CFBP – Essay Questions

**How to use this document:** These long answer questions may be used as is, or adapted at will. We have not suggested the number of marks that each question might be worth, as that will likely depend on your own grading rubric and expectations. Some instructors may choose to turn these questions into lengthier essays, while others may require that students answer the question in a few sentences.

# Chapter 1

1. Naiomi is a senior-level marketing professional working at a small firm in Toronto. Recently there has been some turnover in her firm, and Naomi has a new boss starting next week. She has been assigned the job of introducing the new boss to the rest of the firm.

What can Naiomi do to plan for the introduction of a new boss to her team? In no more than two paragraphs, suggest a communication strategy for Naiomi that incorporates the communication process and the eight essential components of communication.

# Chapter 2

1. The written message in the email below can be improved by making it more precise. Rewrite the email remembering that it is important to define your terms, choose precise words, consider your audience, control your tone, check for understanding, and aim for results.

*From: Abe
To: ABC company
Subject: Meeting*

 *Hi ,
How are you doing?
The STH meeting is not happening tomorrow.
Thanks,*

 *Abe*

# Chapter 3

1. Abe is preparing for an upcoming job interview. She has been informed that her panel consists of four people: the human resources manager, the director of the department, and two potential colleagues. Abe has been provided with the names of each member on her interview panel weeks in advance of her interview.

In two or three paragraphs, outline a strategy Abe can use to prepare for her interview. Focus on what Abe should know about herself and what she should know about her audience.

# Chapter 4

1. Dhavit is a mid-career Canadian human resources specialist working at an Ontario university. Recently he has been given some feedback from his team that facilitation participants think he is angry or upset during question and answer sessions. One of his colleagues has noticed that Dhavit often crosses his arms when concerns are being raised, and his facial expression sometimes indicates that he feels threatened by criticisms of organizational systems.

Provide at least three strategies Dhavit can use to improve his nonverbal communication.

# Chapter 5

1. Naiomi is a senior-level marketing professional working at a small firm in Toronto. She is preparing for a series of presentations to potential clients in the following industries: paper, technology, and accounting. Naiomi is short on time and has asked for your help in outlining the presentations.

Why is it important to create a new presentation for each client? What will change in each presentation and why should it change? Create a rough outline incorporating all the structural parts to a presentation (attention grabber, introduction, body, conclusion, and residual message) for each client.

# Chapter 6

1. You are asked by your boss to facilitate an orientation presentation for a group of six new employees. Your administrative assistant has booked a small conference room for the orientation that will fit all the new employees but will be relatively cozy. You have completed the preparation for your presentation, including the visual aids (PowerPoint presentation), and have rehearsed multiple times. The day prior to the orientation presentation your company acquired a competing company and you have been informed that your presentation will be taking place in a much larger room, as the expected number in the audience is now close to 50 people. You were completely comfortable presenting to a small group of six people but are incredibly nervous to present to such a large group.

What are the main elements of your presentation that you need to adjust and why? What are some specific strategies you can use to help calm your nerves prior to the presentation?

# Chapter 7

1. Remember that storytelling — the stories we tell ourselves and others — is a fundamental part of human communication. Dhavit, a student, is passionate about the environment and is planning on using his knowledge to develop a presentation to help make his colleagues more aware of the impact people are having on the world in terms of pollution. How might Dhavit create a presentation that informs his colleagues about pollution and prevention while also maintaining an audience-focused perspective? What ethical considerations does Dhavit need to make in the prewriting stage? How will Dhavit support the audience to listen actively? Write a brief outline of what Dhavit may present.

# Chapter 8

1. “Everyone experiences emotions, and as a persuasive speaker, you can choose how to express emotion and appeal to the audience’s emotions.” Imagine that the firm you work for made an error in their advertising, and the result is that customers no longer trust your firm’s messaging. Draft a press release to restore the company’s image and demonstrate that they are, in fact, trustworthy based on the 11 points for speaking ethically. Then, write a summary sentence that explains why ethics/credibility is important in persuasive communication.

# Chapter 9

In business, it is often said that your personal brand is what people say about you when you are not in the room. Think about your professional persona. After reflecting, create a chart with three columns with the following headers at the top of each:

* Who I Know Myself to Be
* How I Think People Perceive Me
* How I Want People to Perceive Me

Under each heading, write at least five full sentences explaining your personality, the image you think others have of you, and the idea you want others to have of you. Each sentence should be specific (including terms such as “for example” and/or “because”). Highlight one aspect from each column that you like about yourself (three sentences should be highlighted).

Using the three sentences, develop an elevator pitch. Think about how you would use those sentences strategically to answer the common interview question, “Tell me about yourself.” These answers will help you in any networking scenario, or if you simply have to introduce yourself. Get comfortable talking about yourself to those who know you, and those who may not.

**Pro Tip:** In any job application, your list of references reflects your professional identity. You can take this exercise one step further by adding a column with the heading **What One of My References Would Say about Me.** Under this heading, write a sentence or two about why you selected one specific reference: What do you think they would say about you? What do you want them to say about you? Then, consider how you would incorporate one of these sentences into your elevator pitch.

# Chapter 10

Communicating across cultures includes having awareness of your own cultural contexts, customs, and beliefs, as well as being open-minded about the differences you can expect to encounter when communicating with others. Imagine that a group of college students are completing a group project. They are given this prompt for their project:

“Political systems are often framed in terms of how people are governed, and the extent to which they participate. Democracy is one form of government that promotes the involvement of the individual, but even here we can observe stark differences. In Canada, people are encouraged to vote, but it is not mandatory...In Chile, voting is mandatory, so that all individuals are expected to participate, with adverse consequences if they do not. This doesn’t mean that there are not still voting minorities or groups with disproportionate levels of influence and power, but it does underscore cultural values and their many representations.”

One student has an ethnocentric view that Canada is “doing it right” and offers biased input that is not critical of existing systems or open to learning details from other cultures. Another student is from Chile, offers a balanced view of both the pros and cons of mandatory voting in Chile, and has many questions about how Canada’s democracy works. The third student belongs to a counterculture that wishes to challenge the idea of democracy.

If you were a member of this group of students completing this project, what would your personal stance be? In three to five sentences, describe your thoughts on mandatory voting, giving a balanced argument of existing and/or potential pros and cons.

How would you interact with this team? Describe how you would communicate with each of the three other group members. How does your communication strategy change between members, and why?

# Chapter 11

“In terms of problem solving, work groups can accomplish more than individuals can. People, each of whom have specialized skills, talents, experience, or education, come together in new combinations with new challenges, find new perspectives to create unique approaches that they themselves would not have formulated alone.” From the following personas, pick three to build your ideal team and assign them each a role. Your team’s task is to design a marketing campaign for a new digital communication tool.

**Summer:** Master’s degree in cultural studies and communication, volunteer experience with accounting and advertising.

**Kareem:** Software engineer with 10 years of industry experience, teaches kids piano on weekends.

**Jesse:** High school gym teacher with a background in data management and analytics.

**Shane:** Former policy analyst with experience in hiring and marketing, hobbies include yoga and sailing.

**Blake:** Gymnast with a Ph.D. in cyber security, first-generation Canadian.

**Syd:** High school student with poor grades and excellent cooperative education experience in the digital communication field.

# Chapter 12

“Digital media in the 21st century are more personal and more social than traditional media. A small device that fits in your pocket has the ability to connect you to the world, from anywhere and at any time. It has changed the way you communicate, and in particular the way you approach communication in business.” Provide a comparative analysis of how digital media is both more personal and more social, simultaneously. Be sure to clearly define how you are using terms such as “personal” and “social”. Write a concluding paragraph that explains why/how digital media is useful for business communications specifically, including examples of types of business communication that is both personal and social.