# *Business Communication Today 16th edition Bovee Test Bank*

SKU: 9780135354711-TEST-BANK

***Business Communication Today, 16e*** **(Bovee/Thill)**
**Chapter 1 Professional Business Communication in the Age of Artificial Intelligence**

1) How can communication best be described?
A) As transferring information, meaning, and understanding between senders and receivers
B) As actively listening when required to
C) As using a variety of media to develop messages
D) As the process of speaking with others
E) As the ability to provide data to benefit the speaker
Answer: A
Explanation: Communication is a two-way process that begins with the sender and ends when the receiver acquires information, meaning, and understanding.
Diff: 2
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Concept
AACSB: Written and oral communication

2) Which of the following must occur for communication to be considered successful?
A) The audience must be aware a message is being constructed.
B) The message must be sent using more than one media method.
C) The message must transfer or negotiate understanding.
D) The audience must agree with the goals of the message.
E) The message must offer a benefit to both the sender and the receiver.
Answer: C
Explanation: Communication is the process of transferring information and meaning between senders and receivers, using a variety of media forms. Communication can happen in a variety of ways, but there must be a transfer of understanding for the communication to be successful. Understanding does not mean agreement.
Diff: 2
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Application
AACSB: Written and oral communication


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3) Which of the following developments is putting additional pressure on communication skills?
A) Having great ideas
B) Managers must connect with staff and external business partners more frequently.
C) Employees are only interested in communication with those who have a similar background.
D) More employees are required to send messages over established company networks.
E) Remote work places additional demands on everyone to maintain smooth communications.
Answer: E
Explanation: The changing nature of employment is putting new pressure on communication skills, as millions of employees now work from home either full-time or in hybrid arrangements. These remote work arrangements put additional demands on everyone to maintain smooth communications and support a shared culture and purpose.
Diff: 2
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Concept
AACSB: Written and oral communication

4) Which of the following is one of the benefits of strong communication skills beneficial for organizations and employees?
A) More detailed strategic plans can be created.
B) The ability to prevent competitors from gaining competitive advantage is increased.
C) Stronger relationships between the company and its stakeholders can be formed.
D) The risk of inaccurate information being shared is eliminated.
E) There will be fewer employee leaks of sensitive information.
Answer: C
Explanation: Just as in personal and social relationships, business relationships depend on effective connections between the company and all stakeholders, including employees, customers, and others affected by the company's business decisions. Communication helps to foster emotional connections that create a healthy work environment.
Diff: 2
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Critical Thinking
AACSB: Written and oral communication


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5) Which of the following is the term for all the parties affected by the actions of an organization?
A) Employees
B) Managers
C) The network
D) Stakeholders
E) The government
Answer: D
Explanation: Stakeholders are those groups affected in some way by the company's actions: customers, employees, shareholders, suppliers, neighbors, the community, the nation, and the world as a whole.
Diff: 1
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Concept
AACSB: Written and oral communication

6) A new manager finds that their employees often misunderstand assignments and have to redo them, which is creating delays in getting work done. Which of the following is one way the manager can improve their communication skills when assigning tasks to employees?
A) Provide optimistic information.
B) Present information in a concise manner.
C) Offer compelling arguments and recommendations.
D) Identify areas of responsibility.
E) Use concrete language with specific detail.
Answer: E
Explanation: Use concrete language, specific detail, and information that is clear, convincing, accurate, and ethical. Even when an opinion is called for, present compelling evidence to support your conclusion.
Diff: 2
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Critical Thinking
AACSB: Written and oral communication


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7) During a recent team meeting, the team leader wanted to convince their team that one course of action was a better option that others presented. How can the team leader persuade team members to accept their idea?
A) Offer compelling arguments and recommendations.
B) Clarify expectations and responsibilities that will impact the team.
C) Present information in an efficient manner.
D) Provide practical information that the team needs to know.
E) Keep ideas and impressions vague so team members can interpret the ideas in their own way.
Answer: A
Explanation: To make communication efforts as effective as possible, the team leader should focus on making their ideas practical, factual, concise, clear, and persuasive. When the situation calls for persuasion, the team leader should offer compelling arguments and recommendations and show team members how they will benefit if they respond in the way that the team leader desires.
Diff: 2
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Critical Thinking
AACSB: Written and oral communication

8) Which of these is a reason why it's important to learn how to communicate efficiently?
A) Efficient messages are cheaper to transmit.
B) Efficient messages don't need to convey as many facts.
C) Concise messages don't need to be personalized.
D) Short messages are easier to write.
E) Concise messages show respect for people's time.
Answer: E
Explanation: To make your communication efforts as effective as possible, focus on making them practical, factual, concise, clear, and persuasive. Concise messages show respect for people's time, and they increase the chances of a positive response.
Diff: 2
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Critical Thinking
AACSB: Written and oral communication


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9) Communication is the most important soft skill that today's employers look for in job candidates.
Answer: TRUE
Explanation: Communication is the most important soft skill that today's employers look for in job candidates, and it will improve virtually every aspect of your time at work. As technology-enabled communication continues to advance throughout business, human-to-human interaction becomes even more important because it fosters connections in ways that even the smartest technology can't.
Diff: 2
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Concept
AACSB: Written and oral communication

10) Senior executives spend less and less of their workday communicating as they take on more leadership responsibility.
Answer: FALSE
Explanation: If you move into an executive role, you can expect communication to consume most of your time. Those who can't communicate well don't stand much chance of reaching the top.
Diff: 2
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Critical Thinking
AACSB: Written and oral communication

11) Strong communication skills are important even for employees with technical skills, such as engineers and accountants.
Answer: TRUE
Explanation: In fields such as engineering or finance, you often need to share complex ideas with executives, customers, and colleagues, and your ability to connect with people outside your field can be as important as your technical expertise.
Diff: 2
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Critical Thinking
AACSB: Written and oral communication


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12) Describe five characteristics of effective business messages.
Answer: To make your communication efforts as effective as possible, focus on making them practical, factual, concise, clear, and persuasive. (1) Provide practical information that immediately helps receivers solve problems, pursue opportunities, or take other action. (2) Give facts rather than vague impressions. Use concrete language, specific detail, and information that is clear, accurate, and ethical. (3) Communicate efficiently. Concise messages show respect for people's time, and they increase the chances of a positive response. (4) Clarify expectations and responsibilities. Clearly state what you expect from audience members or what you can do for them. (5) Offer compelling arguments and recommendations. When a situation calls for persuasive communication, show your readers how they will benefit if they respond the way you would like them to respond.
Diff: 2
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Concept
AACSB: Written and oral communication

13) Discuss professionalism and explain the six distinct traits of a professional.
Answer: Professionalism is the quality of performing at a high level and conducting oneself with purpose and pride. It means doing more than putting in the hours and collecting a paycheck: True professionals go beyond minimum expectations and commit to making meaningful contributions. Professionalism can be broken down into six distinct traits: striving to excel, being dependable and accountable, being a team player, demonstrating a sense of etiquette, making ethical decisions, and maintaining a positive outlook.
Diff: 3
LO: 1.1: Explain the importance of effective communication to your career and to the companies where you will work.
Classification: Concept
AACSB: Written and oral communication

14) What is the quality of performing at a high level and conducting oneself with pride and purpose known as?
A) Expediency
B) Professionalism
C) Entrepreneurialism
D) Management
E) Personality
Answer: B
Explanation: Professionalism is the quality of performing at a high level and conducting oneself with purpose and pride.
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Concept
AACSB: Reflective thinking


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15) During a meeting, the manager noticed that a new employee's suggestions were often ignored, causing the employee to quit offering ideas. In response, the manager asked the new employee for their thoughts and ideas when appropriate, and soon, the employee was viewed as a valuable member of the group. Which skill did the manager use to understand how the new employee was feeling and help them be more productive in the group?
A) Common sense
B) Professionalism
C) "You" attitude
D) Emotional intelligence
E) Audience-centered approach
Answer: D
Explanation: Relating to the needs of others is a key part of emotional intelligence, which is the ability to read other people's emotions accurately and to manage one's own emotions in productive ways. The more you know about your audience, the easier it will be to focus on their needs, which will make it easier for them to hear and respond positively to your message.
Diff: 3
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Critical Thinking
AACSB: Interpersonal relations and teamwork

16) When working with a colleague in one of the company's overseas offices, you explained you needed some information as soon as possible, but one week later, the colleague still had not provided you with the information you need. Why did the communication process likely fail?
A) The colleague decoded your request differently than you intended.
B) The colleague was uncertain how you wanted them to respond to your message.
C) The colleague was unable to provide the feedback in a way that was effective.
D) The colleague was unsure of the sender's main idea.
E) The colleague had problems with the transmission channel.
Answer: A
Explanation: After a message is received, the receiver needs to extract the idea from the message, a complex and subtle step known as decoding. The receiver decodes a message based on their expectations, cultural norms, experiences, and other influences, which can lead to a communication breakdown. "As soon as possible" can mean different things to different people.
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Concept
AACSB: Written and oral communication


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17) Which of the following encompasses all communication that occurs outside the lines of command in the company's organization structure?
A) The lateral communication network
B) A diagonal communication network
C) The informal communication network
D) A horizontal communication network
E) The audience-centered communication network
Answer: C
Explanation: Informal communication takes place naturally when employees interact, both on the job and in social settings. Some of it takes place when the formal network doesn't provide information that employees want. Communication in the informal network is healthy and important because the formal network can't always capture and share all the information that helps people do their jobs.
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Critical Thinking
AACSB: Written and oral communication

18) When asked to research an issue for your manager, you looked at several sources of information online in order to form some logical conclusions about the information before you made recommendations to your manager. Which skill were you using in this research process when you were evaluating the information you found online?
A) Professionalism
B) Accountability
C) Critical thinking
D) Persuasion
E) Etiquette
Answer: C
Explanation: Critical thinking is the ability to evaluate evidence completely and objectively in order to form logical conclusions and make sound recommendations. Critical thinking includes digital literacy and digital information fluency.
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Critical Thinking
AACSB: Written and oral communication


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19) How are messages shared in a formal communication network?
A) From top managers down to lower-level employees
B) Through an informal grapevine between co-workers
C) From lower level employees upward to their direct managers
D) As defined by relationships between job positions
E) As anything that is transmitted over electronic media
Answer: D
Explanation: The formal communication network is defined by the relationships between the various job positions in the organization. Messages can flow upward (from a lower-level employee to a higher-level employee), downward (from a higher-level employee to a lower-level employee), horizontally (across the organization, between employees at the same or similar levels), or diagonally (across departments and upward or downward).
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Critical Thinking
AACSB: Written and oral communication

20) During a recent performance review, your manager suggested you work on taking more of an audience-centered approach to communication with your customers and vendors. How can you accomplish this goal?
A) Say whatever it takes to win over the members of your audience.
B) Use technology to send more targeted messages to your audience.
C) Understand and respect the needs of your audience so you can meet those needs.
D) Focus on how the members of the audience can help you achieve your goals.
E) Prepare each message as if the audience will need complete details of each issue.
Answer: C
Explanation: An audience-centered approach involves understanding and respecting the members of your audience and making every effort to get your message across in a way that is meaningful to them. Learn as much as possible about the beliefs, education, status, communication style, and personal and professional concerns of your audience.
Diff: 3
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Concept
AACSB: Written and oral communication


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21) How does information flow between departments when people are trying to coordinate tasks or solve complex organizational problems?
A) Upwardly
B) Diagonally
C) Informally
D) Vertically
E) Horizontally
Answer: E
Explanation: Horizontal communication flows between departments to help employees share information, coordinate tasks, and solve complex problems.
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Concept
AACSB: Written and oral communication

22) You have been asked by your manager to research and identify possible solutions to address the ongoing staffing shortage being experienced by the firm. Why will digital information fluency be important in this project?
A) To create a more positive message through etiquette and language
B) To quickly use online technology to generate a list of options
C) To locate and evaluate reliable sources of information
D) To present as many potential solutions as possible
E) To understand the needs of the manager and how they will use the information
Answer: C
Explanation: Employers expect you to be able to recognize information needs, locate and evaluate reliable sources of information, organize information into cohesive messages, and use information ethically, often referred to as digital information fluency.
Diff: 3
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Synthesis
AACSB: Written and oral communication

23) In the formal communication network, what type of communication path is used when information flows from leadership to employees?
A) Upward
B) Horizontal
C) Vertical
D) Downward
E) Multidirectional
Answer: D
Explanation: Downward communication flows from executives to employees, conveying executive decisions and providing information that helps employees do their jobs.
Diff: 1
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Critical Thinking
AACSB: Written and oral communication


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24) Which of the following is one way employees can practice the "you" attitude in their communication efforts?
A) Explain their educational background and expertise.
B) Include a great amount of detailed background information.
C) Avoid digital forms of a message whenever possible.
D) Assume the audience has a high degree of emotional intelligence.
E) Learn as much as possible about the audience's biases and style.
Answer: E
Explanation: When adopting the "you" attitude, learn as much as possible about the biases, education, age, status, style, and personal and professional concerns of your receivers. If you're addressing people you don't know and you're unable to find out more about them, try to project yourself into their position by using common sense and imagination.
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Critical Thinking
AACSB: Written and oral communication

25) Which of these skills is used to evaluate evidence completely and objectively in order to make sound recommendations?
A) Decoding skills
B) Professionalism
C) Critical thinking
D) Persuasive arguments
E) A formal communication network
Answer: C
Explanation: Critical thinking is the ability to evaluate evidence completely and objectively in order to form logical conclusions and make sound recommendations.
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Critical Thinking
AACSB: Written and oral communication

26) When someone is deciding how to express an idea, which stage of the communication process are they engaging in?
A) Identifying the motivation for the idea
B) Transmitting the message through a channel
C) Understanding how the audience will respond to the message
D) Encoding the idea as a message
E) Producing the message in a transmittable medium
Answer: D
Explanation: When someone puts an idea into a message, they are encoding it, or expressing it in words or images.
Diff: 1
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Critical Thinking
AACSB: Written and oral communication


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27) Why is it valuable to get feedback from audience members after they receive a message?
A) To ensure the verbal and nonverbal messages are consistent
B) To help the audience remember the message
C) To evaluate the effectiveness of the message
D) To determine if the audience is motivated to respond
E) To ensure the message was decoded correctly
Answer: C
Explanation: In addition to responding (or not responding) to the message, audience members may give feedback that helps the sender evaluate the effectiveness of the communication effort.
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Critical Thinking
AACSB: Written and oral communication

28) What is a communication medium?
A) The form a message takes
B) The appropriate length of a message
C) The communication channel used
D) The number of potential distractions a message might encounter
E) The identification of the audience preference in receiving messages
Answer: A
Explanation: The distinction between medium and channel can get a bit murky, but think of the medium as the form a message takes (such as a written message and the channel as the system used to deliver the message (such as a mobile phone).
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Concept
AACSB: Written and oral communication

29) Adopting the "you" attitude is part of developing an audience-centered approach to communication.
Answer: TRUE
Explanation: An audience-centered approach involves understanding and respecting the members of your audience and making every effort to get your message across in a way that is meaningful to them. This approach is also known as adopting the "you" attitude, in contrast to messages that are about "me."
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Application
AACSB: Written and oral communication


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30) If a message is fact-based, it will not be misinterpreted because of cultural differences or personal beliefs.
Answer: FALSE
Explanation: Assigning meaning through decoding is a highly personal process influenced by culture, individual experience, learning and thinking styles, ego, hopes, fears, beliefs, and even temporary moods.
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Application
AACSB: Written and oral communication

31) The only thing a person needs to receive a message is technical compatibility with the person who is sending the message.
Answer: FALSE
Explanation: Before someone can receive a message, they must sense it, select it, and then perceive it as a message.
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Concept
AACSB: Written and oral communication

32) The more shared experiences (personal, professional, and cultural) the sender has with an audience, the more likely it is that the audience will understand the intended meaning of the message.
Answer: TRUE
Explanation: In general, the more experiences you share with another person, the more likely you are to share your perceptions of the world and therefore arrive at the same meanings for a given message. Careful audience analysis helps you understand how much of this overlap you have with your readers or listeners.
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Concept
AACSB: Written and oral communication


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33) Describe the eight steps in the basic communication model.
Answer:
1. The sender has an idea. Whether a communication effort will ultimately be effective depends on the nature of the idea and the motivation for sending it.
2. The sender encodes the idea as a message. When someone puts an idea into a message, they are encoding it, or expressing it in words or images.
3. The sender produces the message in a transmittable medium. With the appropriate message to express an idea, the sender now needs a communication medium to present that message to the intended audience.
4. The sender transmits the message through a channel. The channel is the system used to deliver the message (such as a mobile phone).
5. The audience receives the message. If the channel functions properly, the message reaches its intended audience. However, mere arrival at the destination is no guarantee that the message will be noticed or understood correctly.
6. The audience decodes the message. After a message is received, the receiver needs to extract the idea from the message, a step known as decoding.
7. The audience responds to the message. Whether a receiver responds as the sender hopes depends on the receiver (a) remembering the message long enough to act on it, (b) being able to act on it, and (c) being motivated to respond.
8. The audience provides feedback to the sender. In addition to responding (or not responding) to the message, audience members may give feedback that helps the sender evaluate the effectiveness of the communication effort.
Diff: 3
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Application
AACSB: Written and oral communication

34) Discuss how the "you" attitude reinforces an audience-centered approach to communication.
Answer: An audience-centered approach involves understanding and respecting the members of your audience and making every effort to get your message across in a way that is meaningful to them. This approach is also known as adopting the "you" attitude, where you is the person receiving the message, in contrast to messages that are about me as the sender. Learn as much as possible about the beliefs, education, status, communication style, and personal and professional concerns of your readers and listeners. Relating to the needs of others is a key part of emotional intelligence, the ability to read other people's emotions accurately and to manage one's own emotions in productive ways. The more you know about the people you're communicating with, the easier it will be to focus on their needs—which, in turn, will make it easier for them to hear your message, understand it, and respond positively.
Diff: 2
LO: 1.2: Explain what it means to communicate as a professional in a business context.
Classification: Application
AACSB: Written and oral communication, Diverse and multicultural work environments


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35) During a meeting, several employees continually checked their cell phones to make sure they were not missing important information. How can employees try to minimize distractions created by incoming messages?
A) Respond to the message as soon as it is received.
B) Delete all messages older than two weeks.
C) Use short text messages whenever possible.
D) Respond only to messages where you are the intended audience.
E) Use filtering features to isolate high-priority messages that deserve attention.
Answer: E
Explanation: Periodically "prune" your information channels to avoid material you no longer need, and use filtering features in your systems to isolate high-priority messages that deserve your attention. As a sender, make sure you don't send unnecessary or poorly crafted messages that require multiple rounds of clarification
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Application
AACSB: Written and oral communication

36) Which type of communication tool allows users to create text, images, audio, and computer code?
A) Generative AI
B) PowerPoint
C) Instant messaging
D) Workgroup messaging
E) MS Word
Answer: A
Explanation: Most discussion of AI relates to generative AI (GenAI), so called because it can generate text, images, audio, video, computer code, and other content. GenAI is now a common business communication tool.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Critical Thinking
AACSB: Written and oral communication


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37) How can AI tools be used to create conversation analytics that companies can use to study the interaction between customers and call center agents?
A) By tracking the customer journey through personalization and promotions
B) By using verbal content and emotional cues to provide a deeper understanding of experiences
C) By using interactions between customers and chatbots to make recommendations
D) By performing data extraction to develop business documents related to call centers
E) By tracking responses to human generated text to link words to concepts.
Answer: B
Explanation: Companies use conversation analytics to study the interactions between customers and call center agents. AI analyzes both the verbal content of conversations as well as emotional cues to provide a deeper understanding of customer experiences.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Critical Thinking
AACSB: Written and oral communication

38) How can a manager use GenAI to save time when reviewing technical or lengthy reports that they may not have time to review?
A) To draft responses to the report in less time
B) To create analytics of all data in the report
C) To generate summaries of key points from the reports
D) To verify the accuracy of data in the report.
E) To ensure the report complies with standards of ethics and governmental reporting requirements
Answer: C
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Application
AACSB: Written and oral communication

39) Several members of a team work remotely but often need to have conversations or have a question answered quickly. How can tool such as Slack and ChatGPT aid in this process?
A) Through the use of meeting scheduling systems
B) Through the use of summaries generated by ChatGPT
C) Through the use of online group editing and formatting features
D) Through the use of a workgroup messaging system
E) Through the use of GenAI to write all group messages
Answer: D
Explanation: The ChatGPT for Slack app gives users of the popular workgroup messaging system assistance with drafting more effective messages in less time.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Critical Thinking
AACSB: Written and oral communication


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40) Before using GenAI tools, what does a user need to understand in order to use them effectively?
A) Whether the use of them is ever considered controversial
B) How the systems respond to prompts and create content
C) Which GenAI system has the most advanced technology
D) How to avoid statistical analysis in a writing prompt
E) How to incorporate GenAI into traditional search engines
Answer: B
Explanation: To use GenAI well and responsibly, you need a basic understanding of how these systems respond to prompts and create content. When GenAI "writes" something, what it is really doing is predicting what words and phrases are likely to appear together, based on patterns it learned from its training data.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Critical Thinking
AACSB: Written and oral communication

41) What does GenAI use to develop a written response to a prompt by a user?
A) Data extraction models
B) Conversion analytics
C) Large language models
D) Natural language processing
E) Web customization
Answer: C
Explanation: Most GenAIs are based on large language models (LLMs), which use statistical techniques to process and analyze vast amounts of human-generated text. Through this analysis, LLMs develop statistical models to describe the relationships between words and concepts
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Concept
AACSB: Written and oral communication


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42) When using AI on the job, how should AI be viewed?
A) As a research assistant
B) As a replacement for human effort
C) As a thinker
D) As an information processor
E) As a communication tool
Answer: D
Explanation: Like most aspects of using technology tools, the best approach is to combine AI's strengths as an information processor and your strengths as a thinker, communicator, and empathetic human being.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Critical Thinking
AACSB: Interpersonal relations and teamwork

43) How does GenAI differ from a search engine when conducting research?
A) GenAI continuously scans the internet to find appropriate web pages.
B) GenAI provides links most likely to answer your questions.
C) GenAI creates a ranked list of sites for you to explore.
D) GenAI uses the most up-to-date information available.
E) GenAI uses probability predictions and statistical patterns to create responses.
Answer: E
Explanation: A GenAI looks for statistical patterns in the body of material it has already processed and uses its probability predictions to assemble sentences and paragraphs to answer your query. It will create content for you, but it may or may not be accessing the latest information available or doing a web search at all.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Critical Thinking
AACSB: Interpersonal relations and teamwork


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44) How can information overload best be described?
A) As a condition caused by receiving more information than can be effectively processed
B) As a false condition concocted by workers who fear technology and its capabilities
C) As a condition that affects only those who work in high-tech jobs
D) As a condition where information tools can waste as much time as they save
E) As an accepted aspect of mobile technology
Answer: A
Explanation: The overuse or misuse of communication technology can lead to information overload, in which people receive more information than they can effectively process. Information overload makes it difficult to discriminate between useful and useless information, lowers productivity, and amplifies employee stress both on the job and at home. Information overload has nothing to do with fear of technology. Anyone who uses a computer, a smart phone, or other advanced gadget is susceptible to information overload.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Synthesis
AACSB: Written and oral communication

45) Why is information generated by a search engine often more up-to-date than that generated by AI?
A) A search engine selects high-probability sequences to product output.
B) A search engine uses statistical methods to learn patterns and relationships in your search efforts.
C) A search engine produces specific content that answers a question.
D) A search engine continually searches the internet for new content.
E) A search engine continually improves its own performance through user experiences
Answer: D
Explanation: A search engine continually "crawls" the internet looking for new content. This is different that the process used by GenAI, which accesses the data it will be trained on to the exclusion of other data.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Concept
AACSB: Application of knowledge


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46) Which of the following describes one of the ways to use AI technology effectively in the communication process?
A) As an aid to making communication more efficient
B) As a replacement for face-to-face communication
C) As a tool to replace essential skills
D) As a source of data to minimize human error
E) A tool to fill the gaps in a skill set
Answer: A
Explanation: AI can take over routine communication tasks, freeing up professionals to focus on higher-level strategy and complex interactions.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Concept
AACSB: Application of knowledge

47) Why is it important for you to know whether the GenAI tool you are using has live internet access and search capabilities?
A) To determine how rapidly the GenAI tool is evolving
B) To determine if it searches the internet for information not in its training data set
C) To determine whether the GenAI tool has content-creation capabilities
D) To determine whether you will need to visit each site GenAI pulled data from in order to verify it
E) To determine whether the GenAI tool responses can be duplicated through a web search
Answer: B
Explanation: Know whether the GenAI tool you are using has live internet access and search capabilities. If not, don't count on it to search the internet for information not in its training data set.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Concept
AACSB: Application of knowledge


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48) You need to develop a report on customer responses to a competitors new product line and need the most up-to-date sales data possible in order to understand consumer responses to it. Where should you begin your data search?
A) Use government reports
B) Use conversion analytics
C) Use GenAI
D) Use ChatGPT
E) Use a search engine
Answer: E
Explanation: A search engine continuously scans the internet to find, analyze, and index web pages. When you conduct a search, the search engine looks through its index to find the web pages most likely to answer your questions and presents you with a ranked list of sites for you to explore.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Application
AACSB: Application of knowledge

49) Your group is meeting for the first time to develop a new benefits package for the organization. However, no one is quite sure what benefits to consider or how to find out what competitors are doing. How can GenAI help the group get started?
A) By proofreading and editing all writing generated by the group
B) By analyzing which benefits are most popular in the organization right now
C) By generating multiple ideas as starting points
D) By dividing research responsibilities fairly among group members
E) By offering a shared writing space where team members can write collaboratively
Answer: C
Explanation: GenAI can be a helpful creative partner at every step of the writing process, starting with brainstorming and idea generation. GenAI can draw connections between all words and ideas, and can quickly generate multiple ideas on a topic and offer these as starting points for your writing.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Application
AACSB: Application of knowledge


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50) How can AI-powered search and knowledge management systems help employees quickly find specific organizational information?
A) By identifying only the most essential knowledge needed to achieve goals.
B) By searching databases, documents, and communication channels to find specific informational themes
C) By comparing databases and analytics to industry-wide standards
D) By using social listening skills to track public opinions that may need to be addressed internally
E) By using predictive analytics to determine which types of information is most relevant
Answer: B
Explanation: AI-powered search and knowledge management systems can help employees quickly find the information they need across an organization's databases, documents, and communication channels, even applying language processing techniques to find specific informational or emotional themes.
Diff: 3
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Critical Thinking
AACSB: Application of knowledge

51) How might an AI-powered system use social listening and sentiment analysis?
A) To gauge public opinion about a brand or product
B) To write positive social media posts about a brand or product
C) To create online content about a brand or product
D) To forecast future sales of a brand or product
E) To write press releases about a brand or product
Answer: A
Explanation: Some AI-powered systems offer social listening and sentiment analysis to help gauge public opinions about a brand, a product, or an issue by analyzing social media posts, news articles, and other online content.
Diff: 3
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Synthesis
AACSB: Application of knowledge


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52) A marketing department is creating a new advertising campaign for a product line. How can they use predictive analytics to help with this process?
A) To increase the number of communication channels that will be used to market the product line
B) To use damage control when sentiment analysis indicate a negative public opinion
C) To track comments that appear on social media feeds
D) To monitor online conversations and media posts about the product line
E) To create more effective messages based on future trends and customer behavior
Answer: E
Explanation: With predictive analytics, AI can forecast future trends, customer behavior, and business outcomes to help communicators select strategies and messages that are most likely to be effective.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Critical Thinking
AACSB: Application of knowledge

53) When organizations adapt messages to fit the language, cultural norms, and visual symbols of a specific audience, which process are they using?
A) Content translation
B) Sentiment analysis
C) Scaling
D) Localizing
E) Standardizing messaging
Answer: D
Explanation: In today's global marketplace, a key aspect of personalizing is going beyond simply translating content into the languages spoken by target audiences to localizing the overall presentation to align with cultural norms, visual symbols, the meanings of colors, and other factors.
Diff: 3
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Critical Thinking
AACSB: Application of knowledge


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54) Which of the following is one of the ways AI can improve an organization's communication efficiency and accessibility, allowing professionals to focus on higher-level strategy?
A) By taking over routine communication tasks
B) By breaking down complex interactions into simple steps
C) By evaluating writing habits and communication skills
D) By eliminating the content hallucinations
E) By publishing content as it is being written
Answer: A
Explanation: AI can take over routine communication tasks, freeing up professionals to focus on higher-level strategy and complex interactions. AI chatbots and virtual assistants provide customers with round-the-clock access to support and handle many routine inquiries so that company staff can focus their attention on more complex issues.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Concept
AACSB: Application of knowledge

55) What defines an AI hallucination when using GenAI systems?
A) When it creates logical fallacies and blunders
B) When it does not run concurrently with the internet to get the most up-to-date information
C) When it fails to understand the precise information you are looking for
D) When it presents outright fabrications as plausible content
E) When it uses shallow reasoning instead of researched content
Answer: D
Explanation: AI systems can make a variety of mistakes, from logical blunders and shallow reasoning to factual mistakes and even outright fabrications referred to as hallucinations. These errors can be particularly insidious because of how plausible the content appears to be and how smoothly and confidently AI presents the material.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Concept
AACSB: Application of knowledge


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56) While AI tools offer many benefits, what is one of the reasons why you should be careful about becoming over reliant on AI tools when creating messages?
A) Creating your own messages eliminates all instances of shallow reasoning.
B) Creating your own messages is the only way to prevent logical blunders in your writing.
C) Creating your own message eliminates the need for analysis and complex explanations.
D) Creating your own messages help you quickly synthesize the information in the writing.
E) Creating your own messages helps you become a more logical nuanced, and persuasive communicator.
Answer: E
Explanation: Engaging in the deep thinking of writing develops your confidence and increases your value to your organization. You have a unique opportunity to develop you as a strategic thinker, creative contributor, and empathetic communicator when your create your own messages.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Concept
AACSB: Application of knowledge

57) Why is the use of AI in making high-stakes decisions a particularly acute ethical concern?
A) AI systems require constant human supervision to function properly.
B) Most decisions disregard copyright law that impacts the decisions.
C) There is a lack of transparency and explainability.
D) There are attribution errors in the decision-making technology.
E) Intellectual property violations are common in AI generated decision.
Answer: C
Explanation: Even the experts who create AI systems can't fully explain how they are able to produce their results. This "black box" nature of AI raises some serious ethical concerns. The lack of transparency and explainability is a particularly acute concern when AI is used to influence high-stakes decisions—which often happens these days.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Concept
AACSB: Ethical understanding and reasoning


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58) Which of the following is one of the reasons why some organizations now have policies against sharing confidential information over the internet?
A) Many AI models distort the information gathered in order to fit the prompt of the user.
B) Many AI models use web scraping to gather information, including that which is assumed to be private.
C) Many AI models will copyright information gathered from the internet and provided to users.
D) Many AI models will convert positive information into negative information as part of a deepfake.
E) Many AI models create several environmental impacts that run contrary to the organization's mission.
Answer: B
Explanation: Many AI models are trained on data that has been "scraped" from the internet, and some of this information may have been posted with some assumptions of privacy. The legality of web scraping and the rights of individuals are unclear and the subjects of ongoing lawsuits.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Concept
AACSB: Ethical understanding and reasoning

59) According to a recent state law in Utah, who is legally responsible for the use of deceptive AU output?
A) The user of the AI generated material
B) The owner of the AI system
C) The creator of the AI technology
D) Whoever has copyright protection on the material
E) The business that published the material
Answer: A
Explanation: A recent state law in Utah declares that users are legally responsible for the use of such material, but this question remains unresolved at the national and international levels. Copyright law in the United States currently asserts that most AI-generated content can't be copyrighted.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Concept
AACSB: Ethical understanding and reasoning


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60) Which of these is one of the potential benefits of communication technology?
A) Removing the need to carefully craft messages which will be sent on mobile devices
B) Assisting in the decision-making process by guiding communicators through complex sets of data
C) Controlling operating costs through the use of nontraditional work models
D) Eliminating the need for traditional standards of grammar, punctuation, and spelling when writing messages
E) Minimizing device size and increasing portability
Answer: B
Explanation: Technology brings a wide variety of benefits to business communications, including assisting communicators with decision-making by guiding them through complex sets of data and improving research tools so information can be applied.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Concept
AACSB: Application of knowledge

61) When using GenAI, which of these issues potentially creates a liability concern?
A) Factual mistakes and flawed logic
B) Questions about disclosing the use of AI
C) Environmental impact
D) Perpetuation of bias
E) Output ownership and control
Answer: E
Explanation: When using GenAI, there are disadvantages, ethical concerns, and privacy, transparency, and liability concerns that should be considered. Privacy, transparency, and liability concerts include training data privacy, output ownership and control, and data protection regulations.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Application
AACSB: Ethical understanding and reasoning


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62) When using GenAI to brainstorm a list of ideas or possibilities, which type of prompt should be used?
A) Directive
B) Philosophical
C) Outline or scripted
D) Question-based
E) Creative
Answer: E
Explanation: A prompt that tells the system what you would like it to do. You can use a variety of prompts depending on your project needs. A creative prompt asks AI to brainstorm a list of ideas or possibilities. Directive prompts tell the AI to perform a specific task. Question-based prompts give the AI a question to answer.
Diff: 1
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Application
AACSB: Ethical understanding and reasoning

63) How can a writer use AI to strengthen their thought process during the writing process?
A) Ask AI to expand and personalize ideas.
B) Ask AI to find citations and references that support the work.
C) Ask AI to brainstorm ideas based on keywords.
D) Ask AI to provide examples for the writing presented.
E) Ask AI to challenge the thinking and logic of the writing.
Answer: E
Explanation: AI can be used to challenge your thinking during the writing process. Ask AI for better ways to frame an argument or for more effective wording to use in order to reach a particular audience. Have AI look for weak logic and insufficient evidence.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Application
AACSB: Ethical understanding and reasoning

64) GenAI cannot understand what is has written, nor can it critically evaluate what it created.
Answer: TRUE
Explanation: The LLM used to create GenAI responses is making statistical guesses about which words come next. It is not thinking or writing in the same way you think and write, nor does it really understand what it has written or critically evaluate it.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Critical Thinking
AACSB: Application of knowledge


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65) As part of your long-term career plan, focus your energies on the skills that can be supported by GenAI rather than emotional intelligence, contextual awareness, cultural sensitivity, or relationship building.
Answer: FALSE
Explanation: Technology brings a wide variety of benefits to business communication and can remove communication barriers so more people can participate in the communication process more easily.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Critical Thinking
AACSB: Application of knowledge

66) Technology should be considered an aid to communication, not a replacement for it.
Answer: TRUE
Explanation: Any technology is simply a tool, a means by which you can accomplish certain tasks. Technology is an aid to communication, not a replacement for it, and it can get in the way if not used thoughtfully.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Critical Thinking
AACSB: Application of knowledge

67) Describe how to create more effective prompts when using GenAI.
Answer: A prompt tells the system what you would like it to do. You can use a variety of prompts depending on your project needs, such as directive prompts, question-based prompts, and creative prompts. The best general advice is to treat the AI as a capable research and writing partner that needs clear direction from you. The more precisely and completely you describe what you want the tool to do, the more effectively it can meet your needs. In other words, the quality of its output depends heavily on the quality of your input. Talk to the system the same way you would talk to a professional researcher or writer you have hired for the project. Imagine this person has access to vast amounts of information but doesn't know anything about your project. Just start talking to it, telling it exactly what you want it to do.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Concept
AACSB: Application of knowledge


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68) Describe five ways to use communication technologies wisely on the job.
Answer: (1) Keep technology in perspective. Technology is an aid to communication, not a replacement for it. (2) Guard against information overload. Information overload can cause distractions, stress, mistakes, and communication breakdowns, and minimizing it is a shared responsibility. Use your tools to communicate more effectively, not just to produce more content. (3) Use your tools efficiently. Knowing how to use your tools efficiently can make a big difference in your productivity. (4) Fine-tune your human skills. As part of your long-term career plan, focus your energies on the skills that are hardest for machines to replicate, such as emotional intelligence, contextual awareness, cultural sensitivity, and relationship building. (5) Reconnect with people. Even when it is working well, communication technology can still present barriers to understanding and healthy emotional connections.
Diff: 2
LO: 1.3: Identify the benefits and risks of using generative AI for business communication, and explain how to use AI as a collaborative writing partner.
Classification: Application
AACSB: Application of knowledge

69) Which of the following is another name for the accepted principles of right and wrong that govern decision making and action within a society?
A) Leadership
B) Transparency
C) Ethics
D) "You" attitude
E) Emotional intelligence
Answer: C
Explanation: Ethics are the accepted principles of right and wrong that govern decision making and action within a society. Ethical behavior is a companywide concern, but because communication efforts are the public face of a company, they are subjected to particularly rigorous scrutiny from stakeholders.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Concept
AACSB: Ethical understanding and reasoning


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70) What is the concept of communicating openly to give all participants access to the information they need to accurately process the messages they receive?
A) Stealth marketing
B) Ethical dilemma
C) Promotional communication
D) Ethical auditing
E) Transparency
Answer: E
Explanation: Transparency refers to a sense of openness, of giving all participants in a conversation access to the information they need to accurately process the messages they are receiving. In addition to the integrity of the information itself, audiences deserve to know when they are being marketed to and who is behind the messages they read or hear.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Concept
AACSB: Ethical understanding and reasoning

71) When a choice has to be made between alternatives that are not clear-cut, even though alternative are ethical and valid, what issue has been created?
A) An ethical dilemma
B) Transparency
C) An ethical lapse
D) Stealth marketing
E) An ethics audit
Answer: A
Explanation: An ethical dilemma involves choosing among alternatives that aren't clear-cut. Perhaps two conflicting alternatives are both ethical and valid, or perhaps the alternatives lie somewhere in the gray area between clearly right and clearly wrong.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Critical Thinking
AACSB: Ethical understanding and reasoning


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72) How can organizations help employees determine the right course of action to take in an ethical dilemma?
A) Through intelligent communication technology
B) Through promotional communication
C) Through a code of ethics
D) Through the practice of transparency
E) Through the empowerment of employees
Answer: C
Explanation: Many companies establish an explicit ethics policy by using a written code of ethics to help employees determine what is acceptable. A code of ethics is often part of a larger program of employee training and communication channels that allow employees to ask questions and report instances of questionable ethics.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Critical Thinking
AACSB: Ethical understanding and reasoning

73) Why are social media influencers legally required to let readers know if companies have compensated them for product reviews?
A) To prevent plagiarizing information provided by influencers
B) To ensure no copyright laws were violated
C) To maintain the privacy needs of the influencer
D) To promote transparency and ethics in social media
E) To increase the instances of ethical dilemmas between the influencer and the organization
Answer: D
Explanation: To protect the interests of consumers, the FTC has transparency regulations that apply to social media influencers, social media users who can influence buyer behavior by virtue of their reputation for expertise, their celebrity, or the number of followers they have. When discussing products on social media, influencers must disclose any material relationship they have with the company involved, whether it's being an employee of the firm, having a friend or family connection with the company, or receiving money or anything else of value from the company.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Application
AACSB: Ethical understanding and reasoning


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74) Which of the following includes patents, copyrighted material, and trade secrets?
A) Contracts
B) Stealth marketing
C) Ethics audits
D) Transparency
E) Intellectual property
Answer: E
Explanation: In an age when instant global connectivity makes copying and retransmitting electronic files effortless, the protection of intellectual property has become a widespread concern. Intellectual property (IP) includes patents, copyrighted materials, trade secrets, and even Internet domain names
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Critical Thinking
AACSB: Ethical understanding and reasoning

75) Which type of communication includes false statements about others that damage character or reputation?
A) Defamation
B) Social media
C) Native
D) Influencer-made
E) Stealth
Answer: A
Explanation: Negative comments about another party raise the possibility of defamation, the intentional communication of false statements that damage character or reputation.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Critical Thinking
AACSB: Ethical understanding and reasoning


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76) When governments work to ensure consumers know who is behind the information they receive through social media, what is the government promoting?
A) Native advertising
B) Transparency
C) Compensation for reviews
D) Intellectual property rights
E) Libel
Answer: B
Explanation: Governments around the world are taking steps to help ensure that consumers and other parties know who is behind the information they receive, particularly when it appears online. This is done through transparency requirements and laws.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Application
AACSB: Ethical understanding and reasoning

77) Which type of advertising material is designed to look like regular news stories or articles?
A) Transparent
B) Stealth marketing
C) Deep fakes
D) Influencer
E) Native advertising
Answer: E
Explanation: Native advertising, also known as sponsored content, is advertising material that is designed to look like regular news stories, articles, or social media posts. This must be labeled as sponsored content if it is likely to mislead consumers into thinking it is anything other than an ad.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Application
AACSB: Ethical understanding and reasoning


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78) Which of the following best describes plagiarism?
A) Legal protection for creative products
B) Using deceptive sound and video files as proof
C) Flexibility in the use of others' creative work
D) Presenting someone else's words or creative product as your own
E) Creating material that is designed to look like a regular news story or ad
Answer: D
Explanation: Plagiarism is presenting someone else's words or other creative products as your own. Plagiarism can be illegal if it violates a copyright, which is a legal form of protection for the originator of the content.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Application
AACSB: Ethical understanding and reasoning

79) Product designs, patents, and logos are a subset of intellectual property known as
A) promotional products.
B) bait-and-switch property.
C) industrial property.
D) endorsed products.
E) workplace hazards.
Answer: C
Explanation: Intellectual property includes copyrighted materials as well as industrial property such as patents, product designs, and logos.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Application
AACSB: Ethical understanding and reasoning


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80) Telling your manager that you did extensive research on a project when you used ChatGPT to do the project for you is an example of which type of ethical issue?
A) Ethical dilemma
B) Ethical transparency
C) Ethical lapse
D) Deep fake
E) Moral rights violation
Answer: C
Explanation: An ethical lapse is a clearly unethical choice. With both internal and external communication efforts, the pressure to produce results or justify decisions can make unethical communication a tempting choice.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Application
AACSB: Ethical understanding and reasoning

81) What is the basis of ethical communication?
A) Any information that helps support a view or outcome
B) All information needed to make an informed decision
C) All information that the receiver will agree with in the decision-making process
D) Any information that can be portrayed positively
E) Any information that is supported by research
Answer: B
Explanation: Ethical communication includes all the information an audience needs to make an informed decision or take an informed stance on an issue and it is not deceptive in any way. Whenever you communicate in business, you ask audiences to trust that you will provide information that is complete and true.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Application
AACSB: Ethical understanding and reasoning


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82) When does a marketing tactic cross over into stealth marketing tactics?
A) When a company pays a person to use or test a product
B) When the marketing of a product is targeted toward a specific demographic
C) When marketing efforts are generated using GenAI
D) When a product is endorsed publicly by a social media influencer
E) When a communicator does not disclose a relationship with the company that sells the product
Answer: E
Explanation: Stealth marketing refers to communication activities that are really marketing efforts in disguise. In its broadest definition, stealth marketing can include such common tactics as product placement and guerrilla marketing, but the specific issue of concern here involves unethical product-related communication in which the communicator fails to disclose a relationship with the company that sells the product.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Application
AACSB: Ethical understanding and reasoning

83) What role does a data broker have in the issue of data privacy?
A) They aggregate information on consumers and sell profiles to markets and other organizations.
B) They verify the accuracy of all data collected on corporate websites.
C) They monitor the data organizations collect about employees and their performance.
D) They track keystrokes and online activity and sell the data to law enforcement agencies.
E) They monitor and verify that influencers disclose relationships with companies that provide them with products.
Answer: A
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Application
AACSB: Ethical understanding and reasoning


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84) How can organizations best promote an ethical culture throughout the organization?
A) Through the use of ethical communications
B) Through ongoing ethical training of employees
C) Through the distribution of a written code of ethics
D) Through the modeling of ethical behavior by top management
E) Through the establishment of an ethical hotline
Answer: D
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Application
AACSB: Ethical understanding and reasoning

85) When people must choose between alternatives that aren't completely wrong or completely right, they are facing an ethical lapse.
Answer: FALSE
Explanation: When people must choose between alternatives that aren't completely wrong or completely right, they are facing an ethical dilemma not an ethical lapse.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Concept
AACSB: Ethical understanding and reasoning

86) Ethical communication is true in every sense and includes all relevant information.
Answer: TRUE
Explanation: Ethical communication includes all relevant information, is true in every sense, and is not deceptive in any way.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Critical Thinking
AACSB: Ethical understanding and reasoning


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87) Discuss three of the five areas of unethical communications.
Answer: Five forms of unethical communication to recognize and avoid are withholding information, distorting information, plagiarizing, failing to consider negative consequences, and violating privacy. Plagiarism is presenting someone else's words or other creative product as your own. Information is essential if your audience needs it to make an intelligent, objective decision. Withholding information is unethical and could also be illegal in certain circumstances. The third type of unethical communication is distorting information, which is distorting or hiding the true intent of someone else's words. Even if you have provided all the information a situation requires and have done so without distorting it or plagiarizing anyone else's work, it is still possible to make an ethical misstep if you don't consider the consequences of your communication efforts. Privacy is a major ethical and legal issue in contemporary business, including many facets of business communication. Companies collect a staggering amount of data about customers, potential customers, and employees. Just about everything we do with digital technology generates data about our behaviors to some degree, and businesses spend billions of dollars a year gathering, buying, analyzing, and using all these clues.
Diff: 3
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Synthesis
AACSB: Ethical understanding and reasoning

88) Briefly explain the difference between an ethical dilemma and an ethical lapse.
Answer: You face an ethical dilemma when you must choose between two or more conflicting alternatives that are not completely right or completely wrong. An ethical lapse, on the other hand, occurs when you make a choice that is clearly unethical and or illegal. An ethical dilemma can lead to an ethical lapse but doesn't necessarily do so.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Critical Thinking
AACSB: Ethical understanding and reasoning

89) Discuss plagiarism and how to ensure it does not occur.
Answer: Plagiarism is presenting someone else's words or other creative product as your own. Plagiarism can be illegal if it violates a copyright which is a form of legal protection for the originators of creative content. Plagiarism standards and copyright law does not mean you can never use someone else's work. However, you must use it ethically and legally, including properly documenting your sources, clearly labeling anyone else's words and images as theirs, and using only minor portions, such as brief quotations.
Diff: 2
LO: 1.4: Define ethics, identify five forms of unethical communication, explain the difference between an ethical dilemma and an ethical lapse, and list five guidelines for making ethical communication choices.
Classification: Application
AACSB: Ethical understanding and reasoning


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90) Which of the following best describes the process of working with others to achieve a goal?
A) Ethics
B) Promotional communication
C) Transparency
D) Social responsibility
E) Collaboration
Answer: E
Explanation: During your education, you will have various opportunities to work with classmates on reports, presentations, and other projects using the process of collaboration.
Diff: 2
LO: 1.5: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Classification: Application
AACSB: Ethical understanding and reasoning

91) Which of the following can be used to define and solve problems and make decisions or form judgments about a situation or set of circumstances?
A) Critical thinking
B) Deep learning
C) Ethical dilemma
D) Transparency
E) Intellectual property
Answer: A
Explanation: Experts say that critical thinking is one of the skills that are vital for success in tomorrow's workplace. In many of the assignments and activities, you will need to define and solve problems and make decisions or form judgments about a situation or set of circumstances using critical thinking skills.
Diff: 2
LO: 1.5: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Classification: Application
AACSB: Ethical understanding and reasoning


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92) In addition to communication skills, which of the following do experts say is vital for success in tomorrow's workplace?
A) Brainstorming
B) AI
C) Channeling
D) Providing feedback
E) Critical thinking
Answer: E
Explanation: Critical thinking is used to define and solve problems, and make decision or form judgments about a situation.
Diff: 2
LO: 1.5: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Classification: Application
AACSB: Ethical understanding and reasoning

93) How do professionals in the workplace use their data literacy skills?
A) To improve collaboration efforts
B) To apply concepts to a wide variety of sills
C) To understand ethical implications of data
D) To assess, access, and interpret information
E) To build skills with technology and messaging systems
Answer: D
Explanation: There will be many opportunities to fine-tune data literacy skills, which include the ability to access, assess, interpret, manipulate, summarize, and communicate data.
Diff: 2
LO: 1.5: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Classification: Application
AACSB: Ethical understanding and reasoning

94) Which of the following skills involves completing projects and activities using word-processing apps, spreadsheets, presentation software, and AI tools?
A) Knowledge application and analysis
B) Ethical lapse
C) Information technology skills
D) Collaboration
E) Social responsibility
Answer: C
Explanation: Information technology skills include the projects and activities to build skills with technology, including word-processing apps, spreadsheets, presentation software, messaging systems, and AI tools.
Diff: 2
LO: 1.5: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Classification: Application
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95) What is the ability to learn a concept in class, and then use that knowledge on the job best described as?
A) Deep knowledge
B) Knowledge application and analysis
C) Critical thinking
D) Data literacy
E) Collaboration
Answer: B
Explanation: Knowledge application and analysis is the ability to learn a concept and then apply that knowledge to other challenges. This is a skill that employers value highly.
Diff: 2
LO: 1.5: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Classification: Application
AACSB: Ethical understanding and reasoning

96) Collaboration can be practiced by working with classmates on reports, presentations, and projects.
Answer: TRUE
Diff: 1
LO: 1.5: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Classification: Application
AACSB: Ethical understanding and reasoning

97) Knowledge application is used to define and solve problems and make decisions about a situation or set of circumstances.
Answer: FALSE
Explanation: Critical thinking is used in the process of defining and solving problems and making decisions and forming judgments about a situation or set of circumstances.
Diff: 2
LO: 1.5: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Classification: Application
AACSB: Ethical understanding and reasoning

98) Data literacy is the ability to use technology such as word-processing, spreadsheets and presentation software.
Answer: FALSE
Explanation: Data literacy is the ability to access, assess, interpret, manipulate, summarize, and communicate data.
Diff: 2
LO: 1.5: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Classification: Application
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99) Employers highly value the ability to apply a learned concept to other challenges on the job.
Answer: TRUE
Explanation: Knowledge application and analysis is the ability to learn a concept and then apply that knowledge to other challenges, and this is a skill that is highly valued by employers.
Diff: 2
LO: 1.5: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Classification: Application
AACSB: Ethical understanding and reasoning

100) Identify skills, in addition to communication skills, you can learn from this text that experts say will be vital for success in tomorrow's workplace.
Answer: In addition to communication skills, experts say critical thinking, collaboration, knowledge application and analysis, business ethics and social responsibility, information technology skills, and data literacy will be vital for success in tomorrow's workplace.
Diff: 3
LO: 1.5: Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.
Classification: Application
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# Instructor's Manual
By Faridah Awang

# Business Communication Today
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