

Arizona State University (ASU) COM259 Communication in Business and the Professions Midterm Practice Exam (Sample)

Study Guide



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Questions

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1. Which technique in oculosics involves masking true emotions with a more appropriate expression?
 - A. Neutralization
 - B. Masking
 - C. Intensification
 - D. Deintensification
2. What is the significance of tone in email communication?
 - A. It determines the length of the email
 - B. It alters the perception of the message
 - C. It only matters if the email is formal
 - D. It is less important than content
3. What does the assimilation process refer to in a workplace?
 - A. The production of new operational policies
 - B. The adjustment and settling period for new employees
 - C. The implementation of technology in the workplace
 - D. The tutorial phases of employee training
4. What enhances the effectiveness of communication through visual storytelling?
 - A. Using abstract concepts
 - B. Employing vivid images and narratives
 - C. Overloading with information
 - D. Minimizing audience engagement
5. Which of the following is NOT an element of the communication process?
 - A. Sender
 - B. Receiver
 - C. Feedback
 - D. Interpretation

6. What is one of the purposes of nonverbal communication?
- A. To pacify conflict
 - B. To express emotion
 - C. To provide feedback
 - D. To regulate conversation length
7. What role does touch play in nonverbal communication?
- A. It is often ambiguous in meaning
 - B. It enhances spoken messages
 - C. It is universally understood
 - D. It can convey both affection and aggression
8. What does the term 'communication channels' refer to?
- A. Only formal meeting invitations
 - B. The mediums through which messages are transmitted
 - C. Only digital formats
 - D. A set of rules for effective communication
9. What is the main goal of persuasive communication in a business context?
- A. To provide information
 - B. To entertain an audience
 - C. To convince the audience of a viewpoint
 - D. To summarize a report
10. What does summarizing information allow in the context of business communication?
- A. To retain key points efficiently
 - B. To elaborate on every detail
 - C. To avoid important information
 - D. To provide excessive details

Answers

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1. B
2. B
3. B
4. B
5. D
6. B
7. D
8. B
9. C
10. A

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Explanations

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1. Which technique in oculesics involves masking true emotions with a more appropriate expression?

- A. Neutralization
- B. Masking
- C. Intensification
- D. Deintensification

Masking is a technique in oculesics that refers to the act of concealing true emotions by presenting a different, more socially acceptable expression. This is often employed in professional environments where individuals may feel the need to suppress their genuine reactions—such as anger, sadness, or disappointment—and instead replace them with a smile or a neutral facial expression. The purpose of masking is to maintain a positive interaction or to adhere to social norms, even when one's internal feelings are at odds with the outward display. In contexts such as business and professional communication, being able to mask emotions effectively can be crucial in ensuring that messages are conveyed in a manner that is appropriate for the situation. This technique allows individuals to navigate potentially sensitive interactions without showing vulnerability or negativity, fostering a more constructive atmosphere.

2. What is the significance of tone in email communication?

- A. It determines the length of the email
- B. It alters the perception of the message
- C. It only matters if the email is formal
- D. It is less important than content

The significance of tone in email communication lies primarily in its ability to alter the perception of the message. Tone conveys emotions and attitudes that can dramatically affect how the message is interpreted by the recipient. For instance, a friendly and positive tone can make a message more engaging and foster goodwill, while a curt or harsh tone might lead to misunderstandings or negative feelings. Therefore, the way a message is expressed—beyond its content—plays a critical role in how it is received and understood by the audience. This makes tone an essential component of effective communication, particularly in a professional setting where relationships matter and clarity is key.

3. What does the assimilation process refer to in a workplace?

- A. The production of new operational policies
- B. The adjustment and settling period for new employees
- C. The implementation of technology in the workplace
- D. The tutorial phases of employee training

The assimilation process in a workplace primarily refers to the adjustment and settling period for new employees. This phase is crucial as it encompasses how new hires integrate into the organizational culture, adapt to their roles, and establish relationships with colleagues. During this period, individuals learn the norms and expectations of the workplace, as well as the operational dynamics of their teams. This adjustment helps in reducing the time it takes for new employees to become fully productive, as they gain a deeper understanding of the company's values, procedures, and social structures. Effective assimilation processes can lead to increased job satisfaction, retention rates, and overall organizational cohesion. The other options do not accurately capture the essence of the assimilation process; they focus on distinct aspects such as policy creation, technological implementation, or training steps, rather than the broader context of employee integration and adaptation within the workplace.

4. What enhances the effectiveness of communication through visual storytelling?

- A. Using abstract concepts
- B. Employing vivid images and narratives
- C. Overloading with information
- D. Minimizing audience engagement

Employing vivid images and narratives significantly enhances the effectiveness of communication through visual storytelling because it engages the audience's senses and emotions. Visual storytelling is rooted in the ability to convey messages in a way that is memorable and relatable. By incorporating striking visuals and compelling narratives, the storyteller can create a strong connection with the audience, making the information more impactful and easier to understand. Vivid images capture attention and help to illustrate complex concepts, while narratives provide context and flow to the message. This combination fosters greater retention of information and encourages the audience to engage emotionally with the content. Consequently, vivid imagery and storytelling can transform an ordinary piece of information into an engaging experience that resonates with the audience. In contrast, using abstract concepts may lead to confusion and disengagement, as audiences often struggle to grasp intangible ideas without concrete references. Overloading with information can overwhelm the audience, reducing clarity and hindering effective communication. Minimizing audience engagement undermines the purpose of visual storytelling, as the goal is to actively involve the audience in the narrative rather than leaving them disconnected.

5. Which of the following is NOT an element of the communication process?

- A. Sender
- B. Receiver
- C. Feedback
- D. Interpretation

The communication process consists of several key elements that facilitate the transfer of information from one party to another. These elements include the sender, who initiates the communication by encoding a message; the receiver, who decodes the message and interprets its meaning; and feedback, which is the response from the receiver back to the sender that helps to confirm whether the message has been understood correctly. In this context, interpretation is not classified as a standalone element of the communication process. Instead, it is a part of the receiver's responsibilities when decoding the message. While interpretation plays a crucial role in making sense of the message received, it does not function independently as an element of the basic communication model. Therefore, identifying it as not being a discrete element aligns with the foundational concepts of communication. Recognizing the distinct roles of sender, receiver, and feedback is essential for understanding effective communication, while interpretation is inherent within the receiver's processing of the given message.

6. What is one of the purposes of nonverbal communication?

- A. To pacify conflict
- B. To express emotion
- C. To provide feedback
- D. To regulate conversation length

One of the key purposes of nonverbal communication is to express emotion. Nonverbal cues such as facial expressions, body language, gestures, and posture often convey feelings and emotional states that may not be articulated through words. For example, a smile can indicate happiness or approval, while crossed arms might suggest defensiveness or discomfort. This ability to communicate emotions without words is essential in building rapport and understanding in interpersonal relationships, both in personal contexts and professional settings. While nonverbal communication can indeed have roles in other areas—such as pacifying conflict, providing feedback, or regulating conversation length—expressing emotion stands out as a fundamental aspect that enhances and complements verbal messages. Emotions are often complex and nuanced, and nonverbal signals can convey these subtleties effectively, making them a crucial element of human interaction.

7. What role does touch play in nonverbal communication?

- A. It is often ambiguous in meaning
- B. It enhances spoken messages
- C. It is universally understood
- D. It can convey both affection and aggression

Touch plays a significant role in nonverbal communication as it can effectively convey a wide range of emotions and intentions. This duality is essential, as touch can express feelings of affection, such as a comforting hug or a friendly pat on the back, while at the same time, it can communicate aggression, such as a forceful grip or an unwelcome touch. This capacity for touch to convey both positive and negative emotions highlights its complexity and importance in interpersonal interactions. Understanding the implications of touch in communication is crucial, as it can greatly influence the dynamics between individuals. For instance, a soft and gentle touch can foster intimacy and trust, while a harsh or intrusive touch can create discomfort and signal hostility. The other options do not capture the full scope of the role of touch effectively. Ambiguity in meaning can arise from various forms of nonverbal communication, but this is a broader characteristic rather than something unique to touch. While touch can enhance spoken messages, it doesn't universally enhance them in all contexts. Lastly, the idea that touch is universally understood overlooks cultural differences that can affect how touch is interpreted, illustrating that understanding of touch is not uniform across all societies.

8. What does the term 'communication channels' refer to?

- A. Only formal meeting invitations
- B. The mediums through which messages are transmitted
- C. Only digital formats
- D. A set of rules for effective communication

The term 'communication channels' refers to the mediums through which messages are transmitted. This encompasses a wide range of formats, including verbal, nonverbal, written, and digital methods of communication. Understanding communication channels is crucial in both business and professional settings, as they determine how information is shared and received within an organization, and can significantly impact the clarity and effectiveness of the message. By recognizing the broad range of communication channels available, businesses can tailor their messages to fit the audience and context, ensuring the information is conveyed effectively. This might include face-to-face meetings, emails, phone calls, video conferences, social media, and more. Such flexibility allows for more productive interactions and can foster better relationships among team members and stakeholders.

9. What is the main goal of persuasive communication in a business context?

- A. To provide information
- B. To entertain an audience
- C. To convince the audience of a viewpoint
- D. To summarize a report

The primary goal of persuasive communication in a business context is to convince the audience of a specific viewpoint or to motivate them to take a desired action. This form of communication involves not just presenting information, but also framing it in a way that engages the audience's emotions and logic, leading them to adopt a particular belief or to act upon the message delivered. Persuasive communication typically employs strategies like establishing credibility, appealing to the audience's needs and values, and using compelling evidence to support arguments. In business settings, this could manifest in various ways, such as persuading stakeholders to support a project, encouraging customers to purchase a product, or motivating team members to embrace a new initiative. The other options, while relevant in their own contexts, do not capture the essence of persuasive communication. Providing information is more aligned with informative communication, which aims to educate rather than convince. Entertaining an audience may engage them temporarily but does not necessarily influence their beliefs or actions in a business context, nor does summarizing a report focus on persuasion; it is more about condensing information for clarity. Therefore, the main objective of persuasive communication firmly centers on the ability to change minds or behaviors, making it a critical skill in professional environments.

10. What does summarizing information allow in the context of business communication?

- A. To retain key points efficiently
- B. To elaborate on every detail
- C. To avoid important information
- D. To provide excessive details

Summarizing information in the context of business communication is crucial because it allows individuals to retain key points efficiently. In a business environment, where time is often limited and clarity is paramount, distilling complex information into its essential components helps ensure that the most relevant messages are conveyed and understood by the audience. This capability to identify and highlight main ideas facilitates quicker decision-making and enhances comprehension, enabling colleagues or stakeholders to grasp important concepts without wading through excessive information. Effective summarization not only makes communication more direct and purposeful but also fosters better engagement and retention among the audience, leading to more productive discussions and actions based on that information.