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CHAPTER 2: Before You Write

MULTIPLE CHOICE

You work as a buyer for Sport Chek at its head office in Toronto. The regional manager, your boss, has asked you to collaborate with Hans, a co-worker in Sport Chek's Winnipeg office, to write a report comparing the costs, retail prices, features, customer reviews, sales histories, and other data of the various bicycles that Sport Chek sells. You and Hans agree to work on different sections of the report and then combine the two sections. Hans agrees to get his portion to you a week before the manager has asked for the completed report.

- 1. You begin by trying to estimate roughly how long you will need to spend on each phase of your portion of the report. According to your text, which of the following, should you allow the most time for?
 - a. researching, organizing, and composing the report
 - b. anticipating and profiling the audience for the report
 - c. selecting the best channel for the report
 - d. revising, proofreading, and evaluating the report

ANS: D PTS: 1 REF: PAGE 36 BLM: HIGHER ORDER

- 2. According to the three-phase writing process described in your text, which of the following activities would you do in the second phase of writing your report?
 - a. Profile both primary and secondary audiences for the document.
 - b. Anticipate the reader's reaction to the document.
 - c. Collect the required information you have been asked to include.
 - d. Revise the content of the document.

ANS: C PTS: 1 REF: PAGE 35 BLM: HIGHER ORDER

- 3. After you have finished the first draft of your section of the report, you revise it, shortening some sentences and paragraphs and adding tables, bullets, and numbered lists to communicate some of the information more clearly and concisely. Which of the following characteristics, according to your text, will likely describe your message after you make these changes?
 - a. It will be more purposeful.
 - b. It will be more economical.
 - c. It will be more professional.
 - d. It will be more audience-oriented

ANS: B PTS: 1 REF: PAGE 34 BLM: HIGHER ORDER

- 4. You re-read the first draft of your report carefully, checking for grammar, spelling, and punctuation errors. According to the writing process described in your text, what are you doing at this point?
 - a. anticipating how your boss will receive your message
 - b. deciding on the purpose of your report
 - c. collecting the information about the various bicycles that you need to include
 - d. proofreading your report

ANS: D

PTS: 1

REF: PAGE 35

BLM: HIGHER ORDER

- 5. When you arrived at work this morning, you checked your calendar. It showed that, as well as your bicycle report, you have several other tasks to complete in the next few days. According to your text, which of the following messages will likely require that you spend the greatest amount of time profiling your audience?
 - a. You need to prepare an article on bike maintenance and post it to your company's Web page.
 - b. You need to write an email to a sales representative for Diamondback bikes, with whom you have worked closely for several years, asking him to send some more brochures for display in your stores.
 - c. You need to fill in and submit an online form to your human resources department to book two weeks of the holidays you have earned.
 - d. You need to telephone a co-worker to find out if she has registered for an upcoming trade show that you will be attending.

ANS: A

PTS: 1

REF: PAGE 39

BLM: HIGHER ORDER

- 6. It is now three days before you and Hans have to submit the report to your manager. You have finished your section, but you have received nothing from Hans. You decide to send Hans an e-mail asking him when you will get his work. You copy the message to your manager. What is the most likely *secondary purpose* of your message?
 - a. to present a revised work schedule
 - b. to let your boss know that Hans hasn't done what he promised
 - c. to find out when you can expect Hans's part of the report
 - d. to find out what difficulties Hans is having with his portion of the project

ANS: B

PTS: 1

REF: PAGE 36

BLM: HIGHER ORDER

- 7. You notice that you need to revise several sentences in your e-mail that may offend either Hans or your boss. Which of the following sentences, according to the information in your text, should you probably re-word, when you consider using only *courteous* language?
 - a. You have to send me your portion of the report by tomorrow.
 - b. I won't have time to finish the report if I don't have your portion by tomorrow.
 - c. Pertaining to your portion of the report, please forward it to me without delay.
 - d. You have neglected to send me your portion of the report as we agreed.

ANS: A

PTS: 1

REF: PAGE 43

BLM: HIGHER ORDER

- 8. You made a decision to send an e-mail message to Hans and your boss rather than phoning them because you wanted the message to be slightly more formal and permanent than a phone call. Which stage of the writing process described in your text were you engaged in when you made this decision?
 - a. profiling the audience
 - b. analyzing the audience
 - c. identifying your purpose
 - d. selecting the appropriate channel

ANS: D

PTS: 1

REF: PAGE 37

BLM: HIGHER ORDER

- 9. You and Hans finish your report on time and your boss is happy with the results. He asks you to pass along a brief summary of your recommendations to senior-level managers along with a link to the full report on the company website. Which will most likely be the communication channel you will select now?
 - a. letter
 - b. e-mail
 - c. report
 - d. in-person meeting

ANS: B

PTS: 1

REF: PAGE 37

BLM: HIGHER ORDER

- 10. You are manager of human resources for a local branch of *Staples*. According to the theory of media richness described in your text, which of the following will likely be the **richest** channel that you could choose to communicate important new company procedures to the staff in your branch?
 - a. a document posted on the human resources page of the Staples Web site
 - b. an e-mail to all staff
 - c. a meeting for all staff before the store opens
 - d. an announcement posted on the bulletin board in the staff lunch room

ANS: C

PTS: 1

REF: PAGE 37

BLM: HIGHER ORDER

- 11. As human resources manager for *Staples*, you must tell an employee that his position is being terminated. What is the best communication channel for this message?
 - a. telephone call
 - b. text message
 - c. e-mail
 - d. in-person meeting

ANS: D

PTS: 1

REF: PAGE 37

BLM: HIGHER ORDER

14. Which of the following sentences illustrates effective business writing, as described text? a. We can sell you a wireless phone that we are very proud of. b. Our company is proud to have you as one of our customers. c. We ask that you send our signed signature card back to us immediately. d. You will be pleased to know that your premiums will decrease by 10 percent next year. ANS: D PTS: 1 REF: PAGE 40 BLM: HIGHER ORDER 15. Which of the following, according to your text, will likely improve the clarity and to message? a. using lots of adverbs b. using positive rather than negative language c. incorporating the latest slang into your message d. including words that will impress your reader, such as hereinafter and theretofo ANS: B PTS: 1 REF: PAGE 42 BLM: HIGHER ORDER 16. Which of the following sentences best represents effective business writing, as discu your text? a. Your order will be shipped on June 30. b. Your order cannot be delivered until June 30. c. We regret that we must reject your loan application. d. You will not be sorry that you purchased your computer from us.	12.	According to today? a. blog b. e-mail c. text messa d. instant me	age	hich of the fol	lowing	channels do	business communicators use most
inclusive language, which aspect of the message does your text say the writer is improate the tone b. the length c. the "you" attitude d. reader comprehension ANS: A PTS: 1 REF: PAGE 40 BLM: HIGHER ORDER 14. Which of the following sentences illustrates effective business writing, as described text? a. We can sell you a wireless phone that we are very proud of. b. Our company is proud to have you as one of our customers. c. We ask that you send our signed signature card back to us immediately. d. You will be pleased to know that your premiums will decrease by 10 percent next year. ANS: D PTS: 1 REF: PAGE 40 BLM: HIGHER ORDER 15. Which of the following, according to your text, will likely improve the clarity and to message? a. using lots of adverbs b. using positive rather than negative language c. incorporating the latest slang into your message d. including words that will impress your reader, such as hereinafter and theretofo ANS: B PTS: 1 REF: PAGE 42 BLM: HIGHER ORDER 16. Which of the following sentences best represents effective business writing, as discuyour text? a. Your order will be shipped on June 30. b. Your order cannot be delivered until June 30. c. We regret that we must reject your loan application. d. You will not be sorry that you purchased your computer from us.		ANS: B	PTS:	1	REF:	PAGE 38	BLM: REMEMBER
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	16.	your text? a. Your orde b. Your orde c. We regret d. You will n	r will be ship r cannot be c that we must ot be sorry to	oped on June 2 delivered until t reject your lo hat you purch	30. ' June 2 pan app ased yo	80. plication. pur computer	from us.

- 17. Which of the following statements sums up the advice given in your text about the appropriate language to use in most business messages?
 - a. Because businesses are about topics that would otherwise be part of a conversation, we should use the same slang and informal diction that we would use in a text message to a friend.
 - b. We should use natural, mid-level diction.
 - c. We should use indirect, ambiguous language so that the reader can interpret the message to suit him/herself.
 - d. We should use elevated diction that will impress the reader with our educated vocabulary.

ANS: B PTS: 1 REF: PAGE 42 BLM: REMEMBER

- 18. You work in the business office of Parelli's Gym, a popular fitness centre. You receive an irate letter from a customer demanding that you cancel his two-year contract because, shortly after he joined, he used a piece of equipment that caused a knee injury. Which of the following sentences best demonstrates what your text calls a courteous tone?
 - a. There's nothing we can do to cancel your membership now. You should have asked us to do so within the 14 days allowed according to the contract.
 - b. We at Parelli's Gym would lose too much money if we allowed customers to back out on their signed contracts.
 - c. You must honour your signed agreement with Parelli's Gym.
 - d. Although the cancellation period has passed, if you come in to the gym, one of our certified fitness consultants will be pleased to develop an individualized workout plan that will increase your fitness and will rehabilitate and strengthen your knees.

ANS: D PTS: 1 REF: PAGE 43 BLM: HIGHER ORDER

- 19. A colleague asks you to read and comment on the first draft of a letter that she is sending to a client. You come to a sentence which reads as follows: *Pursuant to the request you indicated in your letter of March 14, I will expedite the mailing of the information forthwith.* You suggest that she should revise this sentence. What kind of language has your colleague used?
 - a. unprofessional
 - b. conversational
 - c. pretentious
 - d. slang

ANS: C PTS: 1 REF: PAGE 41 BLM: HIGHER ORDER

- 20. Which adaptive technique should you use to avoid stereotypes in your writing?
 - a. Use inclusive language.
 - b. Develop the "you" view.
 - c. Highlight reader benefits.
 - d. Follow the traditional grammatical rule called "common gender."

ANS: A PTS: 1 REF: PAGE 43 BLM: HIGHER ORDER

TRUE/FALSE

1.	Business writing sh	ould b	e audience-or	iented,	purposeful, and as long as possible.
	ANS: F	PTS:	1	REF:	PAGE 34
2.	Your text recomme message.	ends spe	ending at least	t 50% o	of the total time writing the first draft of a
	ANS: F	PTS:	1	REF:	PAGE 36
3.	According to your mostly in the revision	-		v an au	idience will react to your message happens
	ANS: F	PTS:	1	REF:	PAGE 35
4.	The three-phase was second (writing) ph	- 1	rocess outline	d in yo	our text places organizing your message in the
	ANS: T	PTS:	1	REF:	PAGE 35
5.	The cost of using a	partic	ular channel is	irrelev	vant when selecting a channel for your message.
	ANS: F	PTS:	1	REF:	PAGE 36
6.	A business writer s	hould a	always choose	the ric	chest medium when sending a message.
	ANS: F	PTS:	1	REF:	PAGE 37
7.					who says that business writers frequently choose ws for a faster response.
	ANS: T	PTS:	1	REF:	PAGE 37
8.	Business e-mails as organization are les			adition	al letters or memos, so planning and
	ANS: F	PTS:	1	REF:	PAGE 34
9.	Positive language g	general	ly conveys mo	ore info	ormation than negative language.
	ANS: T	PTS:	1	REF:	PAGE 42
10.	Your text says that a possible secondar			e and p	profile the audience for your message, including
	ANS: T	PTS:	1	REF:	PAGE 42

11.	_ ,	text, it isn't necessar normally be fairly sho	to plan and organize most business messaget and informal.	es,,
	ANS: F	PTS: 1	REF: PAGE 34	
12.			replaced e-mail as the channel of choice in most widely used channel.	some
	ANS: T	PTS: 1	REF: PAGE 38	
13.	Profiling your audi	ience helps you organ	ze and write your message.	
	ANS: T	PTS: 1	REF: PAGE 38	
14.			the the benefit of a business message for the same such as I, my, we, and us.	reader, we
	ANS: F	PTS: 1	REF: PAGE 40	
15.	_	en in your text of an o	mpathetic writer is one who strives to write als.	messages
	ANS: F	PTS: 1	REF: PAGE 43	
16.	Your text recomme business message r	•	nand with a rhetorical question as one way t	o make a
	ANS: T	PTS: 1	REF: PAGE 43	
17.	Your text stresses t	hat the most effectiv	messages focus on the audience.	
	ANS: T	PTS: 1	REF: PAGE 40	
18.	strongly encourage	writers to keep mes	technologies such as instant messaging and ages short, your text recommends that we used use in a text message to a friend.	
	ANS: F	PTS: 1	REF: PAGE 41	
19.	The ability to prepare comes naturally to		centred, professional, and purposeful messa	ıges
	ANS: F	PTS: 1	REF: PAGE 34	
20.		text, a reader will mediction in a business	re likely be impressed by formal, high-level nessage.	diction
	ANS: F	PTS: 1	REF: PAGE 41	

COMPLETION

1.	Your text calls trying to view a message from the receiver's perspective rather than your own being				
	ANS: audience-oriented				
	PTS: 1 REF: PAGE 34				
2.	During the phase of the writing process, the writer will research, organize, and compose the message.				
	ANS: writing				
	PTS: 1 REF: PAGE 35				
3.	You are re-reading an e-mail you have written, evaluating the message's clarity and conciseness and your choice of words. You are in the phase of the writing process outlined in your text.				
	ANS: revising				
	PTS: 1 REF: PAGE 35				
4.	According to a theory mentioned in your text, a medium enables the sender to provide more verbal and visual cues and to tailor the message to the receiver/s.				
	ANS: richer				
	PTS: 1 REF: PAGE 36				
5.	has become the communication channel of choice for corporate communicators.				
	ANS: E-mail				
	PTS: 1 REF: PAGE 38				
6.	Even when the receiver of a message may be at fault and we may be justifiably upset or angry using language in a message can help us achieve the outcome we desire.				
	ANS: courteous				
	PTS: 1 REF: PAGE 43				

CHAPTER 2: Before You Write

7.	Emphasizing second-person pronouns (<i>you</i> , <i>your</i>) means that the writer is using the view.
	ANS: you
	PTS: 1 REF: PAGE 40
8.	An example of language would be to write <i>consultants will use their</i> knowledge to help marketing teams rather than a consultant will use his knowledge to help the marketing team.
	ANS: inclusive
	PTS: 1 REF: PAGE 44
9.	Using a clear, simple style of writing that includes everyday words is known as language.
	ANS: plain
	PTS: 1 REF: PAGE 44
10.	Emphasizing (two words) can help readers see how the message affects them personally.
	ANS: reader benefits
	PTS: 1 REF: PAGE 40