop

Please choose only one answer:

- Start with your greatest benefit.
- Lead with emotion and then follow with reason.
- Take baby steps.
- Make them remember and then make the sale.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [In the sample sales message found below P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-sample-sales-message-found-below-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-the-sample-sales-message-found-below-p-wynn-norman-south-corporate?pdf=1509>

4.1.4. Juanita's business donated the prize that would be awarded to the w...

Author: P. Wynn Norman

Juanita's business donated the prize that would be awarded to the winner of fundraising drawing. In exchange for her donation, Juanita received the e-mail and regular mail addresses of everyone who entered the drawing. This is a typical exchange which businesses participate in to expand their mailing lists, which is why Juanita is putting together an e-mail to everyone who entered the drawing, informing them of the availability of more products like the one awarded in the drawing. However, since this e-mail is not expected by its recipients, what should Juanita communicate in the first paragraph of the message?

Please choose only one answer:

- A description of the product
- An attention-getting sales pitch
- Regret that the recipient did not win the drawing
- A statement in the e-mail's subject line that places the subject in a context that the recipient will recognize
- A statement thanking recipients for their interest in the product

Check the answer of this question online at QuizOver.com:

Question: [Juanita's business donated the prize that P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/juanita-s-business-donated-the-prize-that-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/juanita-s-business-donated-the-prize-that-p-wynn-norman-south-corporat?pdf=1509>

4.1.5. Kristof was recently laid off after having worked for the same comp...

Author: P. Wynn Norman

Kristof was recently laid off after having worked for the same company for 18 years. He is highly skilled and very experienced, but he never received any formal education in his career field. What type of résumé would probably suit Kristof's traits best?

Please choose only one answer:

- Reverse chronological
- Functional
- Combination
- Both A or B
- Both A or C

Check the answer of this question online at QuizOver.com:

Question: [Kristof was recently laid off after having P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/kristof-was-recently-laid-off-after-having-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/kristof-was-recently-laid-off-after-having-p-wynn-norman-south?pdf=1509>

4.1.6. Marietta is seeking a job as an assistant manager or manager trainee...

Author: P. Wynn Norman

Marietta is seeking a job as an assistant manager or manager trainee. She wants to work for a company that has many offices throughout the country, because she likes to travel. As a result, she focuses on uploading her résumé to online job boards where large companies post their open positions. Which type of résumé should Marietta create?

Please choose only one answer:

- Functional
- Targeted
- Scannable
- Chronological
- Combination

Check the answer of this question online at QuizOver.com:

Question: [Marietta is seeking a job as an assistant P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/marietta-is-seeking-a-job-as-an-assistant-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/marietta-is-seeking-a-job-as-an-assistant-p-wynn-norman-south-corporat?pdf=1509>

4.1.7. Prosecutors rely on reports from experts to make decisions about th...

Author: P. Wynn Norman

Prosecutors rely on reports from experts to make decisions about the evidence the prosecution will use to convict criminals. Most of the experts have training prosecutors lack that enable them to evaluate artifacts from crime scenes. As a result, which type of report do prosecutors expect to receive from crime scene experts?

Please choose only one answer:

- Analytical
- Critical
- Informative
- Persuasive
- Comprehensive

Check the answer of this question online at QuizOver.com:

Question: [Prosecutors rely on reports from experts P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/prosecutors-rely-on-reports-from-experts-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/prosecutors-rely-on-reports-from-experts-p-wynn-norman-south-corporate?pdf=1509>

4.1.8. The "To:" field of an e-mail usually includes the intended recipien...

Author: P. Wynn Norman

The "To:" field of an e-mail usually includes the intended recipient's name or some other identifier, so why is it necessary to also include a proper salutation in a business e-mail?

Please choose only one answer:

- To tell the recipient what the message is about
- To get a return receipt so you know the e-mail was read
- To make sure the recipient knows who sent the e-mail
- To indicate even before the recipient opens the e-mail that the message will be courteous and professional
- To demonstrate respect and avoid mix-ups in case the message is sent to the wrong person

Check the answer of this question online at QuizOver.com:

Question: [The To: field of an e-mail usually includes P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/the-to-field-of-an-e-mail-usually-includes-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-to-field-of-an-e-mail-usually-includes-p-wynn-south-university?pdf=1509>

4.1.9. What does "mirroring the employer's language" mean with respect to ...

Author: P. Wynn Norman

What does "mirroring the employer's language" mean with respect to developing a résumé?

Please choose only one answer:

- Evaluate the writing level of the job description and make sure you write at or above it.
- Use the same words and phrases from the job description in your résumé.
- Copy verbatim each line in the position announcement that describes desired qualifications and then immediately afterward indicate how you meet those qualifications.
- Cover the same topics that the position announcement covers, except in reverse order.
- Include a key word list that mirrors the keywords in the job description.

Check the answer of this question online at QuizOver.com:

Question: [What does mirroring the employer's language P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/what-does-mirroring-the-employer-s-language-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-does-mirroring-the-employer-s-language-p-wynn-south-university?pdf=1509>

4.1.10. What is the main difference between a report and a proposal?

Author: P. Wynn Norman

What is the main difference between a report and a proposal?

Please choose only one answer:

- A report is informative; a proposal is persuasive.
- A report is analytical; a proposal is narrative.
- A report is solicited; a proposal is unsolicited.
- A report is brief; a proposal is lengthy.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the main difference between a P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-main-difference-between-a-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-main-difference-between-a-p-wynn-norman-south-corporate?pdf=1509>

4.1.11. What is the most problematic weakness in the memo shown below?

Author: P. Wynn Norman

What is the most problematic weakness in the memo shown below?

MEMORANDUM

TO: All Account Supervisors
FROM: Emilio Corona, Promotional Manager
SUBJECT: Federal Communication Commission
DATE: July 7, 2011

This week, the FCC met to discuss new ownership rules that might affect our sponsor and thus our ability to use the promotional items we've developed. Specifically, it may be necessary to discontinue using the monogrammed diaries we give to our anniversary honorees.

Please be aware that if our sponsor is forced to divest itself of some of its media holdings, we will be unable to show the diaries in our public service announcements or at least not until we locate a substitute or revamp our sponsorship contract.

Until we know how the FCC rules, we will continue to display the diaries, but we will not include any images of them in the direct mail campaign because those materials will be printed before the ruling is announced.

Please choose only one answer:

- Its format is indirect.
- Its tone is informal.
- It does not emphasize the subject.
- It is not audience oriented.
- It is not objective.

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [What is the most problematic weakness in P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-most-problematic-weakness-in-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-most-problematic-weakness-in-p-wynn-norman-south-corporate?pdf=1509>

4.1.12. What is the relationship between the memo shown below and the infor...

Author: P. Wynn Norman

What is the relationship between the memo shown below and the informal communication networks within the organization?

MEMORANDUM

TO: All Account Supervisors
FROM: Emilio Corona, Promotional Manager
SUBJECT: Federal Communication Commission
DATE: July 7, 2011

This week, the FCC met to discuss new ownership rules that might affect our sponsor and thus our ability to use the promotional items we've developed. Specifically, it may be necessary to discontinue using the monogrammed diaries we give to our anniversary honorees.

Please be aware that if our sponsor is forced to divest itself of some of its media holdings, we will be unable to show the diaries in our public service announcements or at least not until we locate a substitute or revamp our sponsorship contract.

Until we know how the FCC rules, we will continue to display the diaries, but we will not include any images of them in the direct mail campaign because those materials will be printed before the ruling is announced.

Please choose only one answer:

- Because it is in writing, the memo can keep the network from growing.
- Because everyone gets the same message, the memo keeps the network from spreading rumors.
- Because it contains many details, the memo is the best way to keep the entire network informed.
- Because it can be both informative and persuasive, the memo helps management keep the network focused.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the relationship between the memo P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-relationship-between-the-memo-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-relationship-between-the-memo-p-wynn-norman-south-corporat?pdf=1509>

4.1.13. When is it appropriate to use reply-all in an e-mail?

Author: P. Wynn Norman

When is it appropriate to use reply-all in an e-mail?

Please choose only one answer:

- When you are not sure who sent the original
- Whenever an e-mail is sent to a group of people simultaneously
- When your response is relevant to everyone who received the original message
- When you want to introduce a new idea
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [When is it appropriate to use reply-all P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/when-is-it-appropriate-to-use-reply-all-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-is-it-appropriate-to-use-reply-all-p-wynn-norman-south-corporate?pdf=1509>

4.1.14. Which of the following traits can reduce the effectiveness of busin...

Author: P. Wynn Norman

Which of the following traits can reduce the effectiveness of business e-mails?

Please choose only one answer:

- Using lengthy, detailed paragraphs
- Using a salutation, such as "Dear Mr. Horner"
- Mentioning that an attachment accompanies the e-mail in the text of the e-mail
- Using bullets to emphasize lists
- Waiting before responding if the topic is an emotional one

Check the answer of this question online at QuizOver.com:

Question: [Which of the following traits can reduce P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-traits-can-reduce-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-traits-can-reduce-p-wynn-norman-south-corporate?pdf=1509>

4.1.15. Which type of résumé would you choose if your qualifications and ex...

Author: P. Wynn Norman

Which type of résumé would you choose if your qualifications and experience are an exceptional match for a very specialized position?

Please choose only one answer:

- Reverse chronological
- Functional
- Targeted
- Scannable
- Combination

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which type of résumé would you choose if P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-type-of-resume-would-you-choose-if-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-type-of-resume-would-you-choose-if-p-wynn-norman-south-corporate?pdf=1509>

4. Chapter: Unit 04: Effective Business Writing

1. Unit 04: Effective Business Writing Questions

4.1.1. A politician claims that he created over 100,000 jobs during his te...

Author: P. Wynn Norman

A politician claims that he created over 100,000 jobs during his tenure as mayor, but Nancy, who would do anything to keep the politician out of office, knows that the state actually lost jobs during the politician's term in office. Will Nancy be in legal trouble if she creates and distributes T-shirts which label the politician as a lying autocrat? Why, or why not?

Please choose only one answer:

- No, because she can use the truth as her defense.
- Yes, because she cannot be sure that her source of data is the same as his.
- No, because he is a public figure and different standards apply.
- No, because printing on T-shirts is not the same as publishing.
- Yes, because Nancy's desire to keep the politician out of office establishes her intent to do harm.

Check the answer of this question online at QuizOver.com:

Question: [A politician claims that he created over P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/a-politician-claims-that-he-created-over-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-politician-claims-that-he-created-over-p-wynn-norman-south-corporate?pdf=1509>

4.1.2. According to the textbook, "formal [writing] style[s] tend to use a...

Author: P. Wynn Norman

According to the textbook, "formal [writing] style[s] tend to use a more sophisticated vocabulary—a greater variety of words, and more words with multiple syllables...to enhance the formal mood of the document." Which of the following writing samples demonstrates these qualities the most?

A. With the use of personal electronic gadgets becoming so widespread, Angela Harmon has asked me to remind you of Tantallon Woodwork's policy: employees are not to use their cell phones, iPods, MP3 players or any other non-work related, electronic items while on the machine floor or while operating company vehicles, including automobiles. In its efforts to keep you healthy and safe, the company would like you to consider the following facts about the impact these gadgets can have on your perception and dexterity.

B. Andy, because of the constant reminders I have had to give you about when you can and cannot take breaks and also about our dress standards, I can't give you a character reference or any kind of reference. You should ask one of your co-workers or maybe someone who knows you but doesn't work for this company.

C. With seven product lines and more in development, we have shown that we are committed to providing products that our retail partners can sell proudly under their unique brand names. We strive to offer quality and effectiveness comparable to higher-priced products at significant cost savings to consumers.

D. Got ur msg need 2 chk w BD 4 info & @ deliv date re tallonbolt will fax results 2 u

Please choose only one answer:

- A
- B
- C
- D
- E

Check the answer of this question online at QuizOver.com:

Question: [According to the textbook formal writing P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/according-to-the-textbook-formal-writing-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/according-to-the-textbook-formal-writing-p-wynn-norman-south-corporate?pdf=1509>

4.1.3. After lunch, your boss says, "Make sure that file gets updated. It'...

Author: P. Wynn Norman

After lunch, your boss says, "Make sure that file gets updated. It's very important," and the next morning, he angrily demands, "Why didn't you update that file like I told you to yesterday?" You are mortified, because you did not realize that his order meant "immediately." Your misunderstanding of his intended meaning is an example of what communication problem?

Please choose only one answer:

- Poor targeting
- Bypassing
- Reciprocity
- Reflection
- Insufficient optimization

Check the answer of this question online at QuizOver.com:

Question: [After lunch your boss says Make sure that P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/after-lunch-your-boss-says-make-sure-that-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/after-lunch-your-boss-says-make-sure-that-p-wynn-norman-south-corporat?pdf=1509>

4.1.4. Enrique has no training in writing press releases to promote his bu...

Author: P. Wynn Norman

Enrique has no training in writing press releases to promote his business. However, after reading news stories in the publications he wants to send his press release to, he manages to write an effective story about the re-opening of his restaurant after the fire that destroyed its kitchen. The resulting press release is picked up and printed as news by many local publications. Which of the following elements of good writing best illustrates Enrique's success?

Please choose only one answer:

- Promotional writing is easy, even if you do not have formal training.
- Reading enables you to recognize the conventions of writing for a specific genre.
- Persuasive writing is acceptable, if it fulfills readers' expectations.
- Reading and writing are more effective, if they are produced to achieve a specific goal.
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Enrique has no training in writing press P. Wynn Norman @South Corporate](http://www.quizover.com/question/enrique-has-no-training-in-writing-press-p-wynn-norman-south-corporate?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/enrique-has-no-training-in-writing-press-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/enrique-has-no-training-in-writing-press-p-wynn-norman-south-corporate?pdf=1509>

4.1.5. Good writing meets readers' expectations. Which rhetorical strategy...

Author: P. Wynn Norman

Good writing meets readers' expectations. Which rhetorical strategy is most closely associated with that trait?

Please choose only one answer:

- Logos
- Pathos
- Ethos
- Chronos
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Good writing meets readers' expectations P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/good-writing-meets-readers-expectations-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/good-writing-meets-readers-expectations-p-wynn-norman-south-corporate?pdf=1509>

4.1.6. How does the textbook define "fidelity?"

Author: P. Wynn Norman

How does the textbook define "fidelity?"

Please choose only one answer:

- "Accurately communicating all the intended information with a minimum of signal or message breakdown or misinterpretation"
- "Understanding of the writing assignment and its purpose [so that it] will help you to meet reader expectations"
- "Appeal[ing] to readers with short, punchy sentences and catchy phrases"
- "Understanding the purpose, goals, and desired results of your writing assignment"
- "Following the rules of language and correct writing"

Check the answer of this question online at QuizOver.com:

Question: [How does the textbook define fidelity P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/how-does-the-textbook-define-fidelity-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/how-does-the-textbook-define-fidelity-p-wynn-norman-south-corporate?pdf=1509>

4.1.7. In advance of a meeting, you e-mail to participants an agenda that ...

Author: P. Wynn Norman

In advance of a meeting, you e-mail to participants an agenda that lists the topics which will be covered. Moreover, you emphasize in your e-mail that the meeting will not deviate from the topics or their order, but time will be reserved at the end of the meeting for other business. Which combination of rhetorical elements and cognate strategies did your memo fulfill?

Please choose only one answer:

- Logos: conciseness and arrangement
- Logos: ethos and pathos
- Ethos: clarity and conciseness
- Ethos: arrangement and credibility
- Logos: ethos and emphasis

Check the answer of this question online at QuizOver.com:

Question: [In advance of a meeting you e-mail to P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-advance-of-a-meeting-you-e-mail-to-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-advance-of-a-meeting-you-e-mail-to-p-wynn-norman-south-corporate?pdf=1509>

4.1.8. In the United States, which of the following breaks neither normati...

Author: P. Wynn Norman

In the United States, which of the following breaks neither normative nor legal standards?

Please choose only one answer:

- "Our food is finger-lickin' good."
- "Their windows don't last. Ours do."
- "We employ only U.S. citizens."
- "Our widgets are guaranteed for 30 days."
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [In the United States which of the following P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-united-states-which-of-the-following-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-the-united-states-which-of-the-following-p-wynn-south-university?pdf=1509>

4.1.9. Of the following traits of good writing, which is MOST apparent in ...

Author: P. Wynn Norman

Of the following traits of good writing, which is MOST apparent in the first paragraph of the business writing sample presented below?

ERROR: Infinite table loop

Please choose only one answer:

- It meets the reader's expectations.
- It is efficient and effective.
- It gets to the point quickly.
- It uses appropriate writing conventions.
- It attracts the reader's attention.

Check the answer of this question online at QuizOver.com:

Question: [Of the following traits of good writing P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/of-the-following-traits-of-good-writing-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/of-the-following-traits-of-good-writing-p-wynn-norman-south-corporate?pdf=1509>

4.1.10. Regardless of whether a student is listening to the recording of a ...

Author: P. Wynn Norman

Regardless of whether a student is listening to the recording of a lecture or reading another student's notes on that lecture, which of the following can represent the communication environment?

Please choose only one answer:

- The student is on a bus headed back to his dorm room.
- Because she is worried about paying her rent, the student is unable to concentrate on the material.
- The lecturer is a very good speaker.
- The lecture is lengthy and complex.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Regardless of whether a student is listening P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/regardless-of-whether-a-student-is-listening-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/regardless-of-whether-a-student-is-listening-p-wynn-south-corporate?pdf=1509>

4.1.11. Sanjay and Eileen are planning a fundraising event. Eileen prepares...

Author: P. Wynn Norman

Sanjay and Eileen are planning a fundraising event. Eileen prepares a timeline of activities and e-mails it for Sanjay's approval before she proceeds. Unfortunately, the e-mail gets deposited into Sanjay's "junk" mail folder instead of his "inbox," so Sanjay never responds to it. As a result, their fundraising plans are delayed. Which of the essential elements of communication identified in the textbook were the sources of the problem that Sanjay and Eileen encountered?

Please choose only one answer:

- The message (the timeline) and the channel (e-mail)
- The source (Eileen) and the receiver (Sanjay)
- The channel (e-mail) and the context (Eileen's expectation of an answer from Sanjay)
- The context (Eileen's expectation of an answer from Sanjay) and the interference (the e-mail system's e-mail routing error)
- The receiver (Sanjay) and the feedback (Sanjay's failure to respond)

Check the answer of this question online at QuizOver.com:

Question: [Sanjay and Eileen are planning a fundraising P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/sanjay-and-eileen-are-planning-a-fundraising-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/sanjay-and-eileen-are-planning-a-fundraising-p-wynn-south-corporate?pdf=1509>

4.1.12. Sanjay and Eileen are planning a fundraising event. Eileen prepares...

Author: P. Wynn Norman

Sanjay and Eileen are planning a fundraising event. Eileen prepares a timeline of activities and e-mails it for Sanjay's approval before she proceeds. Unfortunately, the e-mail gets deposited into Sanjay's "junk" mail folder instead of his "inbox," so Sanjay never responds to it. Eventually, Eileen calls Sanjay to ask him why he has not responded. Which of the following elements of communication is NOT represented by Eileen's call and its contents?

Please choose only one answer:

- Feedback
- Message
- Channel
- Interference
- Context

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Sanjay and Eileen are planning a fundraising P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/sanjay-and-eileen-are-planning-a-fundraising-p-wynn-south-corp-1089094?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/sanjay-and-eileen-are-planning-a-fundraising-p-wynn-south-corp-1089094?pdf=1509>

4.1.13. Temporary layoffs are coming, but most employees will be hired back...

Author: P. Wynn Norman

Temporary layoffs are coming, but most employees will be hired back eventually. To maintain morale and loyalty, which nonverbal aspect of communication would be the BEST way to circulate the layoff/rehire message?

Please choose only one answer:

- Distribute a memo to everyone.
- Mail personalized letters.
- Post the message on department bulletin boards.
- Use a headline in the employee newsletter that announces in boldface: "LAYOFFS COMING, BUT REHIRING LIKELY."
- Send an impersonal e-mail to a listserve of employees

Check the answer of this question online at QuizOver.com:

Question: [Temporary layoffs are coming but most P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/temporary-layoffs-are-coming-but-most-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/temporary-layoffs-are-coming-but-most-p-wynn-norman-south-corporate?pdf=1509>

4.1.14. The President of the United States recently appeared to be scolding...

Author: P. Wynn Norman

The President of the United States recently appeared to be scolding the Supreme Court of the United States concerning the potential "judicial activism" the court would exhibit, if it did not rule in favor of complex legislation the president had signed into law. From this description only, what can you definitively identify as the rhetorical element(s), strategy, and focus which characterized the president's comments?

Please choose only one answer:

- Pathos: tone and expression
- Pathos: emphasis and relevance
- Pathos: engagement and relationship
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [The President of the United States recently P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/the-president-of-the-united-states-recently-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-president-of-the-united-states-recently-p-wynn-south-university?pdf=1509>

4.1.15. The writing in which of the samples below reflects a style that is ...

Author: P. Wynn Norman

The writing in which of the samples below reflects a style that is NOT appropriate given its context as well as its content?

A. With the use of personal electronic gadgets becoming so widespread, Angela Harmon has asked me to remind you of Tantallon Woodwork's policy: employees are not to use their cell phones, iPods, MP3 players or any other non-work related, electronic items while on the machine floor or while operating company vehicles, including automobiles. In its efforts to keep you healthy and safe, the company would like you to consider the following facts about the impact these gadgets can have on your perception and dexterity.

B. Andy, because of the constant reminders I have had to give you about when you can and cannot take breaks and also about our dress standards, I can't give you a character reference or any kind of reference. You should ask one of your co-workers or maybe someone who knows you but doesn't work for this company.

C. With seven product lines and more in development, we have shown that we are committed to providing products that our retail partners can sell proudly under their unique brand names. We strive to offer quality and effectiveness comparable to higher-priced products at significant cost savings to consumers.

D. Got ur msg need 2 chk w BD 4 info & @ deliv date re tallonbolt will fax results 2 u

Please choose only one answer:

- A
- B
- C
- D
- none of the above

Check the answer of this question online at QuizOver.com:

Question: [The writing in which of the samples below P. Wynn Norman @South Corporate](http://www.quizover.com/question/the-writing-in-which-of-the-samples-below-p-wynn-norman-south-corporat?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/the-writing-in-which-of-the-samples-below-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-writing-in-which-of-the-samples-below-p-wynn-norman-south-corporat?pdf=1509>

4.1.16. Under what conditions is it reasonable to use colloquial language i...

Author: P. Wynn Norman

Under what conditions is it reasonable to use colloquial language in business communication?

Please choose only one answer:

- When colleagues discuss roll-out plans for a new product
- When marketing a regionally limited product that is associated with informality
- When expressing confidence concerning an important outcome involving personnel from a specific division
- When attempting to encourage a new group of business partners to invest in a project
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Under what conditions is it reasonable to P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/under-what-conditions-is-it-reasonable-to-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/under-what-conditions-is-it-reasonable-to-p-wynn-norman-south-corporat?pdf=1509>

4.1.17. What is "writing that succeeds in accomplishing its purpose," accor...

Author: P. Wynn Norman

What is "writing that succeeds in accomplishing its purpose," according to the textbook?

Please choose only one answer:

- Efficient writing
- Situational writing
- Concise writing
- Rhetorical writing
- Effective writing

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [What is writing that succeeds in accomplishing P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-writing-that-succeeds-in-accomplishing-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-writing-that-succeeds-in-accomplishing-p-wynn-south-corporate?pdf=1509>

4.1.18. What qualities of good business writing does the following statemen...

Author: P. Wynn Norman

What qualities of good business writing does the following statement lack? "Despite the fact that Mrs. Armadio will not be present at the commencement of her kitchen renovation project, as her legal representative, I am authorized to coordinate with the foreman of the construction crew how the project will proceed."

Please choose only one answer:

- Clarity
- Conciseness
- Efficiency
- Both A and B
- Both B and C

Check the answer of this question online at QuizOver.com:

Question: [What qualities of good business writing P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-qualities-of-good-business-writing-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-qualities-of-good-business-writing-p-wynn-norman-south-corporate?pdf=1509>

4.1.19. What strategy does the sample business letter below use to attract ...

Author: P. Wynn Norman

What strategy does the sample business letter below use to attract the reader's attention?

ERROR: Infinite table loop

Please choose only one answer:

- "Who did it when?"
- "What's in it for me?"
- "The 5-Ws: Who, what, where, when, and why?"
- "The Tell'em Cubed Principle"
- "When will we want what?"

Check the answer of this question online at QuizOver.com:

Question: [What strategy does the sample business P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-strategy-does-the-sample-business-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-strategy-does-the-sample-business-p-wynn-norman-south-corporate?pdf=1509>

4.1.20. Which of the following defines "libel?"

Author: P. Wynn Norman

Which of the following defines "libel?"

Please choose only one answer:

- It is the written form of defamation.
- It is a false statement.
- It is a statement that damages a reputation.
- None of the above
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following defines libel P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-defines-libel-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-defines-libel-p-wynn-norman-south-university?pdf=1509>

4.1.21. Which of the following is an example of critical thinking?

Author: P. Wynn Norman

Which of the following is an example of critical thinking?

Please choose only one answer:

- Miriam shows Jessie her résumé and then revises it based on his criticisms.
- Jessie examines the headings used in Miriam's résumé and points out that they have not been formatted consistently.
- Miriam decides to emphasize her computer skills by describing them in her résumé before listing her work experience.
- Jessie suggests that Miriam use light blue stationary to print and mail her résumé, because most employers are men and like blue.
- Miriam tells Jessie that she formatted her résumé by copying a template.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is an example of P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-an-example-of-p-wynn-norman-south-co-1090836?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-an-example-of-p-wynn-norman-south-co-1090836?pdf=1509>

4.1.22. Which of the following is something that written and oral communica...

Author: P. Wynn Norman

Which of the following is something that written and oral communication always have in common?

Please choose only one answer:

- Verbal communication
- Nonverbal communication
- Immediate feedback
- Delayed feedback
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is something that P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-something-that-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-something-that-p-wynn-norman-south-corporate?pdf=1509>

4.1.23. Which of the following is the most difficult communication barrier ...

Author: P. Wynn Norman

Which of the following is the most difficult communication barrier to anticipate?

Please choose only one answer:

- Using words that contribute to poor grammar
- Using words that exhibit poor spelling
- Using words that can be misinterpreted culturally or contextually
- Using words whose presentation is distracting
- Using words that are delivered in an inappropriate format

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is the most difficult P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-the-most-difficult-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-the-most-difficult-p-wynn-south-corporate?pdf=1509>

4.1.24. Which of the following samples exhibits a colloquial style of writing?

Author: P. Wynn Norman

Which of the following samples exhibits a colloquial style of writing?

A. With the use of personal electronic gadgets becoming so widespread, Angela Harmon has asked me to remind you of Tantallon Woodwork's policy: employees are not to use their cell phones, iPods, MP3 players or any other non-work related, electronic items while on the machine floor or while operating company vehicles, including automobiles. In its efforts to keep you healthy and safe, the company would like you to consider the following facts about the impact these gadgets can have on your perception and dexterity.

B. Andy, because of the constant reminders I have had to give you about when you can and cannot take breaks and also about our dress standards, I can't give you a character reference or any kind of reference. You should ask one of your co-workers or maybe someone who knows you but doesn't work for this company.

C. With seven product lines and more in development, we have shown that we are committed to providing products that our retail partners can sell proudly under their unique brand names. We strive to offer quality and effectiveness comparable to higher-priced products at significant cost savings to consumers.

D. Got ur msg need 2 chk w BD 4 info & @ deliv date re tallonbolt will fax results 2 u

Please choose only one answer:

- A
- B
- C
- D
- E

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following samples exhibits P. Wynn Norman @South Corporate](http://www.quizover.com/question/which-of-the-following-samples-exhibits-p-wynn-norman-south-corporate?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-samples-exhibits-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-samples-exhibits-p-wynn-norman-south-corporate?pdf=1509>

4.1.25. Which of the following written material supports the cognate strate...

Author: P. Wynn Norman

Which of the following written material supports the cognate strategy of conciseness?

Please choose only one answer:

- An organizational chart
- A sales letter
- An meeting agenda
- A thank-you e-mail
- A business proposal

Check the answer of this question online at QuizOver.com:

Question: [Which of the following written material P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-written-material-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-written-material-p-wynn-norman-south-corporate?pdf=1509>

4.1.26. Which pairing of rhetorical element(s) and cognate strategies does ...

Author: P. Wynn Norman

Which pairing of rhetorical element(s) and cognate strategies does the business letter shown below rely on the LEAST?

ERROR: Infinite table loop

Please choose only one answer:

- Pathos: tone and emphasis
- Ethos: expectation and reference
- Logos: clarity and arrangement
- Ethos and pathos
- Ethos and logos

Check the answer of this question online at QuizOver.com:

Question: [Which pairing of rhetorical elements and P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-pairing-of-rhetorical-element-s-and-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-pairing-of-rhetorical-element-s-and-p-wynn-norman-south-corporat?pdf=1509>

4.1.27. You are planning communication to a select group of city politician...

Author: P. Wynn Norman

You are planning communication to a select group of city politicians and bureaucrats that will invite and encourage them to attend the grand opening of your new franchise. Which of the following would use non-verbal message traits to enhance the invitation's effectiveness?

Please choose only one answer:

- Meet with each invitee in person and smile a lot.
- Send the invitation by personal courier, accompanied by a product sample.
- Print the invitation on top quality, scented paper and mail it.
- Call the invitees personally, making the call early in the week before they have settled their weekend plans.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [You are planning communication to a select P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-planning-communication-to-a-select-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/you-are-planning-communication-to-a-select-p-wynn-norman-south?pdf=1509>

4.1.28. Your textbook notes that, "Promoting understanding and limiting mis..."

Author: P. Wynn Norman

Your textbook notes that, "Promoting understanding and limiting misinterpretations are key goals of an effective business communicator." If you use that information in a brochure about the public relations services your company offers, is the following form of that information acceptable to use without crediting its original source: "We will help your business communicate effectively by promoting understanding and limiting misinterpretations between you and your clients?"

Please choose only one answer:

- Yes, it is acceptable, because it rephrases the original.
- No, it is not acceptable, because it still copies someone else's words without giving them credit.
- Yes, it is acceptable, because it changes words and uses them in a different context.
- No, it is not acceptable, because it uses several pairs of words that are the same as the original.
- Yes, it is acceptable. Because the statement does not mean the same thing as the original.

Check the answer of this question online at QuizOver.com:

Question: [Your textbook notes that Promoting P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/your-textbook-notes-that-promoting-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/your-textbook-notes-that-promoting-p-wynn-norman-south-university?pdf=1509>

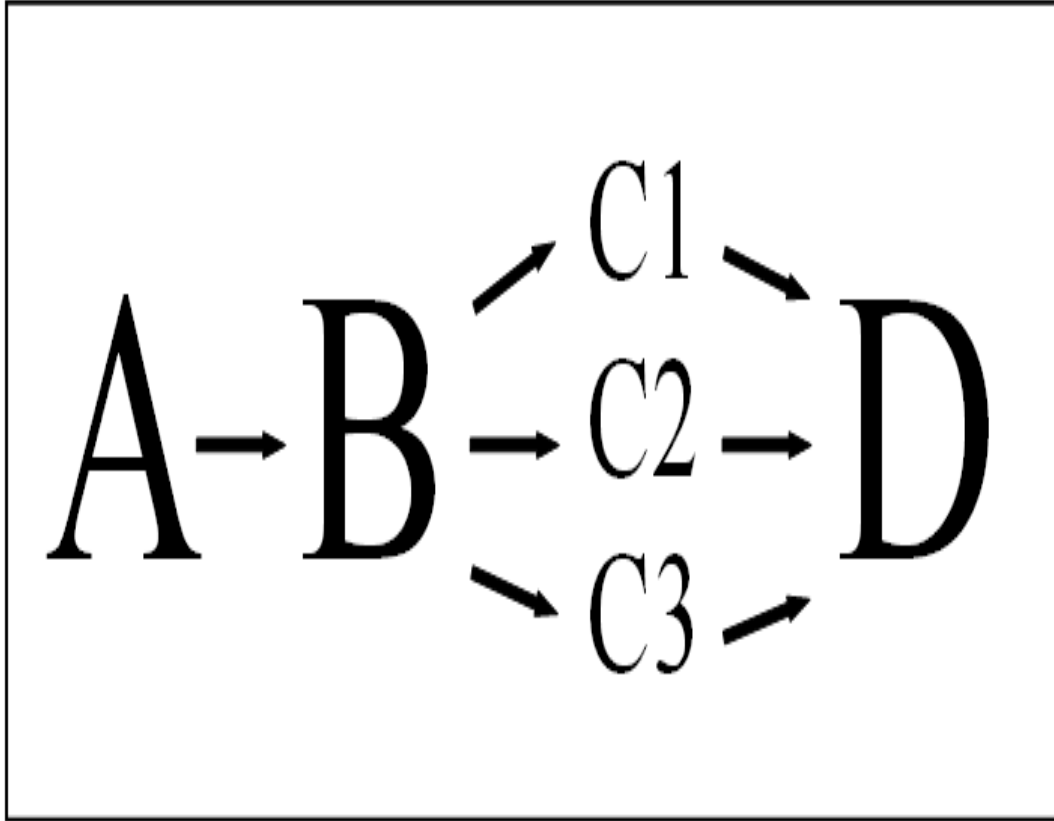
4. Chapter: Unit 07: Organization and Outlines

1. Unit 07: Organization and Outlines Questions

4.1.1. A acts on B, which in turn can influence D by acting through C1, C2...

Author: P. Wynn Norman

A acts on B, which in turn can influence D by acting through C1, C2, or C3. If a public speaker presents the diagram shown below to illustrate this process, the use of that visual aid reflects which cognate strategy?



Please choose only one answer:

- emphasis
- arrangement
- clarity
- conciseness
- all of the above

Check the answer of this question online at QuizOver.com:

Question: [A acts on B which in turn can influence P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/a-acts-on-b-which-in-turn-can-influence-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-acts-on-b-which-in-turn-can-influence-p-wynn-norman-south-corporate?pdf=1509>

4.1.2. A speech which describes various types of promotional strategies sh...

Author: P. Wynn Norman

A speech which describes various types of promotional strategies should use which of the following organizing principles?

Please choose only one answer:

- Problem and solution
- Classification
- Elimination
- Contrast
- Comparison

Check the answer of this question online at QuizOver.com:

Question: [A speech which describes various types of P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/a-speech-which-describes-various-types-of-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-speech-which-describes-various-types-of-p-wynn-norman-south-corporat?pdf=1509>

4.1.3. Andreas plans to cover the following points in his speech: 1. Every...

Author: P. Wynn Norman

Andreas plans to cover the following points in his speech: 1. Everyone benefits when parents volunteer at their children's school. 2. Parental involvement produces higher grades. 3. Volunteering improves communication between parents and teachers. 4. Parents can spend more quality time with their children if they volunteer. 5. Schools save money when volunteers help out. Which of the points should be grouped together in the body section of his sentence outline?

Please choose only one answer:

- 1, 2, 3
- 2, 3, 4
- 3, 4, 5
- 2, 3, 4, 5
- 1, 2, 3, 4

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Andreas plans to cover the following points P. Wynn @South University](http://www.quizover.com/question/andreas-plans-to-cover-the-following-points-p-wynn-south-university?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/andreas-plans-to-cover-the-following-points-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/andreas-plans-to-cover-the-following-points-p-wynn-south-university?pdf=1509>

4.1.4. Donatella has been asked to present a speech on automobile maintena...

Author: P. Wynn Norman

Donatella has been asked to present a speech on automobile maintenance. If she were following Speech Outline A in the textbook, which point supporting Donatella's main idea would be associated with the following specific information: reduces wear, improves gas mileage, improves handling, and improves safety?

Please choose only one answer:

- Why maintaining your car is important
- The benefits of keeping your tires properly inflated
- The reason why you should follow your car manufacturer's recommended maintenance schedule
- How to save gas by maintaining your tires
- Why tire maintenance is the most important type of car maintenance

Check the answer of this question online at QuizOver.com:

Question: [Donatella has been asked to present a P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/donatella-has-been-asked-to-present-a-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/donatella-has-been-asked-to-present-a-p-wynn-norman-south-corporate?pdf=1509>

4.1.5. Each individual on your team is responsible for a major section of ...

Author: P. Wynn Norman

Each individual on your team is responsible for a major section of the team's presentation, which will cover (in this order) how the problem arose, the types of adjustments possible, how each adjustment compares to the others in cost and availability, and the resulting decision made by the team about how to solve the problem. Which of the following accurately lists the organizing principles used for this presentation and the order in which they will be presented?

Please choose only one answer:

- Chronological, cause/effect, classification, and problem/solution
- Problem/solution, cause/effect, classification, and chronological
- Chronological, classification, comparison, and problem/solution
- Problem/solution, classification, cause/effect, and elimination
- Chronological, classification, elimination, and problem/solution

Check the answer of this question online at QuizOver.com:

Question: [Each individual on your team is responsible P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/each-individual-on-your-team-is-responsible-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/each-individual-on-your-team-is-responsible-p-wynn-south-university?pdf=1509>

4.1.6. Fill in the blanks to complete this statement correctly: "The rheto...

Author: P. Wynn Norman

Fill in the blanks to complete this statement correctly: "The rhetorical situation involves _____ we are, _____ we are with, and _____ we are communicating.

Please choose only one answer:

- Who, who, where
- Where, who, why
- What, who, when
- Where, who, when
- Who, who, when

Check the answer of this question online at QuizOver.com:

Question: [Fill in the blanks to complete this P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/fill-in-the-blanks-to-complete-this-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/fill-in-the-blanks-to-complete-this-p-wynn-norman-south-university?pdf=1509>

4.1.7. If Dante is trying to get his audience to boycott products manufact...

Author: P. Wynn Norman

If Dante is trying to get his audience to boycott products manufactured by a company that uses children as cheap labor in a developing country that lacks strict labor standards, which organizing principle should he use to convince his audience to participate in the boycott?

Please choose only one answer:

- Cause and effect
- Comparison
- Contrast
- Problem and solution
- Psychological

Check the answer of this question online at QuizOver.com:

Question: [If Dante is trying to get his audience to P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/if-dante-is-trying-to-get-his-audience-to-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/if-dante-is-trying-to-get-his-audience-to-p-wynn-norman-south-corporat?pdf=1509>

4.1.8. If your supervisor asks you to explain how the forklift became lodged...

Author: P. Wynn Norman

If your supervisor asks you to explain how the forklift became lodged in the equipment elevator, which organizing principle will you choose to ensure clarity?

Please choose only one answer:

- Chronological
- Biographical
- Problem and solution
- Space
- Ascending and descending

Check the answer of this question online at QuizOver.com:

Question: [If your supervisor asks you to explain P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/if-your-supervisor-asks-you-to-explain-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/if-your-supervisor-asks-you-to-explain-p-wynn-norman-south-corporate?pdf=1509>

4.1.9. In which sentence in the short speech presented below does the spea...

Author: P. Wynn Norman

In which sentence in the short speech presented below does the speaker establish his or her credibility?

As our children's first teachers, we parents and grandparents should volunteer at their schools. I knew my volunteering on the last class field trip was important to my son because afterwards he told me that the best part was that I was there. According to the National Institute of Education, parental involvement is associated with students earning higher grades and test scores. Volunteering at schools also opens up communication between parents and teachers, allows us to spend quality time with our children, and helps our schools save money that can then be used towards other programs. Volunteering is beneficial for everyone.

Please choose only one answer:

- 1
- 2
- 3
- 4
- 5

Check the answer of this question online at QuizOver.com:

Question: [In which sentence in the short speech P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-which-sentence-in-the-short-speech-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-which-sentence-in-the-short-speech-p-wynn-norman-south-corporate?pdf=1509>

4.1.10. Marcia is a dedicated caregiver at a nursing home specializing in A...

Author: P. Wynn Norman

Marcia is a dedicated caregiver at a nursing home specializing in Alzheimer's patients. She has been chosen by the manager of the facility to discuss her experiences with local charities and encourage them to provide volunteers who can help families struggling to care for Alzheimer's patients at home. Having Marcia lead discussions instead of the manager reflects the manager's use of which kind of rhetorical proof?

Please choose only one answer:

- Logos
- Pathos
- Ethos
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Marcia is a dedicated caregiver at a P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/marcia-is-a-dedicated-caregiver-at-a-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/marcia-is-a-dedicated-caregiver-at-a-p-wynn-norman-south-university?pdf=1509>

4.1.11. One of the benefits of volunteering at schools is that it opens up ...

Author: P. Wynn Norman

One of the benefits of volunteering at schools is that it opens up communication between parents and teachers. It also allows us to spend more quality time with our children. Yet another benefit is that it helps our schools save money that they can then use to support other programs. Which of the following is NOT a transitional device in the preceding passage?

Please choose only one answer:

- One
- Also
- More
- Yet another
- All of the above are transitional devices.

Check the answer of this question online at QuizOver.com:

Question: [One of the benefits of volunteering at P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/one-of-the-benefits-of-volunteering-at-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/one-of-the-benefits-of-volunteering-at-p-wynn-norman-south-corporate?pdf=1509>

4.1.12. The introduction of a speech ends with this statement: "This propos...

Author: P. Wynn Norman

The introduction of a speech ends with this statement: "This proposal will show you why the market for the antiwidget is ripe for expansion, easily accessible, and in sync with our current technologies." Which of the following is the BEST transition into the next section of this speech?

Please choose only one answer:

- Our current technologies use the same processes as those used in antiwidget production.
- Let us start by looking at why the antiwidget market is expanding.
- The expanding widget market is what we will cover first.
- Technology is the first thing we need to consider, followed by accessibility and expansion.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [The introduction of a speech ends with P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/the-introduction-of-a-speech-ends-with-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-introduction-of-a-speech-ends-with-p-wynn-norman-south-corporate?pdf=1509>

4.1.13. The most central element of any rhetorical situation is which of th...

Author: P. Wynn Norman

The most central element of any rhetorical situation is which of the following?

Please choose only one answer:

- The context
- The audience
- The purpose
- The expectations
- The "who, what, where, why, and how"

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [The most central element of any rhetorical P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/the-most-central-element-of-any-rhetorical-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-most-central-element-of-any-rhetorical-p-wynn-norman-south?pdf=1509>

4.1.14. What are cognate strategies?

Author: P. Wynn Norman

What are cognate strategies?

Please choose only one answer:

- How you impart information to an audience
- How you persuade an audience to take action
- How you research a topic to understand it fully
- How you choose the tactics that reach your audience
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [What are cognate strategies P. Wynn Norman @South University Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-are-cognate-strategies-p-wynn-norman-south-university-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-are-cognate-strategies-p-wynn-norman-south-university-corporate?pdf=1509>

4.1.15. Which cognate strategy does the third sentence in the short speech ...

Author: P. Wynn Norman

Which cognate strategy does the third sentence in the short speech below reflect?

As our children's first teachers, we parents and grandparents should volunteer at their schools. I knew my volunteering on the last class field trip was important to my son because afterwards he told me that the best part was that I was there. According to the National Institute of Education, parental involvement is associated with students earning higher grades and test scores. Volunteering at schools also opens up communication between parents and teachers, allows us to spend quality time with our children, and helps our schools save money that can then be used towards other programs. Volunteering is beneficial for everyone.

Please choose only one answer:

- Tone
- Engagement
- Conciseness
- Credibility
- Reference

Check the answer of this question online at QuizOver.com:

Question: [Which cognate strategy does the third P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-cognate-strategy-does-the-third-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-cognate-strategy-does-the-third-p-wynn-norman-south-corporate?pdf=1509>

4.1.16. Which of the following reflects the context of a speech which a spe...

Author: P. Wynn Norman

Which of the following reflects the context of a speech which a speaker should adjust to?

Please choose only one answer:

- The audience
- The topic
- The location
- The purpose
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following reflects the context P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-reflects-the-context-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-reflects-the-context-p-wynn-south-university?pdf=1509>

4.1.17. Which of the samples below reflects the appropriate presentation of...

Author: P. Wynn Norman

Which of the samples below reflects the appropriate presentation of a keyword outline?

A.

INTRODUCTION

A. Attention getter (startling statistic): If you ask 10 people how many know someone with Alzheimer's disease, eight of them will raise their hands. That's what Karen Noel, the director of a regional Alzheimer's organization, reported in an article called "Living Through Windows: Alzheimer's Disease."

B. Relating the topic to the audience: The problem is that a lot of people don't understand how Alzheimer's can take over not only the lives of the afflicted but also the lives of their caregivers and others who are emotionally invested in them.

C. Establishment of speaker's credibility, thesis, and preview: I'm going to describe to you what I go through every morning taking care of my father, who has Alzheimer's. By describing to you the process of getting him out of bed and to the bathroom, feeding him, and then cleaning his room, I hope your compassion for the plight of an Alzheimer's patient—and maybe your willingness to help out if you can—will increase.

II. BODY: MORNING PROCEDURES WITH MY FATHER

A. The Bed and the Bathroom

1. Because he doesn't recognize when he needs to use the facilities, my father is almost always soaking wet in the morning from the waist down or even up across one side. He also tends to wake up very groggy, so the first step for me every morning is to help him get out of bed and then lead him to the bathroom.

2. In the bathroom, I guide him to the toilet and try to get him to sit down. Sometimes, I have to push on his shoulders to get him to sit.

a. Next, I wait a little to see if he'll use the toilet, but usually, he doesn't because he's already used his underpants for that purpose, so I proceed to change them (they are Depends) and also change his pajamas to pants and a shirt. I do this by pulling his pants and Depends down, then picking his feet up so they clear the clothing, and then pulling the clothing out from beneath his feet. Then, I slide fresh Depends over his feet, followed by a fresh pair of pants.

b. He usually recognizes when I've got the bottom of his clothes ready, so he stands up, enabling me to pull everything up to his waist in one big tug.

c. Next, I pull his pajama shirt over his head and down his arms, reversing that order to get the fresh shirt in place.

(This would be continued.)

B.

I. INTRODUCTION

- A. Attention-getter
- B. Relate the topic to audience
- C. Establish credibility
- D. Present main idea
- E. Preview points

II. BODY

- A. History of the antiwidget
- B. Background on the competition
- C. New antiwidget design
- D. Marketing strategies

III. Conclusion

- A. Restate main idea and points
- B. Emphasize importance or significance
- D. Residual message

C.

I. INTRODUCTION

- A. Henry Ford quote
 - "Business is never so healthy as when, like a chicken, it must do a certain amount of scratching around for what it gets."
- B. Introduce R&D push
- C. Breakdown plans
 - 1. internal capacity limits
 - 2. high priority projects
 - 3. below-the-line projects

II. BODY

- A. Internal capacity
- B. High priorities
 - 1. filter capacitor
 - 2. electrolytic capacitor
- C. Below the line
 - 1. "green" capacitor
 - 2. leakage meter
 - 3. pulsed power

III. CONCLUSION

- A. Review R&D high and low plans
- B. Point out impact on process deadlines
- C. Emphasize application opportunities

Please choose only one answer:

- A
- B

- C
- All of the above
- None of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the samples below reflects the P. Wynn Norman @South Corporate](http://www.quizover.com/question/which-of-the-samples-below-reflects-the-p-wynn-norman-south-corporate?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-samples-below-reflects-the-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-samples-below-reflects-the-p-wynn-norman-south-corporate?pdf=1509>

4.1.18. Yolanda just finished discussing how hard it is for new businesses ...

Author: P. Wynn Norman

Yolanda just finished discussing how hard it is for new businesses to survive the start-up phase. To move into her next point, she uses the following statements: "Although it is true that many new businesses fail in their first year of operation, I believe that such failures aren't just the statistical norm. They are the result of avoidable errors in planning, funding, and information management. What two types of transitions could you say she is using?

Please choose only one answer:

- Sequence and time
- Addition and result
- Examples and clarification
- Internal summary and concession
- Similarity and Comparison

Check the answer of this question online at QuizOver.com:

Question: [Yolanda just finished discussing how hard P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/yolanda-just-finished-discussing-how-hard-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/yolanda-just-finished-discussing-how-hard-p-wynn-norman-south-corporat?pdf=1509>

4.1.19. You are an employee benefits manager who has to describe the differ...

Author: P. Wynn Norman

You are an employee benefits manager who has to describe the differences between HMO and PPO health insurance plans. To keep the presentation clear and simple, you decide to avoid a point-by-point comparison of plans and instead just provide a list of the differences. Which of the following sets of transitional devices could you use to maintain simplicity and clarity, while keeping the contents flowing and fresh?

Please choose only one answer:

- In addition, moreover, another
- As a result, accordingly, consequently
- In the same vein, thereupon, just as
- Next, then, furthermore
- However, on the contrary, conversely

Check the answer of this question online at QuizOver.com:

Question: [You are an employee benefits manager who P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-an-employee-benefits-manager-who-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/you-are-an-employee-benefits-manager-who-p-wynn-norman-south-corporate?pdf=1509>

4.1.20. "Volunteering at schools also opens up communication between parent..."

Author: P. Wynn Norman

"Volunteering at schools also opens up communication between parents and teachers, allows us to spend quality time with our children, and helps our schools save money that can then be used towards other programs." Which of the choices below would be the most effective and efficient way to convert the preceding statement into a keyword outline that would also be useful for speaking notes?

Please choose only one answer:

- 1. opens up communication, 2. spend time with children, 3. save money for other programs
- 1. parent-teacher communication, 2. time with children, 3. schools save money
- 1. communication, 2. quality time, 3. savings
- 1. opens up communication between parents and teachers, 2. allows us to spend time with our children, 3. helps schools save money for other programs
- 1. volunteering – communication between parents/teachers, 2. volunteering – spend more time w/ kids, 3. volunteering – save money for school programs

Check the answer of this question online at QuizOver.com:

Question: [Volunteering at schools also opens up P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/volunteering-at-schools-also-opens-up-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/volunteering-at-schools-also-opens-up-p-wynn-norman-south-corporate?pdf=1509>

4. Chapter: Unit 02: Delivering Your Message

1. Unit 02: Delivering Your Message Questions

4.1.1. How can Quiesha use contextual clues and other messaging strategies...

Author: P. Wynn Norman

How can Quiesha use contextual clues and other messaging strategies to increase the likelihood that her audience will appreciate how far away the sun is from the earth (92,955,887 miles, on average)?

Please choose only one answer:

- Round the number up to 93 million.
- Compare the distance to that of the moon, which is about 400 times closer.
- Explain that it would take a Boeing 747 almost 19 years to fly there.
- Both A and B
- Both A and C

Check the answer of this question online at QuizOver.com:

Question: [How can Quiesha use contextual clues and P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/how-can-quiesha-use-contextual-clues-and-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/how-can-quiesha-use-contextual-clues-and-p-wynn-norman-south-corporate?pdf=1509>

4.1.2. How do paradigms shape reality?

Author: P. Wynn Norman

How do paradigms shape reality?

Please choose only one answer:

- They provide a theoretical framework for reality.
- They are one basis for the belief systems that characterize a culture.
- They are inescapable parts of your personal history that influence your worldview.
- They are premises that are nevertheless accepted as facts.
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [How do paradigms shape reality P. Wynn Norman @South University Corporate](http://www.quizover.com/question/how-do-paradigms-shape-reality-p-wynn-norman-south-university-corporat?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/how-do-paradigms-shape-reality-p-wynn-norman-south-university-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/how-do-paradigms-shape-reality-p-wynn-norman-south-university-corporat?pdf=1509>

4.1.3. In the 1970s, General Motors (GM) tried to market the Chevy Nova in...

Author: P. Wynn Norman

In the 1970s, General Motors (GM) tried to market the Chevy Nova in South America. However, as the (disproven) legend goes, South Americans would not buy the Nova, because its name, in Spanish, means "doesn't go." Between what two elements of the semantic triangle would the communication problem illustrated by this legend be placed?

Please choose only one answer:

- Word – Thought
- Thought – Subject/Object
- Subject/Object – Word
- Word – Subject/Object
- Subject/Object - Thought

Check the answer of this question online at QuizOver.com:

Question: [In the 1970s General Motors GM tried to P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-1970s-general-motors-gm-tried-to-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-the-1970s-general-motors-gm-tried-to-p-wynn-norman-south-corporate?pdf=1509>

4.1.4. Insert the appropriate signpost in the following passage: Word proc...

Author: P. Wynn Norman

Insert the appropriate signpost in the following passage: Word processing programs help you communicate information more effectively. _____, data processing programs help you store information more efficiently.

Please choose only one answer:

- For example
- Next
- On the other hand
- Therefore
- In addition

Check the answer of this question online at QuizOver.com:

Question: [Insert the appropriate signpost in the P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/insert-the-appropriate-signpost-in-the-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/insert-the-appropriate-signpost-in-the-p-wynn-norman-south-corporate?pdf=1509>

4.1.5. Melody wants people to emphasize how important it is to spay or neu...

Author: P. Wynn Norman

Melody wants people to emphasize how important it is to spay or neuter pets, so she inserts in her report a photo of a burlap bag opened to show six drowned kittens inside. The photo caption reads, "This is what happens to unwanted pets!" Why will Melody's strategy be effective, or why will it be ineffective?

Please choose only one answer:

- It will be effective, because the image of dead kittens is shocking.
- It will be effective, because the image of dead kittens is memorable.
- It will not be effective, because the image is not clearly associated with the point she is making.
- It will not be effective, because the image does not extend the scope of her message.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Melody wants people to emphasize how P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/melody-wants-people-to-emphasize-how-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/melody-wants-people-to-emphasize-how-p-wynn-norman-south-university?pdf=1509>

4.1.6. One of the pages on the University System of Georgia's Human Resour...

Author: P. Wynn Norman

One of the pages on the University System of Georgia's Human Resources website starts with the follow paragraph: "The Tuition Assistance Program (TAP) replaced the Tuition Remission and Reimbursement Program (TRR) effective November 1, 2004. This program was implemented with the Spring Semester 2005. TAP is an employee supplemental educational assistance program." Is this an effective message? Why, or why not?

Please choose only one answer:

- Yes, it is effective, because it contains precise information and identifies abbreviations (TAP, TRR) before using them.
- Yes, it is effective, because it starts by making sure readers are not confused by the changes in the program.
- No, it is not effective, because it contains information that is now irrelevant and defines the most important term last instead of first.
- No, it is not effective, because when the new program was implemented is irrelevant and the name of the old program communicated the benefit more accurately than the new name.
- Each of the options above contains flawed details and so none are 100% correct.

Check the answer of this question online at QuizOver.com:

Question: [One of the pages on the University System P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/one-of-the-pages-on-the-university-system-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/one-of-the-pages-on-the-university-system-p-wynn-norman-south-corporat?pdf=1509>

4.1.7. One politician says his opponent is waging a "war on women," anothe...

Author: P. Wynn Norman

One politician says his opponent is waging a "war on women," another claims her opponent is participating in a "war against religion," and a third brags about his leadership in fighting the "war on drugs." What is the most significant problem with these examples of doublespeak?

Please choose only one answer:

- They obscure meaning.
- They are inaccurate.
- They lack specificity.
- They are exaggeration.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [One politician says his opponent is waging P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/one-politician-says-his-opponent-is-waging-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/one-politician-says-his-opponent-is-waging-p-wynn-norman-south?pdf=1509>

4.1.8. People who live in places where it snows a lot have more words in t...

Author: P. Wynn Norman

People who live in places where it snows a lot have more words in their language to describe "snow" than people who live where it rarely snows. This fact reflects what aspect of language?

Please choose only one answer:

- Language is arbitrary and symbolic.
- Our reality is shaped by our language.
- Language has rules.
- Language organizes and classifies reality.
- Language is abstract.

Check the answer of this question online at QuizOver.com:

Question: [People who live in places where it snows P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/people-who-live-in-places-where-it-snows-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/people-who-live-in-places-where-it-snows-p-wynn-norman-south-corporate?pdf=1509>

4.1.9. Professor Doherty introduces the Tell 'em3 Principle to his speech ...

Author: P. Wynn Norman

Professor Doherty introduces the Tell 'em3 Principle to his speech class, explaining that it refers to how a speaker can communicate more effectively with audiences by "telling them what you'll tell them, then telling them, then telling them what you told them." What emphasis strategy is reflected in the Tell 'em3 Principle?

Please choose only one answer:

- Using visual aids
- Using repetition
- Using summary
- Using foreshadowing
- Using signposts

Check the answer of this question online at QuizOver.com:

Question: [Professor Doherty introduces the Tell 'em P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/professor-doherty-introduces-the-tell-em-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/professor-doherty-introduces-the-tell-em-p-wynn-norman-south-corporate?pdf=1509>

4.1.10. Robert is preparing to discuss IRA and 401(k) retirement options wi...

Author: P. Wynn Norman

Robert is preparing to discuss IRA and 401(k) retirement options with a group of factory workers, few of whom have more than a high school education. Which of the following pairs of strategies for improving verbal communication are the most closely related to each other and to the development of Robert's presentation?

Please choose only one answer:

- Define your terms and consider your audience.
- Take control of your tone and choose precise words.
- Be results oriented and check for understanding.
- Both A and B
- Both B and C

Check the answer of this question online at QuizOver.com:

Question: [Robert is preparing to discuss IRA and 4 P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/robert-is-preparing-to-discuss-ira-and-4-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/robert-is-preparing-to-discuss-ira-and-4-p-wynn-norman-south-corporate?pdf=1509>

4.1.11. Sandra's company wants all new hires to take classes at a local col...

Author: P. Wynn Norman

Sandra's company wants all new hires to take classes at a local college to keep their skills sharp and help them qualify for promotions. As the company's human resources benefits officer, it is now Sandra's job not only to inform new hires that their tuition would be reimbursed if they took classes, but also to encourage them to do so. What is the best messaging strategy Sandra can use to accomplish both objectives?

Please choose only one answer:

- Describe the benefits of learning new skills.
- Provide examples of employees who were promoted and the kind of classes they took.
- While talking about the skills the company values, show a visual that lists classes offered at a nearby college.
- De-emphasize the fact that employees will have to come up with the money to pay for classes before the company will reimburse them.
- Use a graph to show the different salary levels at the company and the kind of academic degrees employees at each level tend to possess.

Check the answer of this question online at QuizOver.com:

Question: [Sandra's company wants all new hires to P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/sandra-s-company-wants-all-new-hires-to-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/sandra-s-company-wants-all-new-hires-to-p-wynn-norman-south-corporate?pdf=1509>

4.1.12. Smiling cheerfully, the dentist approaches his patient, drill in ha...

Author: P. Wynn Norman

Smiling cheerfully, the dentist approaches his patient, drill in hand. In his most reassuring tone, he tells his anxious patient, "This won't hurt a bit." Which of the following accurately describes the types of messages depicted in this scenario?

Please choose only one answer:

- The doctor's words are the primary message; his tone is secondary.
- The doctor's tone is auxiliary; his smile is secondary.
- The doctor's tone is auxiliary; his words are primary
- The doctor's smile and tone are both secondary.
- There are no secondary messages in this scenario.

Check the answer of this question online at QuizOver.com:

Question: [Smiling cheerfully the dentist approaches P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/smiling-cheerfully-the-dentist-approaches-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/smiling-cheerfully-the-dentist-approaches-p-wynn-norman-south-corporat?pdf=1509>

4.1.13. Some politicians refuse to accept that pollution and climate change...

Author: P. Wynn Norman

Some politicians refuse to accept that pollution and climate change are serious environmental challenges that will require money and sacrifice to resolve. When someone, some thing, or some event finally overcomes their resistance and desire to protect the status quo, what element in this scenario will have experienced a paradigm shift?

Please choose only one answer:

- The controversy about pollution and climate change
- The "someone, some thing, or some event" that impacted the reluctant politicians
- The reluctant politicians
- The environmental challenges faced by the populace
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Some politicians refuse to accept that P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/some-politicians-refuse-to-accept-that-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/some-politicians-refuse-to-accept-that-p-wynn-norman-south-corporate?pdf=1509>

4.1.14. The simple words and short statements that dominate advertising cop...

Author: P. Wynn Norman

The simple words and short statements that dominate advertising copywriting are governed MOST by which aspect of language?

Please choose only one answer:

- Syntax
- Semantics
- Context
- Paradigms
- Symbolism

Check the answer of this question online at QuizOver.com:

Question: [The simple words and short statements that P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/the-simple-words-and-short-statements-that-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-simple-words-and-short-statements-that-p-wynn-norman-south?pdf=1509>

4.1.15. What is a good way to ensure that your document's tone matches its ...

Author: P. Wynn Norman

What is a good way to ensure that your document's tone matches its intent?

Please choose only one answer:

- Read it out loud, so you can hear how the words you have chosen reflect the tone of your messages.
- Listen to or watch presentations that are known for having used tone effectively.
- Get several people to read your work and give you feedback on its tone.
- Make sure you can characterize the tone you intended to establish in the document.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What is a good way to ensure that your P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-a-good-way-to-ensure-that-your-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-a-good-way-to-ensure-that-your-p-wynn-norman-south-corporate?pdf=1509>

4.1.16. What is the difference between racist language and sexist language?

Author: P. Wynn Norman

What is the difference between racist language and sexist language?

Please choose only one answer:

- Racist language is insulting; sexist language is not.
- Racist language is hurtful; sexist language is careless.
- Racist language is discriminatory; sexist language is negligent.
- Racist language shows a lack of respect; sexist language is just old-fashioned.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the difference between racist P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-difference-between-racist-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-difference-between-racist-p-wynn-norman-south-corporate?pdf=1509>

4.1.17. What is the MOST important aspect that visual aids, signposts, repe...

Author: P. Wynn Norman

What is the MOST important aspect that visual aids, signposts, repetition, and summaries have in common?

Please choose only one answer:

- They are used to create emphasis.
- They are elements in every message.
- They should be avoided, because they are redundant.
- They contribute to meaning.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the MOST important aspect that P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-most-important-aspect-that-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-most-important-aspect-that-p-wynn-norman-south-corporate?pdf=1509>

4.1.18. What strategy for improving verbal communication is reflected in St...

Author: P. Wynn Norman

What strategy for improving verbal communication is reflected in Steven Covey's suggestion that you develop your speech by beginning with how it will end?

Please choose only one answer:

- Consider your audience.
- Take control of your tone.
- Choose precise words.
- Be results oriented.
- Define your terms.

Check the answer of this question online at QuizOver.com:

Question: [What strategy for improving verbal P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/what-strategy-for-improving-verbal-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-strategy-for-improving-verbal-p-wynn-norman-south-university?pdf=1509>

4.1.19. What two potential barriers to communication occur in the following...

Author: P. Wynn Norman

What two potential barriers to communication occur in the following statement? Mankind must get on with doing what is necessary to spare the earth from the effects of global warming.

Please choose only one answer:

- Sexism and slang
- Jargon and clichés
- Slang and clichés
- Sexism and bias
- Jargon and bias

Check the answer of this question online at QuizOver.com:

Question: [What two potential barriers to communication P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-two-potential-barriers-to-communication-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-two-potential-barriers-to-communication-p-wynn-south-corporate?pdf=1509>

4.1.20. When you discuss the details of your message, which part of that me...

Author: P. Wynn Norman

When you discuss the details of your message, which part of that message are you presenting?

Please choose only one answer:

- The attention statement
- The introduction
- The body
- The conclusion
- The residual

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [When you discuss the details of your P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/when-you-discuss-the-details-of-your-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-you-discuss-the-details-of-your-p-wynn-norman-south-university?pdf=1509>

4.1.21. When your colleague says, "I suspect that you aren't being 100% abo...

Author: P. Wynn Norman

When your colleague says, "I suspect that you aren't being 100% above board with me," what does that choice of words enable your colleague to avoid? (Cross-cultural hint: "Above board" is an idiom meaning "without deceit or trickery, straightforward.")

Please choose only one answer:

- Calling you a liar
- Asking you to be more specific
- Being more specific with you
- A confrontation with you
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [When your colleague says I suspect that P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/when-your-colleague-says-i-suspect-that-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-your-colleague-says-i-suspect-that-p-wynn-norman-south-corporate?pdf=1509>

4.1.22. When your friend sees your new all-terrain sports utility vehicle w...

Author: P. Wynn Norman

When your friend sees your new all-terrain sports utility vehicle with its oversized tires, chrome-alloy exterior highlights, tinted skylight, and GPS-Skype-OnStar voice-activated dashboard system, he cannot resist exclaiming, "Wow! What a cool car!" Given what he really means by "cool," what aspect of how language shapes reality do his words represent?

Please choose only one answer:

- Language has rules.
- Language is abstract.
- Language is symbolic.
- Language is arbitrary
- Language shapes reality.

Check the answer of this question online at QuizOver.com:

Question: [When your friend sees your new all-terrain P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/when-your-friend-sees-your-new-all-terrain-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-your-friend-sees-your-new-all-terrain-p-wynn-norman-south?pdf=1509>

4.1.23. Which of the following is FALSE?

Author: P. Wynn Norman

Which of the following is FALSE?

Please choose only one answer:

- Clichés are communication obstacles, because they are overused.
- Jargon should be avoided at all times, because it is too occupation-specific.
- You can use slang to target specific audiences.
- Euphemisms can be culturally acceptable.
- Doublespeak is not ethical.

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is FALSE P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-false-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-false-p-wynn-norman-south-university?pdf=1509>

4.1.24. Which of the following is the best strategy for resolving the probl...

Author: P. Wynn Norman

Which of the following is the best strategy for resolving the problematic use of language in this sentence: It is difficult for politicians to account for the cost of collateral damage when they consider funding warfare.

Please choose only one answer:

- Politicians have a hard time account for collateral damage when budgeting for war.
- The cost of killing innocent people is not something that politicians like to think about when they decide how much to spend on warfare.
- It is hard for politicians to pay for war when part of the cost is collateral damage.
- Collateral damage is killing people and that makes it harder for politicians to pay for war.
- Politicians struggle to pay for the deaths that are the result of war.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is the best strategy P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-the-best-strategy-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-the-best-strategy-p-wynn-south-university?pdf=1509>

4.1.25. Which of the following presents the correct definition?

Author: P. Wynn Norman

Which of the following presents the correct definition?

Please choose only one answer:

- Syntactic rules determine the meaning of words.
- Contextual rules control where words are placed in a sentence or statement.
- Ordinal rules determine the order of words.
- Semantic rules dictate what words mean and how they are interpreted.
- Cardinal rules establish the value words have with respect to the meaning of the sentence.

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following presents the correct P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-presents-the-correct-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-presents-the-correct-p-wynn-south-university?pdf=1509>

4.1.26. Which of the following would be an effective introduction, because ...

Author: P. Wynn Norman

Which of the following would be an effective introduction, because it creates common ground between communicator and audience?

Please choose only one answer:

- An adult warns teenagers about the dangers of drinking and driving.
- A teenager tells a group of parents the story of another teenager who tried to divorce her parents, because they would not let her stay out late on Saturday nights.
- A supervisor tells line workers about the time he fell asleep on the line and almost got fired.
- A doctor shocks a group of medical students with images of gunshot wounds to the head.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following would be an effective P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-would-be-an-effective-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-would-be-an-effective-p-wynn-south-corporate?pdf=1509>

4.1.27. While dancing with and hugging a group of young girls, a presidenti...

Author: P. Wynn Norman

While dancing with and hugging a group of young girls, a presidential candidate jokingly referred to a song entitled, "Who let the dogs out?" The song was well-known and highly popular within the cultural group to which the girls belonged. However, the media highlighted the incident as an indication of the candidate's social awkwardness and inability to relate with people from different economic and ethnic groups. Why?

Please choose only one answer:

- Because the incident reinforced the candidate's well-known disregard for dogs
- Because dancing with the girls was not a dignified thing for a presidential candidate to do in that context
- Because the context of the incident was unsuited to a jocular tone
- Because the word "dog" could be misinterpreted as an insulting indication of the girls' appearance, given the context of the incident
- Because he asked a question he knew the girls couldn't answer

Check the answer of this question online at QuizOver.com:

Question: [While dancing with and hugging a group of P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/while-dancing-with-and-hugging-a-group-of-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/while-dancing-with-and-hugging-a-group-of-p-wynn-norman-south-corporat?pdf=1509>

4.1.28. "Best practices," "bring to the table," centers of excellence," "co...

Author: P. Wynn Norman

"Best practices," "bring to the table," centers of excellence," "core competencies," "mission critical," "roll out," and "performance management" are all examples of what form of business communication?

Please choose only one answer:

- Clichés
- Jargon
- Slang
- Sexism
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Best practices bring to the table centers P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/best-practices-bring-to-the-table-centers-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/best-practices-bring-to-the-table-centers-p-wynn-norman-south-corporat?pdf=1509>

4.1.29. "I need you to scrub my testimony of any off-color remarks before y...

Author: P. Wynn Norman

"I need you to scrub my testimony of any off-color remarks before you archive that speech," Sally's boss ordered. "The record should reflect only the facts, not how I phrased them." Of the following undesirable results of poor communication identified in Susan Washburn's article "The Miscommunication Gap," which one is most applicable to the actions of Sally's boss?

Please choose only one answer:

- Damaged relationships
- Loss of productivity
- Inefficiency and rework
- Conflict
- Missed opportunities

Check the answer of this question online at QuizOver.com:

Question: [I need you to scrub my testimony of any P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/i-need-you-to-scrub-my-testimony-of-any-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/i-need-you-to-scrub-my-testimony-of-any-p-wynn-norman-south-corporate?pdf=1509>

4.1.30. "If you keep wearing that beard to work, you'll probably get fired,..."

Author: P. Wynn Norman

"If you keep wearing that beard to work, you'll probably get fired, George." Given the apparent context of this sentence, what word or phrase within it rules out that the speaker is George's boss?

Please choose only one answer:

- Probably
- Keep
- You
- Fired
- George

Check the answer of this question online at QuizOver.com:

Question: [If you keep wearing that beard to work P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/if-you-keep-wearing-that-beard-to-work-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/if-you-keep-wearing-that-beard-to-work-p-wynn-norman-south-corporate?pdf=1509>

4.1.31. "Now that we have discussed various health insurance plans the comp...

Author: P. Wynn Norman

"Now that we have discussed various health insurance plans the company offers, let me move on to another part of your benefit package: tuition reimbursement." This statement reflects which of the following aspects of messaging effectiveness?

Please choose only one answer:

- Review
- Preview
- Signposts
- Summary
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Now that we have discussed various health P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/now-that-we-have-discussed-various-health-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/now-that-we-have-discussed-various-health-p-wynn-norman-south-corporat?pdf=1509>

4.1.32. "There are four requirements for tuition reimbursement which you ne...

Author: P. Wynn Norman

"There are four requirements for tuition reimbursement which you need to be aware of before you sign up for classes." Which of the following statements would be most effective, if it followed the one just stated?

Please choose only one answer:

- The company will pay you to take classes which will improve the skills you need to do well at your job here.
- First, you should realize that the company will reimburse you; it will not pay the college directly.
- Of these four requirements, one is more important than the others, but let me get the minor ones out of the way first.
- The first requirement is that you take classes directly related to your job here, if you want the company to pay you back for the tuition.
- Unlike your health insurance benefits, you will not be able to sign up for tuition reimbursement in advance.

Check the answer of this question online at QuizOver.com:

Question: [There are four requirements for tuition P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/there-are-four-requirements-for-tuition-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/there-are-four-requirements-for-tuition-p-wynn-norman-south-corporate?pdf=1509>

4. Chapter: Unit 01: Introduction to Business Communication

1. Unit 01: Introduction to Business Communication Questions

4.1.1. A former state department spokesperson has been quoted as saying, "...

Author: P. Wynn Norman

A former state department spokesperson has been quoted as saying, "What you heard is not what I meant." This statement acknowledges how negotiating and confirming meaning is an important part of the communication process. What communication model focuses on this issue?

Please choose only one answer:

- Transactional
- Constructivist
- Shannon and Weaver
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [A former state department spokesperson P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/a-former-state-department-spokesperson-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-former-state-department-spokesperson-p-wynn-norman-south-corporate?pdf=1509>

4.1.2. A new organization offers health care insurance to farm workers by ...

Author: P. Wynn Norman

A new organization offers health care insurance to farm workers by grouping their individual applications into a large pool of insured people. This spreads the cost of the insurance across more people and as a result makes it less expensive. However, when the foreman of a tomato-picking crew hands out the insurance application forms to the mostly South American farm laborers in his crew, he explains the program only in English with the result that few of the laborers understand the offer and none sign up for it. In this business communication context, what responsibilities did the foreman neglect?

Please choose only one answer:

- The foreman showed no respect for the laborers and as a result was unethical in communicating to them.
- The foreman was not prepared to communicate to the workers and so was neither concise nor punctual.
- The foreman did not provide all of the information the workers needed and so was not trustworthy or ethical.
- The foreman was not egalitarian in communicating the new offer and thus acted unethically.
- The foreman did not follow the "Golden Rule" and as a result acted irresponsibly.

Check the answer of this question online at QuizOver.com:

Question: [A new organization offers health care P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/a-new-organization-offers-health-care-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-new-organization-offers-health-care-p-wynn-norman-south-corporate?pdf=1509>

4.1.3. According to the CEO of a globally influential software company, "I...

Author: P. Wynn Norman

According to the CEO of a globally influential software company, "If you can't be effective in terms of working with or through other people or your peers or the people who are reporting to you, you're not going to get very far."

This statement reflects the importance of communication with respect to what subject?

Please choose only one answer:

- Friendship
- Conflict
- Profit
- Leadership
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [According to the CEO of a globally P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/according-to-the-ceo-of-a-globally-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/according-to-the-ceo-of-a-globally-p-wynn-norman-south-university?pdf=1509>

4.1.4. Barbara just picked her three children up from school. On the way h...

Author: P. Wynn Norman

Barbara just picked her three children up from school. On the way home, she explains that their father has come home early, because he is not feeling well. She urges the children to be very quiet in the house, so they do not disturb him. This exchange between Barbara and her children about their father's needs is an example of what type of communication?

Please choose only one answer:

- Intrapersonal
- Interpersonal
- Group
- Public
- Mass

Check the answer of this question online at QuizOver.com:

Question: [Barbara just picked her three children up P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/barbara-just-picked-her-three-children-up-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/barbara-just-picked-her-three-children-up-p-wynn-norman-south-corporat?pdf=1509>

4.1.5. Egalitarianism is associated with which responsibility of the busin...

Author: P. Wynn Norman

Egalitarianism is associated with which responsibility of the business communicator?

Please choose only one answer:

- Ethics
- Preparation
- Clarity
- Respect
- Strength

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Egalitarianism is associated with which P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/egalitarianism-is-associated-with-which-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/egalitarianism-is-associated-with-which-p-wynn-norman-south-corporate?pdf=1509>

4.1.6. Fill in the blank. When Eujin and Shreya were arguing about existen...

Author: P. Wynn Norman

Fill in the blank. When Eujin and Shreya were arguing about existentialism, Shreya frequently interrupted what Eujin was saying. As a result, Shreya did not really understand many of Eujin's arguments, even though the heated conversation lasted several minutes. In spite of Shreya's approach, this scenario nevertheless illustrates the _____ model of communication.

Please choose only one answer:

- Modular
- Reactive
- Conversational
- Transactional
- Constructivist

Check the answer of this question online at QuizOver.com:

Question: [Fill in the blank. When Eujin and Shreya P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/fill-in-the-blank-when-eujin-and-shreya-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/fill-in-the-blank-when-eujin-and-shreya-p-wynn-norman-south-corporate?pdf=1509>

4.1.7. Having used a government loan to attend college, Mary thinks that p...

Author: P. Wynn Norman

Having used a government loan to attend college, Mary thinks that people should prefer a hand up rather than a hand out when it comes to government subsidies to help the poor. Which of Mary's personal traits presented in this example would NOT be considered reflections of her speech or her writing?

Please choose only one answer:

- Her thoughts
- Her values
- Her experience
- Her education
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Having used a government loan to attend P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/having-used-a-government-loan-to-attend-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/having-used-a-government-loan-to-attend-p-wynn-norman-south-corporate?pdf=1509>

4.1.8. In public communication, audiences usually defer to the speaker. On...

Author: P. Wynn Norman

In public communication, audiences usually defer to the speaker. One example of this deference is that they listen without interruption, even if the speaker makes controversial statements. Of the following four communication contexts, which one is always the LEAST deferential?

Please choose only one answer:

- Intrapersonal
- Interpersonal
- Group
- Public
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [In public communication audiences usually P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-public-communication-audiences-usually-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-public-communication-audiences-usually-p-wynn-norman-south-corporat?pdf=1509>

4.1.9. Intimacy and teamwork are aspects of what two types of communicatio...

Author: P. Wynn Norman

Intimacy and teamwork are aspects of what two types of communication, respectively?

Please choose only one answer:

- Intrapersonal and group
- Interpersonal and public
- Public and group
- Public and mass
- Interpersonal and group

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Intimacy and teamwork are aspects of what P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/intimacy-and-teamwork-are-aspects-of-what-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/intimacy-and-teamwork-are-aspects-of-what-p-wynn-norman-south-corporat?pdf=1509>

4.1.10. It is the end of the day and your audience is eager to go home. As ...

Author: P. Wynn Norman

It is the end of the day and your audience is eager to go home. As you begin your presentation, what element in the process of communicating to that audience can you adjust to get their attention?

Please choose only one answer:

- The source
- The message
- The interference
- The receiver
- The feedback

Check the answer of this question online at QuizOver.com:

Question: [It is the end of the day and your audience P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/it-is-the-end-of-the-day-and-your-audience-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/it-is-the-end-of-the-day-and-your-audience-p-wynn-norman-south?pdf=1509>

4.1.11. Tomás argues that existentialism is a waste of time. Billy does not...

Author: P. Wynn Norman

Tomás argues that existentialism is a waste of time. Billy does not understand what the word "existentialism" means, but he nevertheless responds to Tomás with the rebuttal that no human endeavor is a waste of time unless life itself is a waste, too. According to the definition of communication presented in the textbook, have Tomás and Billy communicated? Why, or why not?

Please choose only one answer:

- Yes, because they exchanged messages.
- Yes, because the process of communication was completed by Billy's response.
- No, because the exchange lacked understanding and shared meaning.
- No, because the exchange represented an incomplete process.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Tomás argues that existentialism is a P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/tomas-argues-that-existentialism-is-a-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/tomas-argues-that-existentialism-is-a-p-wynn-norman-south-corporate?pdf=1509>

4.1.12. Using halting, inaccurate, heavily accented speech, a tourist clums...

Author: P. Wynn Norman

Using halting, inaccurate, heavily accented speech, a tourist clumsily asks you for directions to a little-known art gallery. Your first response is to point out that "it's in the same building as the Starbucks on 5th." When you see the look of confusion on the tourist's face, however, you volunteer to escort him to gallery instead. Was this interaction an example of negotiated meaning? Why, or why not?

Please choose only one answer:

- Yes, because you recognized your original statement had insufficient meaning to the tourist.
- Yes, because two-way communication established the lack of meaning that was occurring.
- No, because the exchange did not involve two distinct communication acts.
- No, because the tourist's confused expression and your initial response were simultaneous transactions.
- There is insufficient information to determine whether meaning was negotiated.

Check the answer of this question online at QuizOver.com:

Question: [Using halting inaccurate heavily accented P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/using-halting-inaccurate-heavily-accented-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/using-halting-inaccurate-heavily-accented-p-wynn-norman-south-corporat?pdf=1509>

4.1.13. What is the difference between the environment and the context as e...

Author: P. Wynn Norman

What is the difference between the environment and the context as elements in the process of communication?

Please choose only one answer:

- The environment includes the place and time when the communication takes place; the context is the way the speaker phrases the message.
- The environment includes the mood of the audience and the room where the speech takes place. The context includes the audience's expectations.
- The environment includes the physical and psychological characteristics of where the speech takes place. The context involves the expectations of the audience.
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the difference between the P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-difference-between-the-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-difference-between-the-p-wynn-norman-south-university?pdf=1509>

4.1.14. What makes communication a process?

Author: P. Wynn Norman

What makes communication a process?

Please choose only one answer:

- It changes
- It involves a number of elements
- It requires you to understand language
- It is essential in business
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What makes communication a process P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/what-makes-communication-a-process-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-makes-communication-a-process-p-wynn-norman-south-university?pdf=1509>

4.1.15. Which of the following is a circumstance that illustrates how a sup...

Author: P. Wynn Norman

Which of the following is a circumstance that illustrates how a supervisor or business owner would benefit from developing or improving his or her communication skills?

Please choose only one answer:

- Shifting employee duties to cover for a maternity leave
- Finding an office cleaning service
- Accepting or rejecting new responsibilities
- Deciding how to sell a new product
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is a circumstance P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-a-circumstance-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-a-circumstance-p-wynn-norman-south-corporate?pdf=1509>

4.1.16. Which of the following is NOT an important aspect of communication ...

Author: P. Wynn Norman

Which of the following is NOT an important aspect of communication in business?

Please choose only one answer:

- It influences how employees learn.
- It influences how you understand others.
- It influences your cognitive dexterity.
- It influences your business's image.
- It influences your promotion potential.

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is NOT an important P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-not-an-important-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-not-an-important-p-wynn-norman-south?pdf=1509>

4.1.17. Which of the following is not necessary for maximizing your business...

Author: P. Wynn Norman

Which of the following is not necessary for maximizing your business communication effectiveness?

Please choose only one answer:

- Establishing regular communication audits
- Maintaining communication sensitivity in diverse workplaces
- Retaining an audience-centered approach in all business relationships
- Encouraging creativity and interactive productivity
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is not necessary P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-not-necessary-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-not-necessary-p-wynn-norman-south-corporate?pdf=1509>

4.1.18. Which of the following is true of both the transactional and constr...

Author: P. Wynn Norman

Which of the following is true of both the transactional and constructivist models of communication?

Please choose only one answer:

- The sender is also the receiver.
- Interference includes both message and feedback.
- Meaning is negotiated.
- Channels transfer the message.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is true of both P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-true-of-both-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-true-of-both-p-wynn-norman-south-corporate?pdf=1509>

4.1.19. You are uncertain how to approach your boss for a raise. In your mi...

Author: P. Wynn Norman

You are uncertain how to approach your boss for a raise. In your mind, you work through several scenarios in which you ask her at different times or in different ways. Finally, you decide to just be honest and tell her that you want to ask for a raise but are not sure how or when to ask. The action that resolved your dilemma involved which type of communication?

Please choose only one answer:

- Intrapersonal
- Interpersonal
- Group
- Public
- Mass

Check the answer of this question online at QuizOver.com:

Question: [You are uncertain how to approach your P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-uncertain-how-to-approach-your-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/you-are-uncertain-how-to-approach-your-p-wynn-norman-south-corporate?pdf=1509>

4.1.20. Your data entry personnel are mainly female. When you prepare a mem...

Author: P. Wynn Norman

Your data entry personnel are mainly female. When you prepare a memo to them about anticipated mandatory overtime, should you discuss childcare issues in that memo?

Please choose only one answer:

- No, you should just be clear and specific about what you will require of them.
- Yes, because it is egalitarian to acknowledge their circumstances.
- No, because to acknowledge their circumstances but not those of what few males there are is not egalitarian.
- Yes, because the "golden rule" is to treat others as you would want to be treated.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Your data entry personnel are mainly female P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/your-data-entry-personnel-are-mainly-female-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/your-data-entry-personnel-are-mainly-female-p-wynn-south-university?pdf=1509>

4. Chapter: Unit 11: Business Presentations in Action

1. Unit 11: Business Presentations in Action Questions

4.1.1. A farm that specializes in raising orphaned livestock posts the pho...

Author: P. Wynn Norman

A farm that specializes in raising orphaned livestock posts the photograph shown below and the story behind it on various Internet websites involving the raising of horses and other livestock. Which element associated with the design of viral messages does the photograph lack?



Please choose only one answer:

- An appeal to emotion
- Relevance
- A trigger
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [A farm that specializes in raising orphaned P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/a-farm-that-specializes-in-raising-orphaned-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-farm-that-specializes-in-raising-orphaned-p-wynn-south-university?pdf=1509>

4.1.2. Based on what you have learned about why sound bites are effective,...

Author: P. Wynn Norman

Based on what you have learned about why sound bites are effective, which of the following sound bites, or memorable quotes, is the LEAST effective?

Please choose only one answer:

- "Mr. Gorbachev, tear down this wall!"
- "There are no red states or blue states—just the United States of America."
- "Read my lips: no new taxes."
- "Houston, Tranquility Base here. The Eagle has landed."
- "The only thing we have to fear is fear itself."

Check the answer of this question online at QuizOver.com:

Question: [Based on what you have learned about why P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/based-on-what-you-have-learned-about-why-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/based-on-what-you-have-learned-about-why-p-wynn-norman-south-corporate?pdf=1509>

4.1.3. Brian is frustrated that when his working group meets, it spends th...

Author: [P. Wynn Norman](#)

Brian is frustrated that when his working group meets, it spends the first half of the time allotted just getting organized. What is likely to be missing or poorly developed in Brian's meetings?

Please choose only one answer:

- Agendas
- Robert's Rules of Order
- Leadership
- Assigned roles
- Visual aids

Check the answer of this question online at [QuizOver.com](#):

Question: [Brian is frustrated that when his working P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/brian-is-frustrated-that-when-his-working-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/brian-is-frustrated-that-when-his-working-p-wynn-norman-south-corporat?pdf=1509>

4.1.4. Chantal wants to create a viral message about the unique hairstyles...

Author: P. Wynn Norman

Chantal wants to create a viral message about the unique hairstyles the stylists in her unisex salon can create. Which of the following images would not be effective as an element of her message due to lack of relevance?

A



B



C



D

Please choose only one answer:

- A
- B
- C
- D

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Chantal wants to create a viral message P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/chantal-wants-to-create-a-viral-message-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/chantal-wants-to-create-a-viral-message-p-wynn-norman-south-corporate?pdf=1509>

4.1.5. During a retirement dinner for a popular hospital administrator, th...

Author: P. Wynn Norman

During a retirement dinner for a popular hospital administrator, the chief surgeon at the hospital stood up to speak about some of the not-so-popular traits of the retiring administrator. Her speech often ridiculed the administrator and had her audience, including the administrator, laughing continuously. What kind of speech did the surgeon give?

Please choose only one answer:

- A toast
- A commemoration
- A roast
- A ceremonial
- A boast

Check the answer of this question online at QuizOver.com:

Question: [During a retirement dinner for a popular P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/during-a-retirement-dinner-for-a-popular-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/during-a-retirement-dinner-for-a-popular-p-wynn-norman-south-corporate?pdf=1509>

4.1.6. Gideon is a very busy person, so when he has a telephone conversati...

Author: P. Wynn Norman

Gideon is a very busy person, so when he has a telephone conversation, he hates to waste time with pleasantries about the weather or gossip. Instead, after identifying himself to the person he is addressing, Gideon gets right down to business. Once he feels that he has accomplished or communicated whatever was the purpose of the conversation, he indicates that and abruptly hangs up. The way Gideon communicates by phone is efficient, but it is often less than effective, forcing him to have to follow up with emails or various types of documentation. What stages in a telephone conversation should Gideon use to ensure that his audience is prepared and willing to converse with him and will not feel irritated by the exchange afterward?

Please choose only one answer:

- An opening and feedforward
- Feedforward and feedback
- Feedback and closing
- The opening and closing
- Feedforward and closing

Check the answer of this question online at QuizOver.com:

Question: [Gideon is a very busy person so when he P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/gideon-is-a-very-busy-person-so-when-he-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/gideon-is-a-very-busy-person-so-when-he-p-wynn-norman-south-corporate?pdf=1509>

4.1.7. How is preparation for a media interview different from preparation...

Author: P. Wynn Norman

How is preparation for a media interview different from preparation for toasts, giving or receiving awards, introductions, or acting as a master of ceremonies?

Please choose only one answer:

- You do not have to prepare for the setting.
- You do not need to worry about nonverbal communication or delivery.
- You do not need to analyze your audience.
- You do not need to use memorable statements.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [How is preparation for a media interview P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/how-is-preparation-for-a-media-interview-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/how-is-preparation-for-a-media-interview-p-wynn-norman-south-corporate?pdf=1509>

4.1.8. In a conference call with a dozen people, Suletu leads the group th...

Author: P. Wynn Norman

In a conference call with a dozen people, Suletu leads the group through a list of seven important actions which must be undertaken immediately. After she finishes describing each action, she moves on to the next without delay. However, once she has covered all seven, she stops and asks the participants if they have any questions. No one does, and yet after the call, Suletu receives emails from several participants with questions. What was missing in the way Suletu presented the list which resulted in no questions during the conference, but many questions afterward?

Please choose only one answer:

- Her style did not accommodate feedback in an effective way.
- Her style did not use enough repetition so participants could keep up with and recall what she said.
- Her style did not include the time and space her audience needed to absorb the content she presented.
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [In a conference call with a dozen people P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-a-conference-call-with-a-dozen-people-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-a-conference-call-with-a-dozen-people-p-wynn-norman-south-corporate?pdf=1509>

4.1.9. In a typical, five-stage telephone conversation involving a business...

Author: P. Wynn Norman

In a typical, five-stage telephone conversation involving a business matter, which of the following is necessary to establish the purpose and tone of the dialogue?

Please choose only one answer:

- Feedforward
- Feedback
- The opening
- The closing
- The business

Check the answer of this question online at QuizOver.com:

Question: [In a typical five-stage telephone conversation P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-a-typical-five-stage-telephone-conversation-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-a-typical-five-stage-telephone-conversation-p-wynn-south-corporate?pdf=1509>

4.1.10. Notes on or a summary of what occurred during a meeting are referre...

Author: P. Wynn Norman

Notes on or a summary of what occurred during a meeting are referred to by what term?

Please choose only one answer:

- The agenda
- The subject
- The header
- The minutes
- The notes

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Notes on or a summary of what occurred P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/notes-on-or-a-summary-of-what-occurred-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/notes-on-or-a-summary-of-what-occurred-p-wynn-norman-south-corporate?pdf=1509>

4.1.11. Suletu prefers teleconferencing over face-to-face meetings, because...

Author: P. Wynn Norman

Suletu prefers teleconferencing over face-to-face meetings, because public speaking makes her nervous. Unfortunately, she is forced to lead a group in person because each individual's unique expertise will be needed and none of the participants have worked together before or are familiar with each other. To prepare for this meeting, Suletu produces a well-organized agenda that has a complete header, lists the expected participants, and presents the purpose of the meeting. In the meeting, Suletu calls it to order, takes roll, and then quickly gets the participants working on the project. That is when things fall apart. In spite of having a written agenda in front of them, no one knows whose skills or judgment should contribute to what part of the project. What did Suletu forget to do?

Please choose only one answer:

- Review the minutes of the last meeting
- Review old business
- Make introductions
- Call the meeting to order
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Suletu prefers teleconferencing over face P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/suletu-prefers-teleconferencing-over-face-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/suletu-prefers-teleconferencing-over-face-p-wynn-norman-south-corporat?pdf=1509>

4.1.12. Tony's event management business lost an important contract when hi...

Author: P. Wynn Norman

Tony's event management business lost an important contract when his assistant made a mistake in setting up a retirement dinner for a popular hospital administrator. The VIP table at the front of the conference room was outfitted impressively, but without what the assistant forgot, the participants could not toast their honoree. What was missing?

Please choose only one answer:

- Pictures
- Glasses
- The script
- Name tags
- Food

Check the answer of this question online at QuizOver.com:

Question: [Tony's event management business lost an P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/tony-s-event-management-business-lost-an-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/tony-s-event-management-business-lost-an-p-wynn-norman-south-corporate?pdf=1509>

4.1.13. U.S. President Barack Obama once stated: "It's amazing how much you..."

Author: P. Wynn Norman

U.S. President Barack Obama once stated: "It's amazing how much you can get done when you are not trying to take credit for it." A former U.S. President, John F. Kennedy, stated: "It's not what your country can do for you, but what you can do for your country." Why is it less likely that Obama's quote will be remembered in the enduring way that Kennedy's has been?

Please choose only one answer:

- It is not as clear.
- It is not as concise.
- It is not as easy to repeat.
- It is not as audience-centered.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [U.S. President Barack Obama once stated: P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/u-s-president-barack-obama-once-stated-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/u-s-president-barack-obama-once-stated-p-wynn-norman-south-corporate?pdf=1509>

4.1.14. What are "phrases that express the goals, aims, or nature of a prod...

Author: P. Wynn Norman

What are "phrases that express the goals, aims, or nature of a product, service, person, or company?"

Please choose only one answer:

- Sound bites
- Slogans
- Quotes
- Quips
- Factoids

Check the answer of this question online at QuizOver.com:

Question: [What are phrases that express the goals P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-are-phrases-that-express-the-goals-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-are-phrases-that-express-the-goals-p-wynn-norman-south-corporate?pdf=1509>

4.1.15. What distinguishes viral messages for business uses from other type...

Author: P. Wynn Norman

What distinguishes viral messages for business uses from other types of messages?

Please choose only one answer:

- Their audience can be very large and heterogeneous.
- Their primary appeal is emotional.
- They compel the audience to share.
- They are highly relevant to their target audience.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What distinguishes viral messages for P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-distinguishes-viral-messages-for-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-distinguishes-viral-messages-for-p-wynn-norman-south-corporate?pdf=1509>

4.1.16. When you are careful to articulate your words as clearly as possibl...

Author: P. Wynn Norman

When you are careful to articulate your words as clearly as possible and use a vivid, descriptive, specific vocabulary, what aspect of communication are you adjusting to even more than usual in a telephone conversation in contrast to a face-to-face one?

Please choose only one answer:

- Environmental noise
- Psychological noise
- Interaction
- Non-verbal context
- Mental imagery

Check the answer of this question online at QuizOver.com:

Question: [When you are careful to articulate your P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/when-you-are-careful-to-articulate-your-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/when-you-are-careful-to-articulate-your-p-wynn-norman-south-corporate?pdf=1509>

4.1.17. Which of the following actual slogans for shoes, obtained from Text...

Author: P. Wynn Norman

Which of the following actual slogans for shoes, obtained from Textart.ru's database of advertising slogans, is the least effective reinforcing an audience's image of a product?

Please choose only one answer:

- Zivas Footwear: "The finest footwear for the active lifestyle."
- Allen-Edmonds (dress and casual shoes for men): "For all walks of life."
- The Cardinale shoe brand: "Give value to your feet."
- Peter Kaiser, shoemaker: "Jewelry for your legs."
- Startrite children's shoes: "Worn by the world's most precious feet."

Check the answer of this question online at QuizOver.com:

Question: [Which of the following actual slogans for P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-actual-slogans-for-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-actual-slogans-for-p-wynn-norman-south-corporat?pdf=1509>

4.1.18. Which of the following events would use someone familiar with the d...

Author: P. Wynn Norman

Which of the following events would use someone familiar with the duties of a master of ceremonies?

Please choose only one answer:

- The celebration of a company's 50th anniversary
- The opening of a new plant
- A new recruit training session
- A company-sponsored Fourth of July barbecue
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following events would use P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-events-would-use-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-events-would-use-p-wynn-norman-south-corporate?pdf=1509>

4.1.19. Words, sounds, or images that compel their audience to pass them al...

Author: P. Wynn Norman

Words, sounds, or images that compel their audience to pass them along are referred to as what?

Please choose only one answer:

- Viral messages
- Slogans
- Tag lines
- Catch phrases
- Mimicry

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Words sounds or images that compel their P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/words-sounds-or-images-that-compel-their-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/words-sounds-or-images-that-compel-their-p-wynn-norman-south-corporate?pdf=1509>

4.1.20. You are going to lead a meeting, which will be held via VoIP. A lot...

Author: P. Wynn Norman

You are going to lead a meeting, which will be held via VoIP. A lot of material must be covered in a very limited amount of time. Which of the following common business meeting elements is the most risky to abandon to save time?

Please choose only one answer:

- Introductions
- The agenda
- Roll call
- Robert's rules of order
- The reading of the minutes

Check the answer of this question online at QuizOver.com:

Question: [You are going to lead a meeting which will P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-going-to-lead-a-meeting-which-will-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/you-are-going-to-lead-a-meeting-which-will-p-wynn-norman-south?pdf=1509>

4. Chapter: Unit 14: Intercultural and International Business Communication

1. Unit 14: Intercultural and International Business Communication Questions

4.1.1. A German investment firm sent a delegation to China to explore a jo...

Author: P. Wynn Norman

A German investment firm sent a delegation to China to explore a joint project that seemed very promising. During the first two days of the visit, the Chinese hosts entertained the delegation with trips to Chinese cultural events and tourist locations. On the third day, they gave a sharp, effective presentation on the business venture, but by then, the Germans had decided against investing, because they felt the Chinese had spent too much time entertaining and not enough time on business. Which aspect of intercultural communication explains the Germans' error?

Please choose only one answer:

- Intercultural localizing
- Racial prejudice
- Ethnocentrism
- Intercultural inexperience
- Racial stereotyping

Check the answer of this question online at QuizOver.com:

Question: [A German investment firm sent a delegation P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/a-german-investment-firm-sent-a-delegation-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-german-investment-firm-sent-a-delegation-p-wynn-norman-south?pdf=1509>

4.1.2. Australia, Brazil, and Chile are three of 12 countries in which cit...

Author: P. Wynn Norman

Australia, Brazil, and Chile are three of 12 countries in which citizens are required by law to vote in political elections and are penalized if they do not participate. Which cultural attribute do such laws reflect?

Please choose only one answer:

- Values
- Beliefs
- Customs
- Rights
- Rites

Check the answer of this question online at QuizOver.com:

Question: [Australia Brazil and Chile are three of P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/australia-brazil-and-chile-are-three-of-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/australia-brazil-and-chile-are-three-of-p-wynn-norman-south-corporate?pdf=1509>

4.1.3. Fill in the blanks in the following statement. A Theory ___ manager ...

Author: P. Wynn Norman

Fill in the blanks in the following statement. A Theory ___ manager is _____, does not seek _____ from _____, and believes workers require constant _____.

Please choose only one answer:

- X, authoritarian, input, employees, supervision
- X, libertarian, praise, partners, encouragement
- Y, collaborative, affirmation, employees, self-actualization
- Z, concerned about worker loyalty, solidarity, workers, reinforcement
- Z, most likely Japanese or American, worker alienation, the decision-making process, self-actualization

Check the answer of this question online at QuizOver.com:

Question: [Fill in the blanks in the following P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/fill-in-the-blanks-in-the-following-p-wynn-norman-south-univer-1112327?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/fill-in-the-blanks-in-the-following-p-wynn-norman-south-univer-1112327?pdf=1509>

4.1.4. For two days, Brazilian hosts entertained a Swiss business delegati...

Author: P. Wynn Norman

For two days, Brazilian hosts entertained a Swiss business delegation with trips to Brazilian cultural events and tourist locations. On the third day, they presented a concise, effective business proposal to the Swiss. However, by then, the Swiss had decided against investing, because they felt the Brazilians had spent too much time entertaining and not enough time on business. The blogger who described an occurrence like this noted that the relationship did not prosper. He argued that the business delegation did not appreciate how their guests' culture shows the importance of business interactions. Brazilian culture did this by showing how important the people associated with that business are to them by investing in entertainment. In this example, according to the Brazilians, the more they entertained, the more important the business relationship should be perceived. The Swiss wanted more time spent on actual business as a gesture of perceived importance. Which of the following characterizes the divergence in the Swiss and Brazilian cultural orientations in this example?

Please choose only one answer:

- Direct vs. indirect
- Masculine vs. feminine
- Materialism vs. relationships
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [For two days Brazilian hosts entertained P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/for-two-days-brazilian-hosts-entertained-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/for-two-days-brazilian-hosts-entertained-p-wynn-norman-south-corporate?pdf=1509>

4.1.5. Gwen runs a horse business and will only hire people to work in her...

Author: P. Wynn Norman

Gwen runs a horse business and will only hire people to work in her stables who show that they genuinely love horses. Once hired, Gwen's employees work alongside her to ensure the horses' health and safety, often making recommendations that Gwen readily adopts to improve her operations. Gwen's hiring motivations and managerial style reflect which of Douglas Marcus' theories?

Please choose only one answer:

- Theory X
- Theory Y
- Theory Z
- Theories X and Y
- Theories Y and Z

Check the answer of this question online at QuizOver.com:

Question: [Gwen runs a horse business and will only P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/gwen-runs-a-horse-business-and-will-only-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/gwen-runs-a-horse-business-and-will-only-p-wynn-norman-south-corporate?pdf=1509>

4.1.6. If you are a Theory Y-type manager, which tactic would you use to g...

Author: P. Wynn Norman

If you are a Theory Y-type manager, which tactic would you use to get your workers to increase their productivity?

Please choose only one answer:

- Threaten to fire them if they do not reach production targets.
- Explain to them how their company needs to increase its productivity to avoid losing clients to its competitors.
- Reward them with bonuses.
- Create a contest that will award the most productive employees with valuable gifts.
- Make them participate in productivity-enhancing training programs.

Check the answer of this question online at QuizOver.com:

Question: [If you are a Theory Y-type manager which P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/if-you-are-a-theory-y-type-manager-which-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/if-you-are-a-theory-y-type-manager-which-p-wynn-norman-south-corporate?pdf=1509>

4.1.7. In trying to encourage Bjorn, a Scandinavian venture capitalist, to...

Author: P. Wynn Norman

In trying to encourage Bjorn, a Scandinavian venture capitalist, to invest in her cash-strapped small business, should Colleen herself invest in the extra expense of renting a luxury car for Bjorn's use while he is visiting?

Please choose only one answer:

- Yes, because doing so will increase the high-power distance between Colleen and Bjorn.
- Yes, because since Bjorn is from a culture that favors indirectness, the car will imply without Colleen saying so that she is a successful entrepreneur.
- No, because Colleen's feminine orientation is inconsistent with the masculine orientation of automobiles.
- No, because Bjorn is not from a materialistic culture.
- The answer cannot be determined, because it depends on whether Colleen and Bjorn have already established a long-term orientation.

Check the answer of this question online at QuizOver.com:

Question: [In trying to encourage Bjorn a Scandinavian P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/in-trying-to-encourage-bjorn-a-scandinavian-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-trying-to-encourage-bjorn-a-scandinavian-p-wynn-south-university?pdf=1509>

4.1.8. No matter what you say, Xiu nods. Even when you know you are critic...

Author: P. Wynn Norman

No matter what you say, Xiu nods. Even when you know you are criticizing his work unfairly, Xiu just nods in agreement. You figure that since his behavior proves what you already suspected (that compared to your fellow Americans, Asians are just not that intelligent or sensitive), you continue to verbally abuse Xiu whenever you feel the need to vent your anger. What are you using to excuse your own behavior?

Please choose only one answer:

- Self-actualization
- Stereotyping
- Social comparison
- Ethnocentrism
- Racial profiling

Check the answer of this question online at QuizOver.com:

Question: [No matter what you say Xiu nods. Even when P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/no-matter-what-you-say-xiu-nods-even-when-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/no-matter-what-you-say-xiu-nods-even-when-p-wynn-norman-south?pdf=1509>

4.1.9. People who make assumptions or accept preconceived notions about ot...

Author: P. Wynn Norman

People who make assumptions or accept preconceived notions about other people or groups are displaying what negative cultural trait?

Please choose only one answer:

- Racism
- Stereotyping
- Prejudice
- Ethnocentrism
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [People who make assumptions or accept P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/people-who-make-assumptions-or-accept-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/people-who-make-assumptions-or-accept-p-wynn-norman-south-corporate?pdf=1509>

4.1.10. Salvatore immigrated to the United States with his wife and teenage...

Author: P. Wynn Norman

Salvatore immigrated to the United States with his wife and teenage daughter. Thirty years later, he argues with Asuncion, his granddaughter, including threatening to kick her out of the house if she continues to party so late into the night on Saturday that she is unable to attend church the next morning. What is the best way to describe the kind of communication that is at the heart of Salvatore and Asuncion's conflict?

Please choose only one answer:

- Intercultural
- Interpersonal
- International
- Intrapersonal
- Intracultural

Check the answer of this question online at QuizOver.com:

Question: [Salvatore immigrated to the United States P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/salvatore-immigrated-to-the-united-states-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/salvatore-immigrated-to-the-united-states-p-wynn-norman-south-corporat?pdf=1509>

4.1.11. To keep overhead low, Marcus institutes a series of incentives and ...

Author: P. Wynn Norman

To keep overhead low, Marcus institutes a series of incentives and penalties to get employees to stop wasting electricity, water, and office supplies. Which of Douglas McGregor's theories explains how Marcus views his relationship with his employees?

Please choose only one answer:

- Theory X
- Theory Y
- Theory Z
- Theories X and Y
- Theories Y and Z

Check the answer of this question online at QuizOver.com:

Question: [To keep overhead low Marcus institutes a P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/to-keep-overhead-low-marcus-institutes-a-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/to-keep-overhead-low-marcus-institutes-a-p-wynn-norman-south-corporate?pdf=1509>

4.1.12. To some Americans, the term "American exceptionalism" describes the...

Author: P. Wynn Norman

To some Americans, the term "American exceptionalism" describes the superior role that the United States plays in the world order. In preparing for an international assignment, should this perspective be incorporated into your plans?

Please choose only one answer:

- No, because it would not be understood by someone from another culture.
- Yes, because it establishes a dominant negotiating position.
- No, because it exhibits a lack of respect for the accomplishments of the host country.
- Yes, because in the new world economic order, the United States remains the most sought-after business partner.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [To some Americans the term American P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/to-some-americans-the-term-american-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/to-some-americans-the-term-american-p-wynn-norman-south-university?pdf=1509>

4.1.13. What is the most common reason why expatriates terminate their inte...

Author: P. Wynn Norman

What is the most common reason why expatriates terminate their international assignments early?

Please choose only one answer:

- Culture shock
- Insufficient compensation
- Family concerns
- Inability to adapt
- Performance stress

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [What is the most common reason why P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-most-common-reason-why-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-most-common-reason-why-p-wynn-norman-south-university?pdf=1509>

4.1.14. What term refers to the transition to living abroad?

Author: P. Wynn Norman

What term refers to the transition to living abroad?

Please choose only one answer:

- Culture shock
- Cultivation
- Cosmopolitanism
- Acculturation
- Actualization

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [What term refers to the transition to P. Wynn Norman @South Corporate](http://www.quizover.com/question/what-term-refers-to-the-transition-to-p-wynn-norman-south-corporate?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/what-term-refers-to-the-transition-to-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-term-refers-to-the-transition-to-p-wynn-norman-south-corporate?pdf=1509>

4.1.15. Which of the following correctly lists the order of steps involved ...

Author: P. Wynn Norman

Which of the following correctly lists the order of steps involved in acculturation?

Please choose only one answer:

- Initial anxiety, superficial adjustment, initial culture shock, resolution of culture shock
- Depression-frustration, initial anxiety, acceptance of host culture, reintegration
- Superficial adjustment, depression-frustration, initial culture shock, reentry shock
- Return anxiety, return elation, reentry shock, reintegration
- Superficial adjustment, initial anxiety, initial elation, initial culture shock

Check the answer of this question online at QuizOver.com:

Question: [Which of the following correctly lists P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-correctly-lists-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-correctly-lists-p-wynn-norman-south-corporate?pdf=1509>

4.1.16. Your culture is monochromatic, but your business associates are fro...

Author: P. Wynn Norman

Your culture is monochromatic, but your business associates are from a polychromatic culture. Which of the following would be the best way to invite them to dinner that would be comfortable for both of your cultures?

Please choose only one answer:

- Dinner will be ready at 8pm.
- We'll be serving dinner between 8pm and 9pm.
- Come whenever you are ready.
- A or B
- B or C

Check the answer of this question online at QuizOver.com:

Question: [Your culture is monochromatic but your P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/your-culture-is-monochromatic-but-your-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/your-culture-is-monochromatic-but-your-p-wynn-norman-south-corporate?pdf=1509>

4. Chapter: Unit 09: Presentations to Persuade

1. Unit 09: Presentations to Persuade Questions

4.1.1. A week after Standard and Poor's downgraded the national credit rat...

Author: P. Wynn Norman

A week after Standard and Poor's downgraded the national credit rating of the United States, President Barack Obama, speaking at a battery factory in Michigan, admitted that he was frustrated and that he blamed Congress for the rating downgrade. According to the textbook, which of the following should President Obama have considered before he expressed his emotions in this way?

Please choose only one answer:

- That expressing emotions without careful judgment can break down trust
- That expressing frustration can help your audience realize your point of view
- That frustration combined with blame can produce defensiveness
- That emotion can be effective if you consider the audience's point of view, are specific, and emphasize the speaker-listener relationship
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [A week after Standard and Poor's downgraded P. Wynn @South University](http://www.quizover.com/question/a-week-after-standard-and-poor-s-downgraded-p-wynn-south-university?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/a-week-after-standard-and-poor-s-downgraded-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/a-week-after-standard-and-poor-s-downgraded-p-wynn-south-university?pdf=1509>

4.1.2. Anaka includes in her elevator speech the following statement, "I a...

Author: P. Wynn Norman

Anaka includes in her elevator speech the following statement, "I am four feet, eight inches tall and 27 years old, and nobody wants to sell me a little black evening dress because they only produce dresses in my size for children." Given the nature of its content, which is part of her elevator speech is this statement most likely to be?

Please choose only one answer:

- The call for action
- The hook
- The benefits
- The introduction
- The example

Check the answer of this question online at QuizOver.com:

Question: [Anaka includes in her elevator speech the P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/anaka-includes-in-her-elevator-speech-the-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/anaka-includes-in-her-elevator-speech-the-p-wynn-norman-south-corporat?pdf=1509>

4.1.3. Condi needs to convince both of her partners to invest in a new acc...

Author: P. Wynn Norman

Condi needs to convince both of her partners to invest in a new accounting system that would require considerable adjustments in their business' recordkeeping system. One partner is very reluctant to change, while the other sees was already considering proceeding with it. If Condi gets the first partner to talk to his accountant about the long-term savings he could obtain but the second partner decides to wait for the first's decision before agreeing, have Condi's persuasive techniques produced measureable gain?

Please choose only one answer:

- No, because she did not convince either partner to accept the change.
- No, because neither partner's attitude changed in a measurable way.
- Yes, because neither partner rejected her position.
- Yes, because she moved one partner toward the position she wanted.
- Measureable gain cannot be determined until the second partner makes a decision.

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Condi needs to convince both of her partners P. Wynn @South Corporate](http://www.quizover.com/question/condi-needs-to-convince-both-of-her-partners-p-wynn-south-corporate)

Flashcards:

<http://www.quizover.com/flashcards/condi-needs-to-convince-both-of-her-partners-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/condi-needs-to-convince-both-of-her-partners-p-wynn-south-corporate?pdf=1509>

4.1.4. Deregulation of the financial sector in the United States caused ba...

Author: P. Wynn Norman

Deregulation of the financial sector in the United States caused banks to make risky bets on housing. When the financial markets collapsed, due in part to credit default swaps involving mortgages, the global financial crisis that resulted exposed underlying problems of excessive debt in several European Union countries. Which of the following logical fallacies is apparent in the preceding statements?

Please choose only one answer:

- A red herring
- A straw man
- A circular argument
- A non-sequitur
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Deregulation of the financial sector in P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/deregulation-of-the-financial-sector-in-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/deregulation-of-the-financial-sector-in-p-wynn-norman-south-corporate?pdf=1509>

4.1.5. Elijah believes "you get what you deserve," and his religion has ta...

Author: P. Wynn Norman

Elijah believes "you get what you deserve," and his religion has taught him to trust God's judgment when it comes to punishments. As a result, when Elijah listened to the speech introduction presented below, he felt no pity for the speaker's nephew and no remorse about the statistics of prison populations. Given these facts about Elijah, complete this sentence: To persuade Elijah, the speaker will have to overcome his _____ or rely more on _____ than _____.

¹In 2006, 56 percent of inmates in state prisons and 45 percent of inmates in federal prisons exhibited symptoms of having serious mental illnesses prior to their incarceration, according to the Bureau of Statistics at the U.S. Department of Justice. ²My nephew has been incarcerated on and off since he was 19. ³He suffers from bipolar and dissociative disorders which, when he isn't on medication, impact his judgment and behavior such that he can't hold down a job – he gets fired for doing or saying the wrong thing. ⁴Being unemployed and, increasingly, being unemployable make it impossible for my nephew to pay for the medication he needs. ⁵When you hear stories like his, it's hard to deny that there is a significant relationship between incarceration and mental illnesses. ⁶NAMI, the National Alliance on Mental Illness, calls the relationship "both a scandal and a national tragedy." ⁷I call it yet another reason why we must change the health care system in the United States so that it focuses on people, not profit.

Please choose only one answer:

- Principles, evidence, testimony
- Pre-refutation, signs, analogies
- Logical fallacies, authority, evidence
- Emotional resistance, logos, pathos
- Auto-rejection, ethos, appeals

Check the answer of this question online at QuizOver.com:

Question: [Elijah believes you get what you deserve P. Wynn Norman @South Corporate](http://www.quizover.com/question/elijah-believes-you-get-what-you-deserve-p-wynn-norman-south-corporate?pdf=1509)

Flashcards:

<http://www.quizover.com/flashcards/elijah-believes-you-get-what-you-deserve-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/elijah-believes-you-get-what-you-deserve-p-wynn-norman-south-corporate?pdf=1509>

4.1.6. In a speech to the 2nd shift at a large manufacturing facility, the...

Author: P. Wynn Norman

In a speech to the 2nd shift at a large manufacturing facility, the shift foreman, under pressure from management to increase productivity and profitability, claims that unless productivity can be increased by at least 20%, some workers may be laid off. Which of the following unethical behaviors is NOT illustrated in this example?

Please choose only one answer:

- Manipulation
- Coercion
- Bribery
- Deception
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [In a speech to the 2nd shift at a large P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-a-speech-to-the-2nd-shift-at-a-large-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-a-speech-to-the-2nd-shift-at-a-large-p-wynn-norman-south-corporate?pdf=1509>

4.1.7. In the persuasive speech introduction shown below, sentences 1-4 es...

Author: P. Wynn Norman

In the persuasive speech introduction shown below, sentences 1-4 establish the background and context of the issue. According to classical rhetorical strategy, which of the remaining sentences present the exordium?

¹In 2006, 56 percent of inmates in state prisons and 45 percent of inmates in federal prisons exhibited symptoms of having serious mental illnesses prior to their incarceration, according to the Bureau of Statistics at the U.S. Department of Justice. ²My nephew has been incarcerated on and off since he was 19. ³He suffers from bipolar and dissociative disorders which, when he isn't on medication, impact his judgment and behavior such that he can't hold down a job – he gets fired for doing or saying the wrong thing. ⁴Being unemployed and, increasingly, being unemployable make it impossible for my nephew to pay for the medication he needs. ⁵When you hear stories like his, it's hard to deny that there is a significant relationship between incarceration and mental illnesses. ⁶NAMI, the National Alliance on Mental Illness, calls the relationship "both a scandal and a national tragedy." ⁷I call it yet another reason why we must change the health care system in the United States so that it focuses on people, not profit.

Please choose only one answer:

- 5
- 6
- 7
- 5 and 6
- 6 and 7

Check the answer of this question online at QuizOver.com:

Question: [In the persuasive speech introduction P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-persuasive-speech-introduction-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/in-the-persuasive-speech-introduction-p-wynn-norman-south-corporate?pdf=1509>

4.1.8. Is the elevator speech presented below weakened by the lack of spec...

Author: P. Wynn Norman

Is the elevator speech presented below weakened by the lack of specificity about why current apps on the market "fall short of the mark"?

Let's face it. Sometimes, men just don't understand women, and that's OK. We don't expect you to all the time. But it would be nice if a male who was developing an iPhone app for us understood use better. Ten million female iPhone users have repeatedly shown interest in the app market. But there are two problems here: One, not a lot of apps exist for women and, two, the apps that do exist kind of fall short of the mark—and that's mainly because men are developing them. So, our team, we believe we can connect with this dissatisfied and undertargeted market to develop very tailored apps specifically for women. We're seeking a \$100,000 investment in exchange for a 25% stake in equity and a ten-x return. We'll roll out one app quarterly, starting in six months from the initial investment. We expect break-even to occur by the end of Year One. We're MissApp, we're designing for women, and it's because, well, women like technology too.

Please choose only one answer:

- Yes, because the listener needs to hear supporting evidence to be convinced.
- Yes, because an example would have clarified what the speaker meant.
- No, because the purpose of an elevator speech is to generate interest, not close the deal.
- No, because there is not enough time in an elevator speech to provide a lot of details.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Is the elevator speech presented below P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/is-the-elevator-speech-presented-below-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/is-the-elevator-speech-presented-below-p-wynn-norman-south-corporate?pdf=1509>

4.1.9. Mandy's beauty spa customers prefer to have their nails done while ...

Author: P. Wynn Norman

Mandy's beauty spa customers prefer to have their nails done while their hair is being curled, because it saves time; however, Mandy's stylists want to work without the awkwardness of having to maneuver around the pedicurists. Mandy does not want to lose customers over the issue, but she knows her employees would appreciate it her effort to accommodate them. Mandy decides to keep the current practices in place, but also to point out to customers how both the technicians could work more quickly if they were not interfering with each other. Which function of persuasion did Mandy focus on when she approached her customers?

Please choose only one answer:

- To increase consideration
- To develop tolerance
- To convince
- To call to action
- To stimulate

Check the answer of this question online at QuizOver.com:

Question: [Mandy's beauty spa customers prefer to P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/mandy-s-beauty-spa-customers-prefer-to-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/mandy-s-beauty-spa-customers-prefer-to-p-wynn-norman-south-corporate?pdf=1509>

4.1.10. Many U.S. politicians frequently present arguments by claiming that...

Author: P. Wynn Norman

Many U.S. politicians frequently present arguments by claiming that "the American people" want something or know something or feel something. The politicians say this without providing any evidence to support the claims. What kind of logical fallacy are they using?

Please choose only one answer:

- Begging the question
- A circular argument
- Ad populum
- Ad hominem
- Post hoc ergo propter hoc

Check the answer of this question online at QuizOver.com:

Question: [Many U.S. politicians frequently present P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/many-u-s-politicians-frequently-present-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/many-u-s-politicians-frequently-present-p-wynn-norman-south-corporate?pdf=1509>

4.1.11. Sugako was raised in a high-context culture, and so when she prepar...

Author: P. Wynn Norman

Sugako was raised in a high-context culture, and so when she prepared to speak to U.S. business owners about partnering with suppliers in her country, she did not customize her presentation about the benefits of such partnerships, starting her speech by immediately listing the benefits she would describe. The business owners, however, missed the list of benefits entirely, because Sugako did nothing to attract their attention before covering such important information. How does the textbook indicate what went wrong?

Please choose only one answer:

- Sugako forgot that all speeches should begin with attention getters, regardless of the cultural context.
- Sugako assumed her high-context culture's recognition of the business environment would indicate to her audience that they should be listening carefully as soon as her presentation began.
- Her audience's low-context culture produced a degree of disrespect for Sugako's gender that she should have taken into account by starting her speech by establishing her authority.
- Both A and B
- Both A and C

Check the answer of this question online at QuizOver.com:

Question: [Sugako was raised in a high-context culture P. Wynn @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/sugako-was-raised-in-a-high-context-culture-p-wynn-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/sugako-was-raised-in-a-high-context-culture-p-wynn-south-university?pdf=1509>

4.1.12. The extent to which audience members respond to a persuasive messag...

Author: P. Wynn Norman

The extent to which audience members respond to a persuasive message is referred to as what?

Please choose only one answer:

- Measurable gain
- Positive gain
- Motivational context
- Value context
- Measureable contextual value

Check the answer of this question online at QuizOver.com:

Question: [The extent to which audience members P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/the-extent-to-which-audience-members-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-extent-to-which-audience-members-p-wynn-norman-south-university?pdf=1509>

4.1.13. The following three claims illustrate which of Fulkerson's GASCAP/T...

Author: P. Wynn Norman

The following three claims illustrate which of Fulkerson's GASCAP/T argumentation strategies?

1. Like alcohol, marijuana is a drug that alters the mind and impairs the body.
2. The Drug Enforcement Agency has found several indications that chronic marijuana use can produce dangerous levels of toxicity.
3. Studies have shown that when college students' use of marijuana goes up, their grades go down.

Please choose only one answer:

- Analogy, authority, sign
- Cause, authority, generalization
- Analogy, principle, cause
- Generalization, principle, sign
- Analogy, testimony, cause

Check the answer of this question online at QuizOver.com:

Question: [The following three claims illustrate P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/the-following-three-claims-illustrate-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-following-three-claims-illustrate-p-wynn-norman-south-corporate?pdf=1509>

4.1.14. The table below lists persuasive speech components (A, B, C, D, E) ...

Author: P. Wynn Norman

The table below lists persuasive speech components (A, B, C, D, E) and functions (1, 2, 3, 4, 5, 6, 7, 8, 9, 10). Which of the following accurately matches up the components with their functions?

COMPONENT	FUNCTIONS
A. Attention-getter B. Introduction C. Body D. Conclusion E. Residual message	1. Synthesize based on a restatement of your main points.
	2. Expand arguments by using deterrence, retribution, or case studies.
	3. Establish your credibility with respect to the topic.
	4. Provide information about the topic, including key definitions.
	5. Provide solutions that address the arguments.
	6. Reinforce synthesis and/or main points with a lasting message.
	7. State the topic and your specific stand on that topic.
	8. Raise interest and motivate the audience.
	9. Include interesting new information to revisit your main points.
	10. Present your primary arguments.

Please choose only one answer:

- A (10), B (5-6-9), C (4-2-8), D (1), E (3)
- A (2), B (8-4-5), C (2-10-9), D (3), E (6)
- A (7), B (3-2-5), C (10-1-6), D (9), E (8)
- A (8), B (7-3-10), C (4-2-5), D (1), E (6)
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [The table below lists persuasive speech P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/the-table-below-lists-persuasive-speech-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-table-below-lists-persuasive-speech-p-wynn-norman-south-corporate?pdf=1509>

4.1.15. The transcript below is from the 60-second elevator pitch that won ...

Author: P. Wynn Norman

The transcript below is from the 60-second elevator pitch that won first place in the elevator speech stage of a business plan competition at the University of Dayton. (The actual speech can be found on YouTube at http://www.youtube.com/watch?v=dqIEE-g_-Uc.) However, the speech does deviate from the recommended content of elevator speeches. Which of the following describes that deviation?

Let's face it. Sometimes, men just don't understand women, and that's OK. We don't expect you to all the time. But it would be nice if a male who was developing an iPhone app for us understood use better. Ten million female iPhone users have repeatedly shown interest in the app market. But there are two problems here: One, not a lot of apps exist for women and, two, the apps that do exist kind of fall short of the mark—and that's mainly because men are developing them. So, our team, we believe we can connect with this dissatisfied and undertargeted market to develop very tailored apps specifically for women. We're seeking a \$100,000 investment in exchange for a 25% stake in equity and a ten-x return. We'll roll out one app quarterly, starting in six months from the initial investment. We expect break-even to occur by the end of Year One. We're MissApp, we're designing for women, and it's because, well, women like technology too.

Please choose only one answer:

- It does not begin with a hook.
- It converses with the audience too informally.
- It does not introduce the speaker after hooking the audience.
- It does not clarify the need that would be satisfied.
- It does not cover benefits or advantages.

Check the answer of this question online at QuizOver.com:

Question: [The transcript below is from the 60-second P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/the-transcript-below-is-from-the-60-second-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-transcript-below-is-from-the-60-second-p-wynn-norman-south?pdf=1509>

4.1.16. The transcript below is from the 60-second pitch that won first pla...

Author: P. Wynn Norman

The transcript below is from the 60-second pitch that won first place in the elevator speech stage of a business plan competition at the University of Dayton. (The actual speech can be found on YouTube at http://www.youtube.com/watch?v=dqIEE-g_-Uc). For a typical audience, what weakness in audience analysis does it exhibit?

Let's face it. Sometimes, men just don't understand women, and that's OK. We don't expect you to all the time. But it would be nice if a male who was developing an iPhone app for us understood use better. Ten million female iPhone users have repeatedly shown interest in the app market. But there are two problems here: One, not a lot of apps exist for women and, two, the apps that do exist kind of fall short of the mark—and that's mainly because men are developing them. So, our team, we believe we can connect with this dissatisfied and undertargeted market to develop very tailored apps specifically for women. We're seeking a \$100,000 investment in exchange for a 25% stake in equity and a ten-x return. We'll roll out one app quarterly, starting in six months from the initial investment. We expect break-even to occur by the end of Year One. We're MissApp, we're designing for women, and it's because, well, women like technology too.

Please choose only one answer:

- It may be offensive to men.
- It uses too many numbers in a brief period of time.
- Its informality does not suit the investors it targets.
- It assumes the audience is all male.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [The transcript below is from the 60-second P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/the-transcript-below-is-from-the-60-second-p-wynn-norman-south-1119503?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/the-transcript-below-is-from-the-60-second-p-wynn-norman-south-1119503?pdf=1509>

4.1.17. What is the residual message of the elevator speech presented below?

Author: P. Wynn Norman

What is the residual message of the elevator speech presented below?

Let's face it. Sometimes, men just don't understand women, and that's OK. We don't expect you to all the time. But it would be nice if a male who was developing an iPhone app for us understood use better. Ten million female iPhone users have repeatedly shown interest in the app market. But there are two problems here: One, not a lot of apps exist for women and, two, the apps that do exist kind of fall short of the mark—and that's mainly because men are developing them. So, our team, we believe we can connect with this dissatisfied and undertargeted market to develop very tailored apps specifically for women. We're seeking a \$100,000 investment in exchange for a 25% stake in equity and a ten-x return. We'll roll out one app quarterly, starting in six months from the initial investment. We expect break-even to occur by the end of Year One. We're MissApp, we're designing for women, and it's because, well, women like technology too.

Please choose only one answer:

- Men just do not understand women.
- Ten million female iPhone users have repeatedly shown interest in the app market.
- We can connect with this dissatisfied and under-targeted market.
- We expect break-even to occur by the end of year one.
- Women like technology, too.

Check the answer of this question online at QuizOver.com:

Question: [What is the residual message of the elevator P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-residual-message-of-the-elevator-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/what-is-the-residual-message-of-the-elevator-p-wynn-south-corporate?pdf=1509>

4.1.18. Which of the following best describes the goal of the persuasive sp...

Author: P. Wynn Norman

Which of the following best describes the goal of the persuasive speech represented by the passage below?
NOTE: The passage was taken from a speech on race relations given by then-presidential candidate Barack Obama on March 18, 2008.

As imperfect as he [Jeremiah Wright, the African-American reverend of the Trinity United Church of Christ in Chicago, IL, which Barack Obama attended before becoming President of the United States] may be, he has been like family to me. He strengthened my faith, officiated my wedding, and baptized my children...I can no more disown him than I can disown the black community. I can no more disown him than I can my white grandmother - a woman who helped raise me, a woman who sacrificed again and again for me, a woman who loves me as much as she loves anything in this world, but a woman who once confessed her fear of black men who passed by her on the street, and who on more than one occasion has uttered racial or ethnic stereotypes that made me cringe. These people are a part of me. And they are a part of America, this country that I love.

Please choose only one answer:

- To develop tolerance
- To convince
- To call to action
- To increase consideration
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following best describes the P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-best-describes-the-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-best-describes-the-p-wynn-norman-south-corporat?pdf=1509>

4.1.19. Which of the following explains the difference between motivation a...

Author: P. Wynn Norman

Which of the following explains the difference between motivation and persuasion?

Please choose only one answer:

- Persuasion is a process; motivation is its foundation.
- Persuasion presents arguments that motivate.
- Persuasion can be negative or positive; motivation is always positive.
- Persuasion can move people to take action, but motivation results in measurable gain.
- Motivation is a process impervious to persuasion.

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following explains the P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-explains-the-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-explains-the-p-wynn-norman-south-university?pdf=1509>

4.1.20. Which of the following is statements FALSE?

Author: P. Wynn Norman

Which of the following is statements FALSE?

Please choose only one answer:

- Logical fallacies are unethical, because they attempt to convince with style rather than substance.
- Logical fallacies are unethical, because they are used to hide rather than reveal.
- Logical fallacies are unethical, because they divert attention away from weak arguments.
- Logical fallacies are unethical, because they use logic to emphasize falsehoods.
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is statements FALSE P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-statements-false-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-statements-false-p-wynn-norman-south?pdf=1509>

4.1.21. Which of the following terms describes the goal of a call-to-action...

Author: P. Wynn Norman

Which of the following terms describes the goal of a call-to-action speech given before an audience of smokers on why they should stop smoking immediately?

Please choose only one answer:

- Adoption
- Discontinuance
- Deterrence
- Continuance
- Adaptation

Check the answer of this question online at QuizOver.com:

Question: [Which of the following terms describes P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-terms-describes-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-terms-describes-p-wynn-norman-south-corporate?pdf=1509>

4.1.22. Which of the statements in the script below (obtained from WikiBook...

Author: P. Wynn Norman

Which of the statements in the script below (obtained from WikiBooks) are examples of how elevator speeches adapt persuasive speech introductions to present what is offered and the persuasive speech body section to identify the benefits?

¹ConstructionBoots.com is an e-commerce website that sells construction boots on a b2c ["business to client"] and a b2b ["business to business"] basis. ²Our primary market consists of construction workers, with secondary markets including other individuals and companies in the construction trade. ³We offer the highest quality products and drive traffic to the site by linking to other websites related to the construction industry. ⁴We believe the customer would find purchasing and direct delivery of construction boots through our website easier than purchasing via traditional retail outlets. ⁵We believe we will be the only pure e-commerce construction boot site, but will face indirect competition from traditional brick and mortar b2b retailers who target the trade as well as traditional mass merchandisers. ⁶If all goes as planned, we would look to sell ConstructionBoots.com to an industry retailer who sells construction gear.

Please choose only one answer:

- 1 and 2
- 2 and 3
- 3 and 4
- 4 and 5
- 5 and 6

Check the answer of this question online at QuizOver.com:

Question: [Which of the statements in the script P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-statements-in-the-script-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-statements-in-the-script-p-wynn-norman-south-corporate?pdf=1509>

4.1.23. Which statement in the script below (obtained from WikiBooks) weakens...

Author: P. Wynn Norman

Which statement in the script below (obtained from WikiBooks) weakens the elevator pitch, because it is not a persuasive speech component and does not fulfill any persuasive speech function?

¹ConstructionBoots.com is an e-commerce website that sells construction boots on a b2c ["business to client"] and a b2b ["business to business"] basis. ²Our primary market consists of construction workers, with secondary markets including other individuals and companies in the construction trade. ³We offer the highest quality products and drive traffic to the site by linking to other websites related to the construction industry. ⁴We believe the customer would find purchasing and direct delivery of construction boots through our website easier than purchasing via traditional retail outlets. ⁵We believe we will be the only pure e-commerce construction boot site, but will face indirect competition from traditional brick and mortar b2b retailers who target the trade as well as traditional mass merchandisers. ⁶If all goes as planned, we would look to sell ConstructionBoots.com to an industry retailer who sells construction gear.

Please choose only one answer:

- 2
- 3
- 4
- 5
- 6

Check the answer of this question online at QuizOver.com:

Question: [Which statement in the script below obtained P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-statement-in-the-script-below-obtained-p-wynn-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-statement-in-the-script-below-obtained-p-wynn-south-corporate?pdf=1509>

4.1.24. Which statement in the script below (obtained from WikiBooks) is so...

Author: P. Wynn Norman

Which statement in the script below (obtained from WikiBooks) is so unnecessary that it could be removed without weakening the elevator speech at all?

¹ConstructionBoots.com is an e-commerce website that sells construction boots on a b2c ["business to client"] and a b2b ["business to business"] basis. ²Our primary market consists of construction workers, with secondary markets including other individuals and companies in the construction trade. ³We offer the highest quality products and drive traffic to the site by linking to other websites related to the construction industry. ⁴We believe the customer would find purchasing and direct delivery of construction boots through our website easier than purchasing via traditional retail outlets. ⁵We believe we will be the only pure e-commerce construction boot site, but will face indirect competition from traditional brick and mortar b2b retailers who target the trade as well as traditional mass merchandisers. ⁶If all goes as planned, we would look to sell ConstructionBoots.com to an industry retailer who sells construction gear.

Please choose only one answer:

- 1
- 2
- 3
- 4
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which statement in the script below obtained P. Wynn @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-statement-in-the-script-below-obtained-p-wynn-south-corp-1121683?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-statement-in-the-script-below-obtained-p-wynn-south-corp-1121683?pdf=1509>