

Name _____

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Class _____

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Chapter 02: Planning Business Messages

1. *Communication* is defined as "the transmission of information and meaning from one individual or group to another." The crucial element of this definition is

- a. transmission.
- b. information.
- c. meaning.
- d. individual.

ANSWER:

c

2. The communication process begins when the sender
- a. determines the appropriate communication channel.
 - b. has an idea.
 - c. encodes an idea into a message.
 - d. plans for feedback.

ANSWER:

b

3. Converting ideas into words or gestures to convey meaning is called
- a. feedback.
 - b. decoding.
 - c. encoding.
 - d. nonverbal communication.

ANSWER:

c

4. A communication channel
- a. is anything that interrupts the transmission of a message.
 - b. should be selected before idea formation.
 - c. includes only digital means for transmitting messages.
 - d. is the medium over which the message travels.

ANSWER:

d

5. Which of the following is *not* an element of the communication process?
- a. Forming an idea
 - b. Selecting a communication channel
 - c. Displaying empathy
 - d. Providing feedback

ANSWER:

c

6. The process of translating a message from its symbol form into meaning is called
- a. feedback.
 - b. decoding.
 - c. encoding.
 - d. noise.

ANSWER:

b

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7. Communication noise

- a. occurs only with the sender in the communication process.
- b. includes only environmentally produced sounds that prevent the message from being transmitted.
- c. is anything that interrupts the transmission of a message.
- d. describes the medium over which the message travels.

ANSWER:

c

8. Feedback

- a. includes only those verbal responses from the receiver.
- b. is not an important part of the communication process.
- c. is the process of converting an idea that will convey meaning.
- d. includes both the verbal and nonverbal responses from the receiver.

ANSWER:

d

9. Communication is successful only when

- a. verbal feedback has been sent to the receiver.
- b. no noise occurs during the communication process.
- c. verbal and nonverbal feedback have been sent to the receiver.
- d. the receiver understands an idea as the sender intended it.

ANSWER:

d

10. Which statement about the communication process is *most* accurate?

- a. The use of digital networks as a means to transmit messages is declining in today's workplace.
- b. Because the meanings of words are the same among people, participants in the communication process need not worry about their word selection or usage.
- c. Only senders are affected by their mood, frame of reference, background, or culture.
- d. Feedback helps the sender know that the message was received and understood.

ANSWER:

d

11. The primary purpose for sending business messages is typically to inform or persuade. A secondary purpose should be to

- a. earn a promotion.
- b. create documentation for legal purposes.
- c. sell a product.
- d. promote goodwill.

ANSWER:

d

12. When preparing a business message, you should make your writing audience oriented. *Audience oriented* means

- a. writing to solve a problem or convey information.
- b. attempting to get your audience to believe and accept your message.
- c. presenting ideas clearly but concisely.
- d. concentrating on looking at the message from the receiver's perspective.

ANSWER:

d

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13. Business writing should be purposeful. In this context *purposeful* can best be defined as

- a. presenting ideas clearly and concisely.
- b. concentrating on the receiver's perspective instead of your own.
- c. solving problems and conveying information.
- d. getting your audience to believe and accept your message.

ANSWER:

c

14. Business writing should be economical. In this context *economical* can best be defined as

- a. presenting ideas clearly and concisely.
- b. concentrating on the receiver's perspective instead of your own.
- c. solving problems and conveying information.
- d. getting your audience to believe and accept your message.

ANSWER:

a

15. The first phase of the writing process involves analyzing the audience and your purpose for writing, anticipating your audience's reaction to your message, and

- a. investigating background information.
- b. composing your message.
- c. adapting your message to the audience.
- d. looking for previous company documents on the topic.

ANSWER:

c

16. Adapting your message to the audience involves

- a. thinking of the right words and tone to use in your message.
- b. rewriting your message several times to ensure it is clear.
- c. selecting the best research to incorporate within the message.
- d. conducting a thorough audience analysis.

ANSWER:

a

17. During the second phase of the writing process, you conduct research,

- a. clarify the audience demographics, and edit word choices.
- b. anticipate audience reaction, and adapt the message.
- c. organize ideas, and compose the message.
- d. evaluate message effectiveness, and revise as needed.

ANSWER:

c

18. In the final phase of the writing process, check the message for clarity and readability, proofread for errors, and

- a. evaluate for effectiveness.
- b. assess the cost of the selected delivery channel.
- c. solve the problem.
- d. forward the document to the publishing department.

ANSWER:

a

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19. According to writing experts, approximately what percentage of time should you spend on the prewriting phase of a business message?

- a. 90 percent
- b. 50 percent
- c. 25 percent
- d. 5 percent

ANSWER:

c

20. Experts say that writers should spend the most time in the ____ stage of the writing process.

- a. prewriting
- b. drafting
- c. revising
- d. thinking

ANSWER:

c

21. Before Melissa organizes and composes her message, she should ask two questions: (1) Why am I sending this message? and (2)

- a. *Why did my boss give this task to me?*
- b. *What do I hope to achieve with this message?*
- c. *How can I get this message written as quickly as possible?*
- d. *Do I have enough time and financial resources to complete the work?*

ANSWER:

b

22. One technique that improves business writing is the use of *empathy*, which allows you to adapt the message to the readers' needs. An acronym that you should keep in mind to help you do this is

- a. FIFO.
- b. ROI.
- c. WIIFM.
- d. FYI.

ANSWER:

c

23. Lindsay is writing a property description for a new real estate brochure. To make her brochure more effective, Lindsay should anticipate her audience. This means she

- a. identifies the property's outstanding traits and describes them clearly.
- b. concentrates on the price and value of the property.
- c. writes using familiar words and a friendly, informal tone.
- d. considers what the readers are like and how they will react to the message.

ANSWER:

d

24. Profiling the audience for a business message helps the writer

- a. identify the appropriate tone, language, and channel.
- b. guarantee that the audience will respond positively to the message.
- c. select slang the audience will recognize and appreciate.

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- d. create a perfect first draft.

ANSWER:

a

25. Travis must determine the appropriate channel for an important business message. In this context *channel* refers to the

- a. individuals who will receive the message.
- b. degree of formality required.
- c. medium through which the message is sent.
- d. tone and approach needed to accomplish his purpose.

ANSWER:

c

26. Media *richness* refers to

- a. a message's impact on the company's bottom line
- b. how much a communication channel costs the company to use
- c. the extent to which a channel represents all of the information available
- d. the receiver's actions upon receiving the message

ANSWER:

c

27. As Human Resources Manager, Claire must inform Anthony that company job changes will require him to seek retraining or lose his position. The *best* channel for Claire to deliver this message is

- a. an e-mail message.
- b. a face-to-face conversation.
- c. a voice mail message.
- d. an instant message.

ANSWER:

b

28. Michael usually holds team meetings on Tuesday mornings, but he needs to reschedule next week's meeting to Wednesday morning. To tell team members of the date change for the next meeting, Michael should

- a. send an e-mail.
- b. meet in person with each team member.
- c. call a team meeting.
- d. write a short team report.

ANSWER:

a

29. When selecting a communication channel, you should follow two tips: use richer media for persuasive or personal messages and

- a. use the richest media available.
- b. select the cheapest channel to reduce costs.
- c. never use digital media such as instant or text messaging on the job.
- d. consider what media is the easiest for you to use.

ANSWER:

a

30. You are selecting a channel for sending your message. Which of the following is an important factor to consider when making this decision?

- a. Amount and speed of feedback and interactivity required

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- b. Cost of the channel
- c. Confidentiality and sensitivity of the message
- d. You should consider all of these.

ANSWER:

d

31. Adaptation is the process of

- a. creating a message that suits the audience.
- b. impressing your audience with high-level diction and long sentences.
- c. sending feedback to the sender of a message.
- d. proofreading and editing a written message.

ANSWER:

a

32. One technique that improves business writing is the use of empathy. *Empathy* refers to

- a. using inclusive language to eliminate bias.
- b. putting yourself in the receiver's shoes to adapt the message to the receiver's needs.
- c. appealing to the audience by using a sender focus.
- d. formatting documents to meet business standards.

ANSWER:

b

33. Which of the following sentences *best* focuses on the audience?

- a. *We are very pleased to have you as our newest customer.*
- b. *You can help us by sending us your payment immediately.*
- c. *Register now to lock in your preferred travel dates.*
- d. All sentences are focused on the audience rather than the sender.

ANSWER:

c

34. One of the best ways to develop audience benefits is to use the "you" view, which

- a. means that all messages are written in the active voice.
- b. dictates that all sentences be written as commands.
- c. emphasizes second-person pronouns instead of first-person pronouns.
- d. uses slang and abbreviations to personalize the message.

ANSWER:

c

35. Jorge must inform Samantha that she is not eligible to have an August vacation for which she recently applied. Which of the following sentences *best* demonstrates the "you" view Jorge should use in denying Samantha's application?

- a. *I have not approved your August vacation because you applied too late.*
- b. *We didn't receive your application early enough for the August vacation schedule.*
- c. *Although the August vacation schedule is full, you may qualify for a vacation in September if you apply now.*
- d. *The August vacation schedule was posted in May. You should have consulted it earlier.*

ANSWER:

c

36. Business messages are most effective when they convey which type of tone?

- a. *Authoritative*

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- b. *Conversational*
- c. *Inquisitive*
- d. *Formal*

ANSWER:

b

37. Which of the following sentences demonstrates conversational business writing?

- a. *Your return policy is the worst.*
- b. *I am upset about your return policy.*
- c. *Your return policy has provoked me to write this letter.*
- d. All answer choices reflect conversational business writing.

ANSWER:

b

38. Which of the following sentences is written in *active* voice?

- a. *You will be given your password upon completing the form.*
- b. *We will provide your password after you have completed the form.*
- c. *Your password will be given to you after you complete the form.*
- d. All of the sentences use active voice.

ANSWER:

b

39. Which of the following is the best example of bias-free language?

- a. *Two firemen will collect the toy donations.*
- b. *Every flight attendant must submit her security clearance card before boarding.*
- c. *All managers and their wives are invited to Friday's cocktail party.*
- d. *The servers at Cafe Divine are always professional.*

ANSWER:

d

40. Positive language in business messages

- a. is an attempt to mislead readers.
- b. conveys less information than negative language.
- c. grants the reader all requests or demands.
- d. tells what *is* and what *can be done*.

ANSWER:

d

41. Which of the following represents the *best* business writing?

- a. *We regret that we are unable to accept you as a credit customer at this time.*
- b. *You will never be sorry that you opened a checking account with our bank.*
- c. *We cannot accept the returned merchandise because it is not resalable.*
- d. *You can return all resalable merchandise for a store credit.*

ANSWER:

d

42. Courteous business messages

- a. avoid using words that sound demanding or preachy.
- b. often turn demands into rhetorical questions.

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- c. avoid hostility or anger.
- d. All answer choices are correct.

ANSWER: d

43. Which of the following would help to create a conversational but professional tone in a business message?
- a. Headings for skim value
 - b. Technical terms to establish the writer's industry knowledge
 - c. Familiar words and personal pronouns
 - d. Frequent abbreviations such as IMHO and BTW

ANSWER: c

44. Which of the following demonstrates *effective* business writing?
- a. *All executives and their wives will attend the Reno conference.*
 - b. *A salesman must meet monthly sales quotas.*
 - c. *The female attorney graduated from Yale.*
 - d. *The office personnel will assist you with your forms.*

ANSWER: d

45. Which of the following is *most* acceptable for business writing?
- a. *Every physician must carry his own malpractice insurance.*
 - b. *Every physician must carry their own malpractice insurance.*
 - c. *All physicians must carry their own malpractice insurance.*
 - d. *Every physician must carry his or her own malpractice insurance.*

ANSWER: c

46. Which of the following demonstrates *effective* business writing?
- a. *An Asian CEO was the keynote speaker.*
 - b. *An African-American man was the next customer.*
 - c. *A record number of Japanese investors are purchasing real estate in the United States.*
 - d. *Mr. Hernandez, a Mexican, is my boss.*

ANSWER: c

47. Business writers who use words such as *interrogate*, *remuneration*, and *terminate* are using language many readers would consider

- a. slang.
- b. conversational.
- c. jargon.
- d. unfamiliar.

ANSWER: d

48. Which of the following sentences about jargon is *most* accurate?
- a. Jargon should never be used in business writing.
 - b. Jargon is generally understood by both insiders and outsiders within a field.

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c. Effective business communicators know to include some jargon within any message to demonstrate their intelligence and command of the English language.

d. Jargon should be used only when the audience will understand it.

ANSWER: d

49. Which of the following is *most* acceptable for business writing?

- a. *Please think about the new insurance option.*
- b. *Caltrek experienced a change in profits during the last fiscal year.*
- c. *Retailers can expect to pay higher amounts for their goods and services.*
- d. *Sheila will examine the job proposal carefully.*

ANSWER: d

50. The communication process begins when the receiver provides feedback to the sender.

- a. True
- b. False

ANSWER: False

51. Words have universal meaning among all cultures.

- a. True
- b. False

ANSWER: False

52. The medium over which the message travels is called the channel.

- a. True
- b. False

ANSWER: True

53. A weak Internet signal is an example of channel noise.

- a. True
- b. False

ANSWER: True

54. Translating a message from its symbol form into meaning involves encoding.

- a. True
- b. False

ANSWER: False

55. Effective communicators encourage feedback to help them know that their messages have been understood.

- a. True
- b. False

ANSWER: True

56. Paraphrasing a sender's message is an effective tool to promote understanding.

- a. True

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b. False

ANSWER: True

57. Digital communication (such as e-mail or social media) has much opportunity for distraction and breakdown.

a. True

b. False

ANSWER: True

58. A business message should be long because quantity enhances quality.

a. True

b. False

ANSWER: False

59. When writing a business message, you should always write it from your perspective.

a. True

b. False

ANSWER: False

60. The ability to prepare concise, audience-centered, persuasive, and purposeful messages comes naturally.

a. True

b. False

ANSWER: False

61. Business writing is very similar to academic writing, in that you should focus on discussing your feelings and displaying your knowledge.

a. True

b. False

ANSWER: False

62. An important aspect of the first phase of writing a business message is anticipating the audience's reaction to the message.

a. True

b. False

ANSWER: True

63. Shannon is writing a proposal to the board of directors to upgrade the company's computer equipment. After completing the prewriting phase, Shannon should immediately start composing the proposal.

a. True

b. False

ANSWER: False

64. The final task in the third phase of the writing process is evaluating your message to decide whether it accomplishes your goal.

a. True

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- b. False

ANSWER: True

65. In order to be an effective writer, you must follow the three phases of the writing process in sequence, moving from Phase 1 to Phase 2 to Phase 3 in order.

- a. True
b. False

ANSWER: False

66. You should plan to spend equal amounts of time on each phase of the writing process.

- a. True
b. False

ANSWER: False

67. One of the most important questions you can ask yourself as you begin to compose a message is *What do I hope to achieve?*

- a. True
b. False

ANSWER: True

68. The primary purposes of most business documents are to inform and to persuade. A common secondary purpose is sales growth.

- a. True
b. False

ANSWER: False

69. You are more likely to achieve your communication goals if you profile your audience and shape the message to that profile.

- a. True
b. False

ANSWER: True

70. You should always approach the writing of a business message with the thought, *What's in it for me?*, which encourages you to focus on how you will benefit by sending the message.

- a. True
b. False

ANSWER: False

71. Although messages may have a primary and a secondary audience, the writer needs to profile only the primary audience to determine the best presentation of the message.

- a. True
b. False

ANSWER: False

72. A written report is a richer communication medium than a face-to-face conversation because a report can be revisited

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and revised if necessary.

- a. True
- b. False

ANSWER: False

73. An important factor affecting channel choice is the importance of the message.

- a. True
- b. False

ANSWER: True

74. Using the "you" view is an effective way for writers to avoid taking on blame in business messages.

- a. True
- b. False

ANSWER: False

75. Empathy, which increases the likelihood of a successful message, occurs when writers put themselves in the audience's shoes when creating the message.

- a. True
- b. False

ANSWER: True

76. The following sentence represents an audience focus: *Our product guarantee becomes effective after we receive full payment.*

- a. True
- b. False

ANSWER: False

77. Most business messages replace conversation, so they are more effective when they convey an informal tone.

- a. True
- b. False

ANSWER: True

78. To emphasize the "you" view in e-mail messages, you must avoid any phrases that include the "I/we" view such as *I'm happy* or *We're delighted*.

- a. True
- b. False

ANSWER: False

79. The active voice is generally preferred in business writing.

- a. True
- b. False

ANSWER: True

80. Monica is writing her first safety-inspection report. To sound businesslike and professional, Monica should include expressions such as *the affected party*, *the undersigned*, and *the writer*.

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- a. True
- b. False

ANSWER: False

81. *Please enjoy your food or drinks before entering our store* is an example of a positive message.

- a. True
- b. False

ANSWER: True

82. Positive language generally conveys more information than negative language does.

- a. True
- b. False

ANSWER: True

83. The sentence *You must submit your application by Friday* is a more effective business message than *Please submit your application by Friday*.

- a. True
- b. False

ANSWER: False

84. *Every mechanic has ten minutes for his morning break* is an effectively written sentence.

- a. True
- b. False

ANSWER: False

85. Never specify the age of a person in business messages.

- a. True
- b. False

ANSWER: False

86. Whenever possible in business writing, substitute longer, less familiar words for shorter, simpler words.

- a. True
- b. False

ANSWER: False

87. Jargon should never be used in business writing.

- a. True
- b. False

ANSWER: False

88. As a business communicator, you should use strong verbs and concrete nouns in your writing.

- a. True
- b. False

ANSWER: True

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89. The sentence *Our company experienced an increase in profits during the last fiscal year* uses precise, vigorous wording.

- a. True
- b. False

ANSWER: False

90. _____ is the transmission of information and meaning from a sender to a receiver.

ANSWER: Communication

91. The verbal and nonverbal responses from a receiver are called _____.

ANSWER: feedback

92. During the _____ phase of the writing process, the writer analyzes the audience and the purpose for writing.

ANSWER: prewriting

93. Sam is collecting and organizing information for a marketing report he is writing. Sam is involved in the second phase of the writing process, which is the _____ phase.

ANSWER: drafting

94. _____ voice is generally preferred in business writing because it specifies who is doing the acting.

ANSWER: Active

95. The _____ of a communication channel describes the extent to which a channel or medium recreates or represents all the information available in the original message.

ANSWER: richness

96. A helpful acronym to remember when considering audience benefits is _____.

ANSWER: WIIFM

97. Putting yourself in the receiver's shoes to better adapt your message to that person's needs is called _____.

ANSWER: empathy

98. One of the best ways to improve the tone of a message is through the use of _____ language.

ANSWER: positive

99. _____ describes technical or specialized terms within a field.

ANSWER: Jargon

100. The richest mode of communication among the following would be

- a. an e-mail, because the message can be retrieved and added to quickly if necessary
- b. a wiki, because readers can make their own changes to a group document
- c. a letter, because it provides more formality and a printed record
- d. a face-to-face interaction, because it provides both verbal and nonverbal messages

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ANSWER:

d