Assessment – Interact Interpret Respond

To encourage good communication:

1. Show interest by leaning forward, paying attention, nodding in agreement, taking notes, and so forth.
2. Greet new ideas with interest.
3. Give the individual your undivided attention.
4. Maintain eye contact.
5. Use individual's name.
6. Smile, relax, and be friendly.
7. All of the above

Answer: B

Which is not a type of Body Language?

1. Body Movements (Kinesics), for example, hand gestures or nodding or shaking the head;
2. Posture, or how you stand or sit, whether your arms are crossed, and so on;
3. Words, the content you speak
4. Eye Contact, where the amount of eye contact often determines the level of trust and trustworthiness;
5. Para-language, or aspects of the voice apart from speech, such as pitch, tone, and speed of speaking;
6. Closeness or Personal Space (Proxemics), which determines the level of intimacy;
7. Facial Expressions, including smiling, frowning and even blinking; and
8. Physiological Changes, for example, sweating or blinking more when nervous.

Answer: C

Non-verbal Messages Allow People to:

1. Reinforce or modify what is said in words.
2. Convey information about their emotional state.
3. Define or reinforce the relationship between people.
4. Provide feedback to the other person.
5. Regulate the flow of communication
6. All of the above

Answer: F

4. A large multinational corporation once attempted to sell baby food in an African nation by using packaging designed for its home country market. The company's regular label showed a picture of a baby with a caption describing the kind of baby food contained in the jar. African consumers took one look at the product, however, and were horrified.

Why where they horrified?

a) They did not like the baby food

b) They interpreted the labels to mean that the jars contained ground-up babies!

c) They gave their babies home made products

d) They didn’t trust the company that sold the product

Answer: B

Explanation

In areas where many of the people are illiterate, the label usually depicts a picture of what the package contains. This very logical practice proved to be quite perplexing to one big company. It tried to sell baby food in an African nation by using its regular label, which showed a baby and stated the type of baby food in the jar. Unfortunately, the local population took one look at the labels and interpreted them to mean that the jars contained ground-up babies. Sales, of course, were terrible