

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

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

- 1. What is a key benefit of networking in business communication?**
 - A. It helps with inventory management**
 - B. It builds professional relationships**
 - C. It focuses solely on internal communication**
 - D. It limits information sharing**
- 2. What is the fear of public speaking often referred to as?**
 - A. Social anxiety**
 - B. Communication apprehension**
 - C. Trait anxiety**
 - D. Performance anxiety**
- 3. 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**
- 4. What do nonverbal codes include?**
 - A. Only body language**
 - B. Textual expression**
 - C. Vocal expression and body movement**
 - D. Written words and gestures**
- 5. What purpose does a business report serve?**
 - A. It entertains the audience**
 - B. It conveys information and analyzes data**
 - C. It summarizes previous meetings**
 - D. It replaces verbal communication**

- 6. Which ethical consideration in business communication involves being honest and not misleading?**
- A. Respect for privacy**
 - B. Transparency**
 - C. Innovation**
 - D. Accountability**
- 7. Which nonverbal cue presents one's personality?**
- A. Vocal tone**
 - B. Body movement**
 - C. Physical appearance**
 - D. Facial expressions**
- 8. Why is visual storytelling significant in business communication?**
- A. It solely relies on text**
 - B. It conveys messages in an engaging and memorable way**
 - C. It complicates the message for the audience**
 - D. It avoids the use of narrative**
- 9. What is the primary focus of interpersonal communication in the workplace?**
- A. Establishing formal channels of communication**
 - B. Cocreation of meaning through interaction**
 - C. Delivering presentations to large groups**
 - D. Developing written communication skills**
- 10. What is the impact of poor interpersonal communication on workplace relationships?**
- A. It fosters strong teamwork.**
 - B. It decreases trust and collaboration.**
 - C. It enhances productivity.**
 - D. It promotes understanding among team members.**

Answers

- 1. B**
- 2. B**
- 3. C**
- 4. C**
- 5. B**
- 6. B**
- 7. C**
- 8. B**
- 9. B**
- 10. B**

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Explanations

1. What is a key benefit of networking in business communication?

- A. It helps with inventory management**
- B. It builds professional relationships**
- C. It focuses solely on internal communication**
- D. It limits information sharing**

The key benefit of networking in business communication is that it builds professional relationships. Networking involves interacting with others to exchange information, ideas, and resources, which fosters relationships that can be invaluable in a professional context. These relationships can lead to opportunities for collaboration, referrals, mentorship, and support—critical elements that can enhance one's career and business success. Networking allows individuals to connect with peers, industry leaders, and potential clients, thereby expanding their influence and reach within a specific field. Strong professional relationships can lead to trust, improved communication, and shared opportunities, all of which contribute to a more robust professional network. In contrast, the other options do not capture the essence of networking's benefits. Managing inventory is a logistical task, focusing solely on internal communication restricts the value gained from external connections, and limiting information sharing contradicts the fundamental purpose of networking, which is to facilitate the flow of information and resources among professionals.

2. What is the fear of public speaking often referred to as?

- A. Social anxiety**
- B. Communication apprehension**
- C. Trait anxiety**
- D. Performance anxiety**

The fear of public speaking is often referred to as communication apprehension. This term specifically captures the anxiety or fear experienced when anticipating or engaging in communication activities, particularly in front of an audience. Communication apprehension can manifest in various contexts but is especially prevalent in situations involving public speaking, where individuals may fear judgment or evaluation by others. This overarching concept encompasses the emotional and psychological barriers that many face in their communication endeavors. While social anxiety is a broader term that describes the fear of social situations in general, communication apprehension zeroes in on communication-related contexts. Similarly, trait anxiety refers to a person's general tendency to experience anxiety across various situations, making it a broader construct than what's specifically at play in public speaking scenarios. Performance anxiety, while related, typically refers to anxiety experienced during the act of performing - such as acting, singing, or speaking - whereas communication apprehension is more about the anticipation leading up to those moments. Hence, communication apprehension is the most precise term for the fear associated with public speaking.

3. 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.

4. What do nonverbal codes include?

- A. Only body language**
- B. Textual expression**
- C. Vocal expression and body movement**
- D. Written words and gestures**

Nonverbal codes encompass a range of communication methods that do not rely on words, and they include both vocal expression, such as tone of voice and inflection, and body movement, such as gestures and posture. This combination captures how meaning is conveyed through non-verbal cues. Vocal expressions can communicate emotions and nuances that words alone may not convey, while body movements can illustrate concepts or sentiments visually, enhancing the overall message being communicated. The other options provided do not fully encompass the broad spectrum of nonverbal communication. For instance, focusing solely on body language neglects other significant aspects, such as vocal nuances. Textual expression, while it can convey meaning, is verbal in nature and does not fit into nonverbal communication categories. Similarly, written words and gestures mix verbal and nonverbal forms, but nonverbal codes specifically emphasize forms of expression that do not involve textual elements.

5. What purpose does a business report serve?

- A. It entertains the audience
- B. It conveys information and analyzes data**
- C. It summarizes previous meetings
- D. It replaces verbal communication

A business report primarily serves the purpose of conveying information and analyzing data. This function is essential because it allows stakeholders, decision-makers, and team members to understand complex information in a structured manner. Reports provide clarity through facts, figures, and analyses, which enables informed decision-making and strategic planning within the organization. While other options may touch on aspects of a business report, they do not capture the core purpose as effectively. For instance, while a report might summarize previous meetings, this is only one potential aspect and not the primary aim. Additionally, although reports can enhance communication, they do not replace verbal interactions entirely; rather, they complement them by providing a detailed written account that can be referenced later. Lastly, entertainment is not a goal of business reports, as the focus is on analysis and information dissemination rather than engaging or amusing the audience.

6. Which ethical consideration in business communication involves being honest and not misleading?

- A. Respect for privacy
- B. Transparency**
- C. Innovation
- D. Accountability

The concept of transparency in business communication refers to the practice of being open and honest about information, ensuring that communication is clear and not intended to mislead recipients. When organizations prioritize transparency, they disclose important details and provide accurate information, thereby fostering trust and credibility with their audience. In business settings, when communication lacks transparency, it can lead to misunderstandings, false perceptions, and a breakdown of trust. This principle is crucial in maintaining a positive relationship between businesses and their stakeholders, as it emphasizes the importance of presenting facts straightforwardly and accurately. Other choices like respect for privacy, innovation, and accountability, while important in their own rights, do not directly align with the core value of honesty and the avoidance of misleading information in communication.

7. Which nonverbal cue presents one's personality?

- A. Vocal tone
- B. Body movement
- C. Physical appearance**
- D. Facial expressions

Physical appearance serves as a significant nonverbal cue that can reflect various aspects of an individual's personality. It encompasses a wide range of attributes, including clothing style, grooming, and overall presentation. These visual indicators often convey information about a person's values, lifestyle choices, and even their social status, influencing the perceptions others have of them. For example, someone who dresses in a professional manner may be perceived as more competent and serious, while a person with a unique or unconventional style might be seen as creative or independent. Thus, physical appearance can provide insights into a person's identity and the way they want to be perceived in professional and social contexts. While vocal tone, body movement, and facial expressions also contribute to understanding someone's personality, they often complement or enhance the information communicated through physical appearance rather than serving as the primary indicator.

8. Why is visual storytelling significant in business communication?

- A. It solely relies on text
- B. It conveys messages in an engaging and memorable way**
- C. It complicates the message for the audience
- D. It avoids the use of narrative

Visual storytelling is significant in business communication because it conveys messages in an engaging and memorable way. This approach utilizes visual elements such as images, videos, infographics, and animations to create a narrative that resonates with the audience. By appealing to both the emotional and cognitive aspects of communication, visual storytelling can enhance comprehension and retention of information. When people process information visually, they can quickly grasp concepts, see relationships, and remember the material longer than if it were presented solely in text. In today's fast-paced environment where attention spans are shorter, visual storytelling effectively captures and maintains interest, making it a powerful tool in conveying complex ideas simply and attractively. This method not only enriches the message but also fosters a connection with the audience, which is essential in business contexts where building relationships and engaging stakeholders are crucial. The other choices lack relevance to the effectiveness of visual storytelling. Sole reliance on text does not leverage the potential of visuals; complicating the message detracts from clarity and understanding, and avoiding narrative removes the essential storytelling element that makes communication impactful. Thus, the emphasis on engaging and memorable communication through visuals positions it as a vital strategy in business communication.

9. What is the primary focus of interpersonal communication in the workplace?

- A. Establishing formal channels of communication**
- B. Cocreation of meaning through interaction**
- C. Delivering presentations to large groups**
- D. Developing written communication skills**

The primary focus of interpersonal communication in the workplace is indeed the co-creation of meaning through interaction. This emphasizes the importance of understanding and interpreting messages between individuals in a way that builds relationships and fosters collaboration. Effective interpersonal communication often involves active listening, feedback, and the exchange of ideas, which are crucial for ensuring clarity and alignment among team members. In the context of workplace dynamics, interpersonal communication is crucial for problem-solving, conflict resolution, and fostering a positive workplace culture. Through engaging conversations, individuals can better understand each other's perspectives, allowing for the development of shared goals and collective solutions. The other options, while relevant to various aspects of communication in the workplace, do not encapsulate the essence of interpersonal communication. Establishing formal channels is important for organizational communication but focuses less on the individual interactions that build relationships. Delivering presentations is a skill focused on conveying information to larger groups rather than the dynamic exchange between individuals. Developing written communication skills is essential but is more about conveying information in writing rather than the interpersonal aspect of face-to-face or verbal exchanges. Therefore, the emphasis on co-creating meaning highlights the relational and dynamic nature of effective communication among colleagues.

10. What is the impact of poor interpersonal communication on workplace relationships?

- A. It fosters strong teamwork.**
- B. It decreases trust and collaboration.**
- C. It enhances productivity.**
- D. It promotes understanding among team members.**

The impact of poor interpersonal communication on workplace relationships is indeed significant, primarily because it decreases trust and collaboration among team members. When communication is ineffective, misunderstandings can arise, leading to a breakdown in relationships. Team members may feel that their thoughts and ideas are not valued if they cannot express themselves clearly or if they misinterpret others. This decline in trust can result in individuals working in silos instead of collaboratively, thereby hindering teamwork and the overall goal of achieving shared objectives. Additionally, with a lack of open and honest communication, the environment can become tense and uncomfortable, further discouraging collaboration. When trust erodes, team dynamics suffer, making it challenging for members to rely on each other. This ultimately leads to inefficiencies and a less cohesive work environment, impacting not just interpersonal relationships but also overall productivity and morale. In contrast, other options illustrate positive outcomes that are not associated with poor communication, such as enhancing productivity or promoting understanding, which cannot occur when interpersonal communication failures are prevalent.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://asu-com259midterm.examzify.com>

We wish you the very best on your exam journey. You've got this!