



Modern Communications in Management.dor_МАГ_23-008-M

- 1 The elements of communication are ... (Choose 3 correct answers)
- 2 A type of communication without any words, either spoken or written is ...
- 3 The ability to convey information effectively and clearly through written text constitutes ...
- 4 The key elements of writing are ...
- 5 ... is NOT a feature of effective communication
- 6 The advantages of written communication are ... (Choose 2 correct answers)
- 7 ... communication is interactive communication involving two people or more whose lives mutually influence one another, for example, family members
- 8 ... is a change in how high or low the voice is that can change the meaning of a word or sentence
- 9 Match the phrases with communication styles they represent:
- 10 Put the words in order to make a sentence:
- 11 Read the case study and select the correct answer (there is only one correct answer): Case study: You meet your friend, also a manager, for a work lunch. He is currently tasked with a new project that directly influences the profits of the company he works for. He has got a team of 5 people, and as deadline approaches, tensions rise among them since the project is quite important for the business. There are conflicts every day, and he finds himself resolving them instead of doing actual work. Question: What would you recommend him to do to help in this situation?
- 12 The internal qualities of a culture are ...
- 13 The creator of the theory on high/low context cultures is ...





- 14) The opposite of universalism, according to Fons Trompenaars' theory is ...
- 15) The three prototypes of culture, according to Jeanne M. Brett's theory, are ... (Choose 3 correct answers)
- 16) Polychronic means ...
- 17) In low-context cultures such as the United States and most Northern European countries, people tend to be ... (Choose 2 correct answers)
- 18) ... refers to how openly a society or culture accepts or does not accept differences between people, as in hierarchies in the workplace, in politics, and so on
- 19) ... the view that a person's own culture is central and other cultures are measured in relation to it
- 20) Match the elements of cross-culture theories with their creators:
- 21) Put the words in order to make a sentence:
- 22) Read the case study and select the correct answer (there is only one correct answer): Case study: Your boss is thinking of launching his business in a new country. He's never worked there before nor any of the other employees. Still, he's already talking about setting up new distribution channels and discussing locations for the shops. You are one of the top managers of the firm and you've studied cross-cultural communication in university so you know that it's not that easy to enter a new market. You need a very significant competitive advantage to actually stand out there and attract your customers. Question: Which would be the most suitable course of action that you would recommend for your boss?
- 23) ... is NOT a type of discourse
- 24) ... is NOT a part of a three-part essay
- 25) Another name for the introduction in the IMRaD structure is ...
- 26) Before you start to write, you need to know your ... (Choose 3 correct answers)
- 27) The simplest type of academic writing is called ...
- 28) The two types of proposals are ... (Choose 2 correct answers)





- (29) ... is the ability to use language to meet the demands of tertiary education
- (30) A(n) ... is a concise summary of a research paper or entire thesis
- (31) Match the instructions with types of academic writing:
- (32) Put the words in order to make a sentence:
- (33) Read the case study and select the correct answer (there is only one correct answer): Case study: Your friend is writing a three-part essay for his management course. It's his first time writing in this format so he is very confused as to what this introduction should include. He shares some of his ideas. First, he is sure that he needs to provide dictionary definitions of some basic terms that are frequently used in his industry – what if the audience is not familiar with them? Then he is also looking for a startling statistic to illustrate the importance of the topic he is covering in his essay. And finally, he doesn't want his introduction to be very long, since his whole essay would span about 2 or 3 pages. Question: What is he doing wrong?
- (34) ... is a component of effective strategic management
- (35) The ROI formula is typically written as:
- (36) ... is the process of appraising the growth, personnel, operations, and work environment of an entity
- (37) Examples of specific strategic goals that businesses often adopt are ... (Choose 3 correct answers)
- (38) In the SWOT analysis, T stands for ...
- (39) The primary purpose of the Five Forces Analysis is to ...
- (40) ... is the management of an organization's resources to achieve its goals and objectives
- (41) The 'create art' aspect of strategic management depends on complimentary ... and convergent thinking
- (42) Match the five forces with their descriptions:
- (43) Put the words in order to make a sentence:





- 44 Read the case study and select the correct answer (there is only one correct answer): Case study: You are a manager at a global company and you are tasked with defining strategic goals for your department. You have identified the intended direction and have formulated several goals that follow the key requirements: they are measurable, actionable, long-term and forward-focused as well as purpose-driven. Now you need to decide on the key goal that you're going to adopt for the next quarter. Question: How are you going to do that?
- 45 Fill in the blank: ... is the manner in which the encoded message is transmitted
- 46 ... implies pronouncing some words, phrases, sentences with some meaning
- 47 Match each word with its definition:
- 48 The 7 C's of communication are ...
- 49 Put the words in order to make a sentence:
- 50 ... is a level of our feelings, the degree of our voice
- 51 A type of non-verbal communication is ...
- 52 Types of visual communication are ... (choose 3 correct answers)
- 53 This type of writing provides the reader with specific information and direction to perform a task.
- 54 ... communication style is hostile, threatening, and comes from a place of wanting to win at all costs
- 55 ... implies understanding the differences among people from other countries and societies
- 56 An element of cross-cultural communication is ...
- 57 A stage of cross-cultural development is ...
- 58 Put the words in the correct order to form a sentence:
- 59 Cultural diversity contributes to gaining competitive advantage in the following ways (Choose 3 correct answers):
- 60 Something you should definitely do when communicating cross-culturally:





- 61) ... is when a culture tends to take a multi-generational view when making decisions about the present and the future
- 62) ... is a general term for discussion and speech
- 63) Put these parts of the IMRaD structure in order :
- 64) Match the term with its definition:
- 65) These elements could also be considered a part of IMRaD structure... (choose 2 correct answers)
- 66) Match the instructions with types of academic writing:
- 67) Put the words in order to make a sentence:
- 68) ... is the lifelong interactional processes of perceiving and experiencing culture as triggered from the outside, shaped from the inside in one's mind, and co-created with others in interaction
- 69) The ... of academic communication is to advance knowledge within your academic discipline
- 70) In this part of your essay or paper you should fulfill your aim and account for what you have found in your study
- 71) In the ... section you should account for your results in an objective manner, without interpreting them
- 72) Choose two questions that you might keep in mind when analyzing and discussing your results (Choose 2 correct answers):
- 73) ... is NOT a function of academic language.
- 74) ... is a type of discourse that makes up complex arguments and forms the basis of discussions
- 75) ... is the process of setting goals, procedures, and objectives in order to make a company or organization more competitive
- 76) An organization must first establish clear, realistic ...
- 77) ROI stands for ...
- 78) Match the letter of the SWOT abbreviation with the word that it denotes:
- 79) Put in the correct order:





- 80 The ... model implies that there is only one logical way to perform tasks
- 81 Put the words in the correct order to form a sentence:
- 82 ... is a degree of competition among existing firms.
- 83 Match the stage with its description:
- 84 ... plans go into the “nitty gritty” of project work and include drawing and specification lists, detailed flow charts and procedure manuals
- 85 Read the case study and select the correct answer (there is only one correct answer): Your friend is getting ready for an important job interview and comes to you for recommendations. He is typically shy and closed-off but very experienced and could definitely bring value to the company he’s applying for. What would you recommend, how should he prepare for the interview?
- 86 Read the case study and select the correct answer (there is only one correct answer): The first benefit of ... communication relates to retention. When a reader takes in information in a ... format, there is a greater likelihood that they will create a long-term memory associated with it. The second benefit of strong ... communication is that it supports reading comprehension and memory at the time the material is being consumed. Question: What type of communication is meant here?
- 87 Read the case study and select the correct answer (there is only one correct answer): In some cultures, what counts most is self-realization. Initiating alone, sweating alone, achieving alone — not necessarily collective efforts — are what win applause. In other cultures, group goals take precedence over individuals’ goals. Rather than giving priority to “me,” the “us” identity predominates. Of paramount importance is pursuing the common goals, beliefs, and values of the group as a whole. Question: Manifestation of which culture dimension is described here?
- 88 Read the case study and select the correct answer (there is only one correct answer): You are leading tough negotiations with your foreign colleagues. You feel that you’re losing ground and tensions start to rise. Everyone wants to finish and go home as soon as possible but you still haven’t come to any conclusion. Sometimes it feels as if you’re speaking a completely different language even though you’re all fluent in English. Question: Is there anything else you can do in this situation?





- 99) Read the case study and select the correct answer (there is only one correct answer): ... discourse is generally associated with business and the workplace. It includes more specialized terminology, with vocabulary specific to the topic at hand. ... discourse requires a somewhat more elevated style of speech, focusing on professionalism and respect in a work environment. Question: What type of discourse is meant here?
- 90) Read the case study and select the correct answer (there is only one correct answer): You have written an essay for one of your courses, but your professor has returned it to you with a note that it is not “university-level” and that you need to work on your structure. Question: What do you need to change in your essay?
- 91) Read the case study and select the correct answer (there is only one correct answer): One of your colleagues is presenting a new strategy, outlining the steps he’s carried out on his way to develop it: goal setting, strategy formation, project planning. Something is missing from his steps. What is it?
- 92) Read the case study and select the correct answer (there is only one correct answer): For the past few months you’ve been working on implementing a new strategy across several departments. For the first couple of weeks, everything was fine and the team work was great – everyone knew what they were doing, all the goals and responsibilities were clear. But now it seems that all the deadlines are going to be missed. You’re trying to figure out what went wrong and fix it. What step of strategy implementation did you miss?
- 93) Оцените свою удовлетворенность качеством видеолекций данной дисциплины по шкале от 1 до 10, где 1 - полностью не удовлетворен(а), а 10 - полностью удовлетворен(а).
- 94) Насколько понятным для вас языком написаны конспекты и другие текстовые материалы?
- 95) На сколько материалы курса актуальны и применимы в вашей учебе или работе?
- 96) Оцените, насколько для Вас интересны материалы курса по шкале от 1 до 10, где 1 - совсем неинтересно, а 10 - я полностью погружаюсь в изучение материалов и чувствую сильную мотивацию к обучению.
- 97) Какова ваша общая удовлетворенность контентом курса?
- 98) Что бы вы предложили улучшить в контенте курса? (Выберите один или несколько вариантов ответа)





99

Насколько, по вашему мнению, тестирования соответствуют изученным материалам курса?

Самый быстрый способ связи — мессенджер (кликни по иконке, и диалог откроется)



WhatsApp



Telegram



Max

Help@disynergy.ru | +7 (924) 305-23-08