

Chapter 2 Test Items  
Section #1

**Section 1 – Multiple Choice Questions**

1. \_\_\_\_\_ is the philosophical study and evaluation of the means and ends of human behavior.
  - a. attitudes
  - b. beliefs
  - \*c. ethics
  - d. values
  
2. Which component of an ethical analysis examines the tools or behaviors that an individual or group of individuals employs to achieve a desired outcome?
  - a. ends
  - b. inputs
  - \*c. means
  - d. outputs
  
3. Which component of an ethical analysis examines the outcomes that an individual or group of individuals desires to achieve.
  - \*a. ends
  - b. inputs
  - c. means
  - d. outputs
  
4. Donnie creates a brand new advertising campaign for a large nonprofit organization. He goes into the creation of the campaign for all the right reasons, but ultimately the campaign leads to a lot of unintentional controversy that actually leads to a depreciation in the donations the organization receives. What ethical context does this represent?
  - a. ethical behavior
  - b. Machiavellian ethic
  - \*c. subjective ethic
  - d. unethical behavior
  
5. Which form of ethics is described by having ethical means leading to an ethical end?
  - \*a. ethical behavior
  - b. Machiavellian ethic
  - c. subjective ethic
  - d. unethical behavior

6. Rania knows that being completely honest with a group of investors will probably not be the best way to get the investors to invest. However, she knows that if the investors invest in her company she can triple their investment in 6 months. Rania decides to lie to the investors and does get them their 3-fold return on investment. What type of ethics has Rania utilized?

- a. ethical behavior
- \*b. Machiavellian ethic
- c. subjective ethic
- d. unethical behavior

7. Which type of ethics starts with bad means and leads to a bad end result?

- a. ethical behavior
- b. Machiavellian ethic
- c. subjective ethic
- \*d. unethical behavior

8. Lucas tends to only look out for his own personal interests. As such, Lucas communicates in whatever manner is most effective for achieving his communicative goals. What ethical perspective does Lucas most embody?

- a. ethical egoism
- b. nihilism
- \*c. psychological egoism
- d. subjectivism

9. Hiro is an American businessman who does a lot of work in Japan. In Japan it's not that uncommon for some sort of bribe to be required to grease the wheels of business. In Hiro's perception, he knows that the bribery behavior is illegal in the United States, but he sees bribery as a necessary part of doing business in Japan. When in Japan, do what the Japanese do is Hiro's motto! What ethical perspective does this represent?

- a. communitarianism
- \*b. cultural relativism
- c. nihilism
- d. subjectivism

10. Which philosophical perspective sees the potential of bad repercussions happening after a good outcome?

- a. ethical behavior
- b. Machiavellian ethic
- c. subjective ethic
- \*d. moral balance

## Section 2 – True or False Questions

1. Ethical behavior involves a “good” means leading to a “good” end.  
  - \*a. True
  - b. False
2. Machiavellian ethics involves a “good” means that leads to a “bad” end.  
  - a. True
  - \*b. False
3. According to an altruistic ethical perspective, communicative behavior must lead to a good end for the receiver.  
  - \*a. True
  - b. False
4. According to a communitarianism ethical perspective, businesses must behave in a manner that helps the social fabric of society.  
  - \*a. True
  - b. False
5. According to a justice ethical perspective, the standard for determining the ethicality of something is the greatest good for the greatest number of people.  
  - a. True
  - \*b. False

### **Section 3 – Short Answer/Essay Questions**

1. Define and explain the term “ethics.”
2. Explain the importance of intentions, means, and outcomes with regards to ethics.
3. Provide clear business-related examples for each of the four types of ethics discussed by James McCroskey, Jason Wrench, and Virginia Richmond.
4. Compare and contrast at least four unique major ethical perspectives. Make sure you discuss how these relate to both the business world and communication.

Chapter 2 Test Items  
Section #2

**Section 1 – Multiple Choice Questions**

1. The Center for Business Ethics at Bentley College was founded in what year?
  - \*a. 1976
  - b. 1984
  - c. 1994
  - d. 2002
  
2. Using Twitter during business hours when you should be working is an example of which of Owen Cherrington and David Cherrington's ethical lapses?
  - a. bribes, payoffs, and kickbacks
  - b. fraud and deceit
  - c. lying
  - \*d. stealing
  
3. Taking responsibility for a completed project when someone else completed the project is an example of which of Owen Cherrington and David Cherrington's ethical lapses?
  - a. bribes, payoffs, and kickbacks
  - b. fraud and deceit
  - \*c. lying
  - d. stealing
  
4. Knowing that a new report would his colleague complete an assigned project, Carl decided to keep the report to himself and locked it away in his desk. This is an example of which of Owen Cherrington and David Cherrington's ethical lapses?
  - a. cheating
  - \*b. hiding versus divulging information
  - c. interpersonal abuse
  - d. personal decadence
  
5. Mia loves having the corporate credit card. She often charges things to her expense account for spa trips when she's away at work because the charge just shows up as a hotel expense and doesn't get questioned by accounting. This is an example of which of Owen Cherrington and David Cherrington's ethical lapses?
  - a. cheating
  - b. hiding versus divulging information
  - c. interpersonal abuse
  - \*d. personal decadence

6. Karla knows that Jonathan regularly takes two-hour long lunch breaks and often leaves on Friday around noon. Karla just assumes that Jonathan will eventually get caught by the higher-ups, so she just ignores Jonathan's lapses in ethical judgment and keeps to herself. Karla's behavior is an example of which of Owen Cherrington and David Cherrington's ethical lapses?

- \*a. abetting unethical acts
- b. Moral balance
- c. organizational abuse
- d. rule violations

7. Which of Owen and David Cherrington's ethical lapses refers to the possibility that a good outcome may later have bad repercussions?

- a. abetting unethical acts
- \*b. Moral balance
- c. organizational abuse
- d. rule violations

8. Which of the following is NOT a concern noted by Jason Lundy related to social media use in the workplace?

- a. disparaging, harassing, or bullying coworkers online
- \*b. increased questionable profits
- c. misuse of company equipment
- d. privacy

9. According to the Ethics Resource Center, which of the following is a way organizations can positively use social media?

- a. announce old business deals that are finished
- b. facilitate individual work
- c. fire current clients
- \*d. foster discussions of organizational ethics

10. Which generation of worker values diversity, technoliteracy, and self-reliance?

- a. Baby Boomer
- \*b. Generation X
- c. Generation Y
- d. Generation Z

## **Section 2 – True or False Questions**

1. Interpersonal abuse encompasses “physical violence, sexual harassment, emotional abuse, abuse of one's position, racism, and sexism” between individuals in the workplace.

- \*a. True
- b. False

2. According to a 2012 National Business Ethics Survey, only 20 percent of workers today engage in some form of online social networking activity at work.

- a. True
- \*b. False

3. According to the Ethics Resource Center, one positive way to use social media is to use it to recruit potential new clients and organizational members.

- \*a. True
- b. False

4. Generation Z workers are motivated by creativity in the workplace.

- \*a. True
- b. False

5. When communicating with a member of the Traditionalist Generation, e-mail is your best option.

- a. True
- \*b. False

### **Section 3 – Short Answer/Essay Questions**

1. Explain and provide examples of four of Owen Cherrington and David Cherrington's 12 types of ethical lapses in the workplace.

2. Explain the issues surrounding social networking behaviors and ethics in the modern workplace. What is clearly unethical behavior versus behavior that could be ethical?

3. According to the Ethics Resource Center, what are five ways that social media could be used ethically in the modern workplace?

4. Differentiate between two different generations and their approaches to ethics in the workplace.

Chapter 2 Test Items  
Section #3

**Section 1 – Multiple Choice Questions**

1. Which of the following is NOT a reason for why communication ethics should be considered according to Richard Johannesen, Kathleen Valde, and Karen Whedbee?

Communicative behavior:

- a. can be judged by standards of right and wrong
- b. could have a significant impact on other persons
- c. involves conscious choice of means and ends
- \*d. involves children under the age of 18

2. Joana is a communication ethics consultant. In her view, communication ethics is primarily concerned with the creation of messages within an organization. In fact, when she works with various CEOs, she always stresses the importance of ensuring ethicality when they are speaking to a wide range of organizational stakeholders. Which of Kenneth Andersen's viewpoints of ethical communication does Joana illustrate?

- \*a. source
- b. receiver
- c. society
- d. rhetorical

3. Which of Kenneth Andersen's viewpoints of ethical communication argues that an individual has a 100% responsibility to listen, to be critical, to evaluate, to reject, to demand more information, and to reject, whatever the case may be?

- \*a. source
- b. receiver
- c. society
- d. rhetorical

4. If you find out that one of your coworkers is embezzling from your organization, which of Kenneth Andersen's viewpoints of ethical communication is most applicable?

- \*a. source
- b. receiver
- \*c. society
- d. rhetorical

5. John grew up believing "early to bed, early to rise, makes a man healthy, wealthy, and wise." This rational explanation for why we engage in work in the US exemplifies which understanding of ethics according to Ron Arnett, Janie Harden Fritz, and Leeanne Bell?

- \*a. commonsense
- b. learning
- c. practical
- d. theoretical

6. Jonas takes a clear communitarian approach to ethics. Which of Ron Arnett, Janie Harden Fritz, and Leeanne Bell three understandings of ethics does this represent?

- a. commonsense
- b. learning
- c. practical
- \*d. theoretical

7. Which of Ron Arnett, Janie Harden Fritz, and Leeanne Bell three understandings of ethics argues that individuals must take the lack of consensus as an opportunity to seek out and learn from the many ways that different cultures perceive and understand communicative ethics?

- a. commonsense
- \*b. learning
- c. practical
- d. theoretical

8. What are the commonly understood, taken-for-granted assumptions about the way the world works and expected communicative behaviors one will meet in navigating that world in daily life?

- \*a. commonsense
- b. ethical understanding
- c. rational ethic
- d. theoretical understanding of ethics

9. Which of the following is NOT part of the National Communication Association's Credo for Ethical Communication?

- a. we advocate truthfulness
- \*b. we disavow consequences of communication
- c. we advocate communication sharing
- d. we promote access to communication resources and opportunities as necessary to fulfill human potential

10. Which of the following is an ethical statement from the National Communication Association's Credo for Ethical Communication?

- a. We advocate truthfulness, accuracy, honesty, and reason as essential to the integrity of communication.

- \*b. We disseminate accurate information and promptly correct any erroneous communication for which they may be responsible.
- c. We endorse freedom of expression, diversity of perspective, and tolerance of dissent to achieve the informed and responsible decision making fundamental to a civil society.
- d. We strive to understand and respect other communicators before evaluating and responding to their messages.

## **Section 2 – True or False Questions**

1. Active listening, however, first requires objective reception rather than forming snap judgments based on initial perceptions of the source or the message.

- \*a. True
- b. False

2. If the tools are positive and the effects unpredictable, then ethical judgments should be based exclusively on the intent of the source toward the audience.

- a. True
- \*b. False

3. Ethical communicators can assume that their own common sense and favorite theories are universal truths acknowledged by all.

- a. True
- \*b. False

4. Nonverbal communication is governed by a culture's commonsense.

- \*a. True
- b. False

5. According to the National Communication Association's Credo for Ethical Communication, ethical communication involves sharing information, opinions, and feelings when facing significant choices while also respecting privacy and confidentiality.

- \*a. True
- b. False

## **Section 3 – Short Answer/Essay Questions**

1. Explain the three reasons for why ethics must be considered when examining communication discussed by Richard Johannesen, Kathleen Valde, and Karen Whedbee.

2. Differentiate among the three viewpoints for ethics discussed by Kenneth Andersen.

3. Explain Ron Arnett, Janie Harden Fritz, and LEEANNE Bell's three understandings of ethics.
4. Apply four principles of ethical communication presented in the National Communication Association's Credo for Ethical Communication to the organizational communication context.

Chapter 2 Test Items  
Section #4

**Section 1 – Multiple Choice Questions**

1. Which of the following is NOT a question posed by W. Charles Redding related to communication ethics in organizations?
  - a. What messages or other communication events are perceived by which perceivers as unethical?
  - b. Why? That is, what criteria are cited for making specific ethical evaluations?
  - \*c. In what respects do these criteria appear to be universal across organizational cultures?
  - d. What are the consequences of unethical communication?
  
2. According to W. Charles Redding's typology of unethical organizational communication, an individual who hoards information within the organization to ensure her or his power-base exhibits what type of unethical communication?
  - a. destructive
  - b. deceptive
  - c. manipulative/exploitative
  - \*d. secretive
  
3. An individual who violates confidentiality and privacy to gain an advantage is engaging in which form of unethical organizational communication according to W. Charles Redding?
  - \*a. destructive
  - b. deceptive
  - c. secretive
  - d. manipulative/exploitative
  
4. According to W. Charles Redding's typology of unethical organizational communication, an individual who employs bureaucratic euphemisms to cover up the truth exhibits what type of unethical communication?
  - a. coercive
  - \*b. deceptive
  - c. intrusive
  - d. manipulative/exploitative
  
5. An individual who secretly uses her or his smart-phone to record a conversation between coworkers is engaging in which form of unethical organizational communication according to W. Charles Redding?
  - a. coercive

- b. deceptive
- \*c. intrusive
- d. manipulative/exploitative

6. According to Marifran Mattson and Patrice Buzzanell's feminist perspective of organizational communication ethics, which of the four dimensions is concerned with whether or not the voice of a vulnerable individual is affected?

- a. apply ethical principle
- b. define ethical dilemma
- c. develop ethical solution
- \*d. examine ethical values

7. Which of the following is an accurate representation of Marifran Mattson and Patrice Buzzanell's feminist perspective of organizational communication ethics?

- a. organizations make a significant choice when they follow or deviate from ethical standards
- b. ethical communication involves ensuring that people have the appropriate amount of information for ethical decision making
- c. organizations must control how meanings are attached to various organizational practices
- \*d. organizational communication should strive towards equitable power-sharing and decision-making

8. According to Marifran Mattson and Patrice Buzzanell's feminist perspective of organizational communication ethics, which of the four dimensions is concerned with describing power struggles and attempts to marginalize vulnerable people?

- a. apply ethical principle
- \*b. define ethical dilemma
- c. develop ethical solution
- d. examine ethical values

9. Donna is a human performance improvement expert working for a medium-sized government agency. She's been tasked with overseeing ethical compliance across the organization. The first thing Donna does when taking on the project is see what current ethical organizational policies people are acquainted with. Which part of a gap analysis has Donna completed?

- a. attitude
- \*b. knowledge
- c. psychomotor
- b. skill

10. What is the systematic process for identifying and analyzing human performance problems and designing results-oriented inventions to improve people, processes, and organizations?

- a. change management professional

- \*b. human performance improvement
- c. organizational development
- d. training and development

## **Section 2 – True or False Questions**

1. According to the International Association of Business Communicators (IABC) Code of Ethics, professional communicators uphold the credibility and dignity of their profession by practicing honest, candid, and timely communication and by fostering the free flow of essential information in accord with the public interest.

- \*a. True
- b. False

2. A significant choice involves the degree to which decisions are made (1) free from coercion, (2) with all available information, (3) through an examination of reasonable alternatives and short-term and long-term consequences, and (4) with an openness toward personal motives.

- \*a. True
- b. False

3. Unethical business communication is always ineffective.

- a. True
- \*b. False

4. Prescriptive ethics explains the structures of power that condition people's responses.

- a. True
- \*b. False

5. The evaluator Role taken on by a human performance improvement specialist occurs when he or she (1) examines if intervention is actually improving performance and (2) demonstrates the effectiveness of the intervention to the organization.

- \*a. True
- b. False

## **Section 3 – Short Answer/Essay Questions**

1. Define and explain W. Charles Redding's Typology of Unethical Communication. Make sure you differentiate among the six types of unethical communication.

2. Explain Marifran Mattson and Patrice Buzzanell's feminist perspective of organizational communication ethics, and apply it to a real case of organizational communication ethics failure.

3. What is a significant choice? Why is a significant choice important in the discussion of organizational communication ethics?
4. Explain the Human Performance Improvement Model, discussing how you could attempt to change a specific organizational communication ethical lapse in your organization.