

Fundamentals of Effective Communication

Communication Studies · Answer Key · 10 Questions

1. Who is considered the primary audience in a communication scenario?

- A) The unintended recipients
- B) The direct intended recipient**
- C) Anyone who overhears the message
- D) The manager reviewing a recording

2. What is the secondary audience?

- A) The person you are directly addressing
- B) A person who accesses the message via forwarding
- C) Individuals who encounter the message unintentionally, like those copied on an email**
- D) The intended receiver only

3. Which demographic factor is described as being tied to life stages like school or retirement?

- A) Religion
- B) Occupation
- C) Gender
- D) Age**

4. Which of the following is considered a psychographic factor?

- A) Education level
- B) Beliefs**
- C) Socioeconomic level
- D) Race

5. What is the purpose of communication when it is used to share facts, news, and data?

- A) To inform**
- B) To persuade
- C) To entertain
- D) To socialize

6. Which context refers to the physical environment including location, time, and weather?

- A) Social Context
- B) Physical Context**
- C) Cultural Context
- D) Historical Context

7. What does 'tone' refer to in writing?

- A) The length of the message
- B) The writer's attitude toward the topic**
- C) The font style used
- D) The medium of communication

8. What is a common cause of misinterpretation in digital communication?

- A) Overuse of voice cues
- B) Ambiguity due to lack of visual/voice cues**
- C) Too many face-to-face interactions
- D) The use of formal language

9. Which paragraph type includes facts, reasons, and examples to clarify a main idea?

- A) Introductory
- B) Transitional
- C) Expository**
- D) Summarizing

10. In multimodal texts, which mode uses movement, gestures, and facial expressions?

- A) Spatial
- B) Aural
- C) Visual
- D) Gestural**