# BUSINESS COMMUNICATION ESSENTIALS

## 6<sup>TH</sup> EDITION BY BOVEE

### TEST BANK

#### Chapter 1 Understanding Business Communication in Today's Workplace

1) Which of the following is true about the importance of effective communication to your careerand to the companies where you will work?

A) Communication is important for most jobs, except technical jobs such as engineering orfinance.

B) The higher you rise in your organization, the more time you spend using the technical skills of your profession, and the less time you spend communicating.

C) Good communicators are generally more difficult to find than good accountants, goodengineers, or good attorneys.

D) Good communication has not been linked to financial advantages for companies.

 E) Communication is important for most jobs, unless you are an entrepreneur. Answer: C

Explanation: C) The world is full of good marketing strategists, good accountants, good engineers, and good attorneys—but it is not full of good communicators. Acquiring good communication skills will provide you with an opportunity to stand out from your competition in the job market.

Classification: Conceptual AACSB: Communication

AbilitiesLO: 1

## **Business Communication Essentials 6th Edition Solution**

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Zane K. Quible, Margaret H. Johnson, Dennis L. Mott, 1996 Business Communication Business Writing found in departments of Business English or Communication This text is designed to help students improve their ability to communicate more effectively especially in a business setting both in writing and orally It outlines writing concepts essential for all types of business documents discusses appropriate content and structure for specific types of business documents and explains how employees can make more effective presentations in both small and larger groups

El-Hi Textbooks in Print, 1984

The British National Bibliography Arthur James Wells, 2009 Small Business Sourcebook, 1999 A guide to the information services and sources provided to 100 types of small business by associations consultants educational programs franchisers government agencies reference works statisticians suppliers trade shows and venture capital firms Gregg News Letter & Shorthand Speed Tests ,1965 Canadian Books in Print ,2003 The Cumulative Book Index ,1995 A world list of books in the English language Willings Press Guide 2006 V1 United Kingdom Waymaker Publishing, 2006-02 Now distributed by Thomson Gale the Willings Press Guide has been the world's leading international media directory for 125 years It provides extensive professionally researched coverage of the UK and international print media national and regional newspapers magazines periodicals and special interest titles Books in Series in the United States R.R. Bowker Company, Dept. of Bibliography Staff, 1978 Forthcoming Books Rose Arny, 2003

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