

BUSINESS COMMUNICATION

ESSENTIALS

6TH 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 career and to the companies where you will work?

- A) Communication is important for most jobs, except technical jobs such as engineering or finance.
 - 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, good engineers, 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

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