

Chapter 2—Test Bank

Planning Business Messages

DIFFICULTY (DIF)

5 = Most difficult

3 = Average difficulty

1 = Least difficult

TYPE

Ap: Application question

Con: Conceptual question

Def: Definition

OTHER CODES

ANS: Answer

REF: Page Reference

OBJ: Chapter Objective

NOT: Note (feedback/explanations)

AAC: AACSB Competencies

Multiple Choice

1. When you prepare a business message or oral presentation, you should be certain that your writing is economical, persuasive, audience-oriented, and
 - a. purposeful.
 - b. creative.
 - c. lengthy.
 - d. formal.

ANS: a REF: p. 32 TYPE: Con DIF: 3

TOP: The Basics of Business Writing

NOT: Business writers must strive to produce messages and oral presentations that are economical, persuasive, audience-oriented, and purposeful. The formality and creativity of the writing will vary based on the audience and the purpose of the message.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

2. When preparing a business message, you should make your writing audience-oriented. *Audience-oriented* means you should
 - a. write to solve a problem or convey information.
 - b. attempt to get your audience to believe and accept your message.
 - c. present ideas clearly but concisely.
 - d. concentrate on looking at the problem from the receiver's perspective.

ANS: d REF: p. 32 TYPE: Def DIF: 1

TOP: The Basics of Business Writing

NOT: Business messages are audience-oriented when the writer concentrates on the reader's perspective. Of course, the other skills listed are also important qualities of your business writing, but they do not represent audience orientation.

AAC: Tier 1—Communication; Tier 2--Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

3. 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.

ANS: c REF: p. 32 TYPE: Def DIF: 1

TOP: The Basics of Business Writing

NOT: Business writing should be clear, concise, and written from the receiver's perspective. However, "purposeful" identifies the reason for the writing, which is to solve a problem or convey information.

AAC: Tier 1—Communication; Tier 2—Purpose

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

4. Business writing should be economical. In this context, *economical* can best be defined as
- presenting ideas clearly and concisely.
 - concentrating on the receiver's perspective instead of your own.
 - solving problems and conveying information.
 - getting your audience to believe and accept your message.

ANS: a REF: p. 32 TYPE: Def DIF: 1

TOP: The Basics of Business Writing

NOT: Business writing should solve a problem, use the appropriate channel, and be written from the receiver's perspective. However, "economical" identifies the qualities of conciseness and clarity.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

5. Business writing should be persuasive. In this context, *persuasive* can best be defined as
- presenting ideas clearly and concisely.
 - concentrating on the receiver's perspective instead of your own.
 - solving problems and conveying information.
 - getting your audience to believe and accept your message.

ANS: d REF: p. 32 TYPE: Def DIF: 1

TOP: The Basics of Business Writing

NOT: Business writing should present ideas clearly and concisely, be written from the receiver's perspective, solve a problem, and convey information. However, "persuasive" means that the writer tries to get the audience to believe and accept the message.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

6. The first phase of the writing process involves analyzing the audience and your purpose for writing, anticipating how your audience will react to your message, and
- investigating background information.
 - composing your message.
 - adapting your message to the audience.
 - looking for previous company documents on the topic.

ANS: c REF: p. 33 TYPE: Con DIF: 3

TOP: Prewriting

NOT: Many beginning business writers forget to complete the first phase of the writing process, which involves analyzing the audience and purpose, anticipating how the audience will react, and adapting the message to the audience. By analyzing the audience and purpose first, you can focus your research and better compose your message.

AAC: Tier 1—Communication; Tier 2—Purpose, Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

7. 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.

ANS: c REF: p. 34 TYPE: Con DIF: 3

TOP: Writing

NOT: During the writing stage, you will research and organize your message; then you compose the message. Developing knowledge of the audience occurs in the first stage (prewriting), and evaluating and editing occur in the final stage (revising).

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

8. 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 in the selected delivery channel.
 - c. solve the problem.
 - d. forward the document to the publishing department.

ANS: a REF: p. 34 TYPE: Con DIF: 3

TOP: Revising

NOT: The last step of the writing process is evaluation, which is part of the revising stage.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

9. Experts say that writers should spend the most time in the _____ stage of the writing process.
 - a. prewriting
 - b. writing
 - c. revising
 - d. transmission

ANS: c REF: p. 34 TYPE: Con DIF: 3

TOP: Scheduling the Writing Process

NOT: Beginning writers often neglect the last phase of revising their documents for clarity, conciseness, tone, and readability. However, the best business messages require extensive work in the revising phase to be certain the document best meets the audience's needs and the purpose of the message. Experts recommend that

approximately 50 percent of a writer's time should be spent in this final phase.
AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

10. The primary purpose of business writing is typically to inform or persuade; a common secondary purpose is to
- promote goodwill.
 - comply with governmental regulations.
 - create written documentation.
 - avoid lawsuits.

ANS: a REF: p. 35 TYPE: Con DIF: 3

TOP: Identifying Your Purpose

NOT: In addition to informing and persuading, an effective business message will promote goodwill, which means that you and your organization will look good in the eyes of your audience. Maintaining the goodwill of customers and employees is essential to business growth and your career advancement.

AAC: Tier 1—Communication; Tier 2—Purpose

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

11. Before Melissa organizes and composes her message, she should ask two questions: (1) Why am I sending this message? and (2)
- Why did my boss give this task to me?*
 - What do I hope to achieve with this message?*
 - How can I get this message written as quickly as possible?*
 - Do I have enough time and financial resources to complete the work?*

ANS: b REF: p. 35 TYPE: Ap DIF: 5

TOP: Identifying Your Purpose

NOT: All workers may question their boss's decision, their time, and their resources. Nevertheless, to determine the best organization and presentation, they must focus upon the reason for sending the message and this question: "What do I hope to achieve with this message?"

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

12. Travis must determine the channel for an important business message. In this context, *channel* refers to the
- individuals who will receive the message.
 - degree of formality required.
 - medium through which the message is sent.
 - tone and approach needed to accomplish his purpose.

ANS: c REF: p. 35 TYPE: Def DIF: 1

TOP: Selecting the Best Channel

NOT: The channel refers to the medium through which Travis will send his message.

AAC: Tier 1—Communication; Tier 2—Syn./Asyn. Choices

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

13. You are selecting a channel for sending your message. Which of the following is *not* a factor to consider when making this decision?
- The amount and speed of feedback and interactivity required
 - Cost of the channel
 - The confidentiality and sensitivity of the message
 - The primary channel used by your competitors

ANS: d REF: p. 35 TYPE: Ap DIF: 5

TOP: Selecting the Best Channel

NOT: Consider the following factors when selecting a communication channel: importance of the message, amount and speed of feedback and interactivity required, necessity of a permanent record, cost of the channel, degree of formality required, confidentiality and sensitivity of the message.

AAC: Tier 1—Communication; Tier 2—Syn./Asyn. Choices

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

14. Which of the following communication channels would be considered the richest medium?
- Written proposal
 - E-mail message
 - Face-to-face conversation
 - Discussion board posting

ANS: c REF: p. 35 TYPE: Con DIF: 3

TOP: Selecting the Best Channel

NOT: Media richness describes the extent to which a channel or medium recreates or represents all the information available in the original message. A richer medium, such as face-to-face conversation, permits more interactivity and feedback. A leaner medium, such as a proposal, e-mail message, or discussion board posting, presents a flat, one-dimensional message.

AAC: Tier 1—Communication; Tier 2—Syn./Asyn. Choices

AAC: Tier 1—Technology; Tier 2—Communication evolution

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

15. Human Resources Manager Claire Siu must inform Anthony that company job changes require him to seek retraining or lose his position. The best channel for Ms. Siu to deliver this message is
- an e-mail message.
 - face-to-face communication.
 - voice mail.
 - an instant message.

ANS: b REF: p. 36 TYPE: Ap DIF: 5

TOP: Selecting the Best Channel

NOT: The best channel for the delivery of bad news, such as the potential loss of employment, is face-to-face communication. Good news, such as bonus pay for performance, could be delivered through e-mail, voice mail, or instant messaging. Careful writers consider the type of message in selecting the channel.

AAC: Tier 1—Communication; Tier 2—Syn./Asyn. Choices

AAC: Tier 1—Technology; Tier 2—Communication evolution

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

16. Michael usually holds team meetings on Tuesday mornings, but he needs to reschedule next week's meeting to Wednesday morning. To tell team members that the date of the next meeting has been changed, Michael should
- send an e-mail.
 - meet in person with each team member to explain the change.
 - call a team meeting to announce the change.
 - write a short team report to explain the change.

ANS: a REF: p. 36 TYPE: Ap DIF: 5

TOP: Selecting the Best Channel

NOT: E-mail is a better choice for routine announcements. Using individual meetings, a team meeting, or a short report to announce the changed meeting time would be inefficient.

AAC: Tier 1—Communication; Tier 2—Syn./Asyn. Choices

AAC: Tier 1—Technology; Tier 2—Communication evolution

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

17. 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
- identifies the property's outstanding traits and describes them clearly.
 - concentrates on the price and value of the property.
 - writes using familiar words and a friendly, informal tone.
 - considers what the readers are like and how the readers will react to the message.

ANS: d REF: pp. 36-37 TYPE: Ap DIF: 5

TOP: Anticipating the Audience

NOT: When anticipating an audience, Lindsay should consider what the readers are like and how they will react. This will assist her in writing a description of the property and benefits that appeal to her audience.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

18. Profiling the audience for a business message helps the writer
- identify the appropriate tone, language, and channel.
 - guarantee that the audience will respond positively to the message.
 - select slang and jargon the audience will recognize and appreciate.
 - create a perfect first draft.

ANS: a REF: p. 37 TYPE: Con DIF: 3

TOP: Profiling the Audience

NOT: Profiling the audience helps the writer develop a document that has the appropriate tone and language for that audience. It also helps the writer select a channel that will be most effective. Unfortunately, profiling will not eliminate the need for revising the document, nor will it guarantee that the audience will respond positively to the message.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

19. One technique that improves business writing is the use of empathy. *Empathy* refers to
- using inclusive language to eliminate bias.
 - putting yourself in the receiver's shoes to adapt the message to the receiver's needs.
 - appealing to the audience by using a sender focus.
 - formatting documents to meet business standards.

ANS: b REF: p. 38 TYPE: Def DIF: 1

TOP: Audience Benefits

NOT: Empathy involves shaping a message so that it appeals to the receiver. Writers can do this by putting themselves in the receiver's shoes.

AAC: Tier 1—Communication; Tier 2—Analysis

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

20. Which of the following sentences best focuses on the audience?
- We are very pleased to have you as our newest customer.*
 - You can help us by sending us your payment immediately.*
 - Register now to lock in your preferred travel dates.*
 - All of the above sentences are focused on the audience rather than the sender.

ANS: c REF: p. 38 TYPE: Ap DIF: 5

TOP: Audience Benefits

NOT: The sentence "Register now to lock in your preferred travel dates" places focus on the audience. The other sentences place more focus on the sender.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

21. 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?
- I have not approved your vacation for August because you applied too late.*
 - We didn't receive your application early enough for the August vacation schedule.*
 - Although the August schedule is full, you may qualify for a vacation in September if you apply now.*
 - The August vacation schedule was posted in May. You should have consulted it before applying now.*

ANS: c REF: pp. 38-39 TYPE: Ap DIF: 5

TOP: "You" View

NOT: Each of the messages provides similar information to Samantha, but only one (“You may qualify for a vacation in September if you apply now although the August schedule is full”) represents effective use of the “you” view. It shows the benefits to the receiver (September vacation) without sounding accusatory.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

22. Create a conversational but professional tone in letters, e-mail messages, instant messages, and memos by
- choosing a clear format and effective document layout.
 - smiling and using good eye contact.
 - using familiar words, occasional contractions, and pronouns such as *I* and *you*.
 - using slang and IM abbreviations such as *IMHO* and *BTW*.

ANS: c REF: p. 40 TYPE: Con DIF: 3

TOP: Conversational but Professional

NOT: You will have a conversational tone when you use familiar words, occasional contractions, and first- or second-person pronouns. Professional messages do not include IM abbreviations, slang, sentence fragments, and chitchat.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

23. Marketing Director Kiprova will inform the board of directors that customers are not responding positive to the company’s Paris Hilton ads. Which of the following is the most appropriate announcement?
- Our customers are ripping on our Paris Hilton ads, even though we know these ads rock.*
 - Our customers are badmouthing this awesome new marketing campaign; they are obviously just out of it.*
 - I have received criticism of the new Paris Hilton ads from our customers.*
 - It has come to my attention that our customers have denigrated our strategic implementation of Paris Hilton’s notoriety in our novel ad campaign.*

ANS: c REF: p. 40 TYPE: App DIF: 5

TOP: Conversational but Professional

NOT: Using the words “ripping on,” “rock,” “badmouthing,” “awesome,” and “out of it” is unprofessional. Words such as “denigrate,” “strategic implementation,” and “notoriety” are examples of inflated language that may be unfamiliar. The word “criticism” better describes the customers’ reactions.

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

24. As employees conduct more business using instant messaging, they should send messages that are informal, conversational, and
- professional.
 - streamlined (e.g., using abbreviations such as ur for *you are*).
 - casual, including low-level language.
 - filled with slang and jargon.

ANS: a REF: p. 40 TYPE: Con DIF: 3

TOP: Conversational but Professional

NOT: Of these options, only “professional” is correct. Avoid the other options because they include sloppy or unprofessional qualities.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

25. Which of the following represents the best business writing?
- We regret that we are unable to accept you as a credit customer at this time.*
 - You will never be sorry that you opened a checking account with our bank.*
 - We cannot accept the returned merchandise because it is not resalable.*
 - You can return all resalable merchandise for a store credit.*

ANS: d REF: p. 41 TYPE: Ap DIF: 5

TOP: Positive Language

NOT: Of these options, only “You can return all resalable merchandise for a store credit” is worded in a positive manner. The other options indicate what cannot be done. This use of negative language is more likely to create hostility in the audience.

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

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

ANS: c REF: p. 42 TYPE: Ap DIF: 5

TOP: Inclusive Language

NOT: The most acceptable option is “All physicians must carry their own malpractice insurance.” The use of a plural noun as antecedent (physicians) matches the plural pronoun (their) and is preferred to the singular (physician) with the awkward “his or her.” Using the singular “physician” with the plural “their” is grammatically incorrect.

AAC: Tier 1—Diversity; Tier 2—Gender differences

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis

27. Business writers are encouraged to use plain English, which means
- using active-voice verbs, personal pronouns, short sentences, and familiar words.
 - writing without weakening qualifiers.
 - avoiding all negative expressions.
 - including slang and low-level diction that everyone understands.

ANS: a REF: p. 42 TYPE: Def DIF: 1

TOP: Plain English

NOT: Plain English is the use of active-voice verbs, personal pronouns, short sentences, and familiar words. Business writers strive to use plain language and to avoid excessively formal or informal writing.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

28. Francisco is writing an article for the company's intranet to encourage managers to use plain English. Which of these sentences uses an appropriate business style to express Francisco's point?
- If you obliterate the obfuscation in your e-mail messages, your department members will respond more appropriately.*
 - Employees will respond better to e-mail messages that are written with familiar language and a friendly, conversational style.*
 - Before sending an e-mail message to your department, run it up the flagpole to see if anyone salutes.*
 - Per company directives, please cease and desist from sending out incomprehensible e-mail messages to department members.*

ANS: b REF: p. 42 TYPE: Ap DIF: 5

TOP: Adapting to the Task and Audience

NOT: Only "Employees will respond better to e-mail message that are written with familiar language and a friendly, conversational style" uses positive expression, plain language, and a "you" attitude.

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

29. Business writers who use words such as *conceptualize*, *remuneration*, and *terminate* are using language many readers would consider
- slang.
 - conversational.
 - jargon.
 - unfamiliar.

ANS: d REF: p. 43 TYPE: Con DIF: 3

TOP: Familiar Words

NOT: These words would be unfamiliar to many readers. Wise business writers use more familiar alternatives (conceptualize—see, remuneration—pay, terminate—end).

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

30. Which of the following is *most* acceptable for business writing?
- It is imperative that we ascertain whether you qualify for benefits.*
 - Our company stipulates that you must submit your hours so that we can compensate you properly.*
 - Please check with your supervisor for information about salary increases.*
 - Your remuneration will perpetuate for three weeks after your termination.*

ANS: c REF: p. 43 TYPE: Ap DIF: 5

TOP: Familiar Words

NOT: The most acceptable option is "Please check with your supervisor for information about salary increases." The other sentences use long and unfamiliar words.

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

True-False

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

ANS: F REF: p. 32 TYPE: Con DIF: 3

TOP: The Basics of Business Writing

NOT: Business messages should be clear but concise. Length is not rewarded in business. Instead, conciseness and clarity are what count in business.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

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

ANS: F REF: p. 33 TYPE: Con DIF: 3

TOP: The Basics of Business Writing

NOT: Some natural writers do exist; but the ability to be concise, audience-centered, persuasive, and purposeful in your written messages requires training. However, following a systematic process, studying model messages, and practicing the craft can make nearly anyone a successful business writer or speaker.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

3. To be effective, the three phases of the writing process must be performed in sequence, moving from Phase 1 to Phase 2 to Phase 3 in order.

ANS: F REF: p. 33 TYPE: Con DIF: 3

TOP: The Writing Process for Business Messages and Oral Presentations

NOT: The writing process is not always linear. It does not always proceed from Phase 1 to Phase 2 to Phase 3. Often the writer must circle back and repeat an earlier step.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

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

ANS: T REF: p. 33 TYPE: Con DIF: 3

TOP: Prewriting

NOT: Anticipating the audience's reaction is one of the most important aspects of the prewriting phase of the writing process because it assists the writer in creating a message that is more likely to be successful.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

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

ANS: F REF: p. 34 TYPE: Ap DIF: 5

TOP: Writing

NOT: Before Shannon can organize material and compose her proposal, she must collect information in the researching step of the second phase in the writing process.
AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

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

ANS: T REF: p. 34 TYPE: Con DIF: 3

TOP: Revising

NOT: The third phase of the process involves revising, proofreading, and evaluating your message. The final step in the third phase involves evaluating your message to decide whether it accomplishes your goal.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

7. Most writers spend equal amounts of time on each of the three phases of the writing process: prewriting, writing, and revising.

ANS: F REF: p. 34 TYPE: Con DIF: 3

TOP: Scheduling the Writing Process

NOT: The time you spend on each phase varies depending on the complexity of the problem, the purpose, the audience, and your schedule. Writers spend the most time (about 45 percent) on the revising phase of the writing process because it is the most important part.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

8. As you become a more skilled and experienced business writer, you will be more likely to alter, compress, and rearrange the writing process steps to suit your needs.

ANS: T REF: p. 34 TYPE: Con DIF: 3

TOP: Analyzing the Purpose and the Audience

NOT: Beginning writers should follow the writing process described in the text carefully as they develop their skills. When they become experienced writers, they can use the writing process stages more flexibly. This growth is natural and desirable.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

9. The primary purposes of most business documents are to inform and to promote goodwill. A common secondary purpose is sales growth.

ANS: F REF: p. 35 TYPE: Con DIF: 3

TOP: Identifying Your Purpose

NOT: Persuasion and information are the primary purposes of most business documents. Goodwill is a common secondary purpose.

AAC: Tier 1—Communication; Tier 2--Purpose

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

10. Alonso needs to get feedback from sales representatives located across the U.S. and Europe. Because he needs to have the most interactivity and feedback possible, the best channel of communication for Alonso is videoconferencing or teleconferencing.

ANS: T REF: pp. 35-36 TYPE: Ap DIF: 5

TOP: Selecting the Best Channel

NOT: Because Alonso needs a media-rich channel to permit interaction, he should use videoconferencing or teleconferencing to gain information from this geographically dispersed group.

AAC: Tier 1—Communication; Tier 2—Syn./Asyn. Choice

AAC: Tier 2—Technology; Tier 2—Communication evolution

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

11. Face-to-face conversation is a richer medium than a written report.

ANS: T REF: p. 35 TYPE: Ap DIF: 5

TOP: Selecting the Best Channel

NOT A richer medium, such as face-to-face conversation, permits more interactivity and feedback. A leaner medium, such as a written report, presents a flat, one-dimensional message.

AAC: Tier 1—Communication; Tier 2—Syn./Asyn. Choice

AAC: Tier 2—Technology; Tier 2—Communication evolution

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

12. Today's businesses increasingly use e-mail and instant messaging for conducting business, but hard-copy memos are still written for messages that require persuasion, permanence, and formality.

ANS: T REF: p. 36 TYPE: Con DIF: 3

TOP: Switching to Faster Channels

NOT: Although technology has increased the use of e-mail and instant messaging, it is true that business must still use hard-copy memos in cases that require persuasion, permanence, and formality.

AAC: Tier 1—Communication; Tier 2—Syn./Asyn. Choice

AAC: Tier 2—Technology; Tier 2—Communication evolution

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

13. Don't send a message unless you know exactly who your audience is.

ANS: F REF: p. 37 TYPE: Con DIF: 3

TOP: Anticipating the Audience

NOT: Although you can't always know exactly who the receiver is, you can imagine some of that person's characteristics.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

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

ANS: T REF: p. 37 TYPE: Con DIF: 3

TOP: Anticipating the Audience

NOT: Beginning writers often focus on the topic or message contents and purpose first. Although the message contents and purpose are important, you will be more likely to achieve your goal if you adapt that content to the audience before and as you write.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

15. 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.

ANS: F REF: p. 37 TYPE: Con DIF: 3

TOP: Responding to the Profile

NOT: The primary audience is important, but so is the secondary audience. If a message will have more than one audience, you must adapt your message so that you create a meaningful and efficient communication for both primary and secondary audiences.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

16. Ben Franklin stated this opinion about business messages: *To be good it ought to have a tendency to benefit the reader*. His opinion reflects the importance of analyzing the purpose of the message.

ANS: F REF: p. 38 TYPE: Ap DIF: 5

TOP: Audience Benefits

NOT: The opinion of Ben Franklin, an early American political leader, reflects the importance of stressing reader benefits to readers of business documents.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

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

ANS: T REF: p. 38 TYPE: Con DIF: 3

TOP: Audience Benefits

NOT: Using empathy forces you to see the communication or problem from the perspective of your audience. When that occurs, you create a message sensitive to audience needs, which increases the likelihood of success.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

18. 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*.

ANS: F REF: pp. 38-39 TYPE: Con DIF: 3

TOP: “You” View

NOT: Using the “you” view means that you stress the audience viewpoint in the document, but it does not require you to eliminate all use of first-person pronouns. In fact, the use of first-person pronouns can increase the warmth and sincerity of the message.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

19. 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*.

ANS: F REF: p. 40 TYPE: Ap DIF: 5

TOP: Conversational but Professional

NOT: These expressions and other third-person constructions can make Monica’s report sound too formal; they are not conversational and do not make her report sound businesslike or professional.

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

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

ANS: T REF: p. 41 TYPE: Con DIF: 3

TOP: Courteous Language

NOT: The clarity and tone of a message are considerably improved if you use positive rather than negative language. Positive language generally conveys more information than negative language does. Moreover, positive messages are uplifting and pleasant to read. Positive wording tells what *is* and what *can be done* rather than what *isn’t* and what *can’t be done*.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

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

ANS: F REF: p. 41 TYPE: Ap DIF: 5

TOP: Courteous Language

NOT: Wording messages courteously by adding words like “please” is more effective than using words that sound demanding or preachy.

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

22. The statement *Every employee has ten minutes for their morning break* is an effective example of using inclusive language.

ANS: F REF: p. 42 TYPE: Ap DIF: 5

TOP: Inclusive Language

NOT: Using inclusive language is important, but this example does so incorrectly by using a singular noun antecedent (employee) with a plural pronoun (their).

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis Conclusion

23. Some business, legal, and government documents are written in an inflated and confusing style that obscures meaning. This style of writing is often referred to as *legalese* or *federalese*.

ANS: T REF: p. 42 TYPE: Con DIF: 3

TOP: Plain English

NOT: Some business, legal, and government documents are written in an inflated and confusing style that obscures meaning. This style of writing has been given various terms such as *legalese*, *federalese*, *bureaucratic gobbledygook*, *doublespeak*, and the *official style*.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

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

ANS: F REF: p. 43 TYPE: Con DIF: 3

TOP: Familiar Words

NOT: Your business messages will be more readable if you use short, familiar, simple words. In addition, a readable message is more likely to result in a positive response from your audience.

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

25. A message that is shorter and more conversational is less likely to achieve its goal than a message that is longer and more formal.

ANS: F REF: p. 43 TYPE: Con DIF: 3

TOP: Familiar Words

NOT: By keeping the reader in mind, being concise, and using familiar language, the writer can create a message that is more likely to achieve its goal. A longer, more formal message is likely to be less readable and, therefore, less likely to achieve its goal.

AAC: Tier 1—Diversity; Tier 2—Cultural Imperatives

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

Fill-in-the-Blank

1. During the _____ phase of the writing process, the writer will analyze the audience and the purpose for writing.

ANS: prewriting

REF: p. 33 TYPE: Con DIF: 3

TOP: Prewriting

NOT: The prewriting phase involves analyzing the audience and the purpose for writing. During this phase you will also anticipate how your audience will react to the message and will adapt your message to the audience.

AAC: Tier 1—Communication; Tier 2—Purpose, Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

2. 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.

ANS: writing

REF: p. 34 TYPE: Ap DIF: 5

TOP: Writing

NOT: The writing phase of the writing process includes researching and organizing information. Sam will also compose his report during this phase.

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

3. Catherine is proofreading her cover letter and résumé for accuracy before e-mailing them to a prospective employer. She is in the third phase of the writing process, which is the _____ phase.

ANS: revising

REF: p. 34 TYPE: Ap DIF: 5

TOP: Revising

NOT: The third phase of the process involves revising, proofreading, and evaluating your message or document.

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

4. An interesting theory, called _____ richness, describes the extent to which a channel or medium recreates or represents all the information available in the original message.

ANS: media

REF: p. 35 TYPE: Def DIF: 1

TOP: Selecting the Best Channel

NOT: An interesting theory, called media richness, describes the extent to which a channel or medium recreates or represents all the information available in the original message.

AAC: Tier 1—Communication; Tier 2—Syn./Asyn. Choice

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

5. The channel of choice for corporate communicators today is clearly _____.

ANS: e-mail

REF: p. 36 TYPE: Con DIF: 3

TOP: Switching to Faster Channels

NOT: Because technology and competition continue to accelerate the pace of business, the channels of choice today must be fast, cheap, and easy. E-mail meets those criteria effectively.

AAC: Tier 2—Use of information technology; Tier 2—Communication evolution

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

6. _____ is the process of creating a message that suits your audience. One important aspect of this process is *tone*.

ANS: Adaptation

REF: p. 35 TYPE: Def DIF: 1

TOP: Selecting the Best Channel

NOT: Adaptation is the process of creating a message that suits your audience. One important aspect of adaptation is tone.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

7. Conveyed largely by the words in a message, _____ affects how a receiver feels upon reading or hearing a message.

ANS: tone

REF: p. 38 TYPE: Def DIF: 1

TOP: Adapting to the Task and Audience

NOT: One important aspect of adaptation is tone. Conveyed largely by the words in a message, tone affects how a receiver feels upon reading or hearing a message.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

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

ANS: empathy

REF: p. 38 TYPE: Def DIF: 1

TOP: Audience Benefits

NOT: Empathy involves putting yourself in the receiver's shoes. This means that you look at the topic of the communication from your receiver's perspective. Using empathy can help you write a more effective message.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Conclusion

9. Theresa has emphasized second-person pronouns (*you, your*) instead of first-person pronouns (*I/we, us, our*) in a letter to a customer. She is using the _____ view.

ANS: you

REF: pp. 38-39 TYPE: Ap DIF: 5

TOP: “You” View

NOT: By emphasizing second-person pronouns instead of first-person pronouns, Theresa is using the “you” view.

AAC: Tier 1—Communication; Tier 2—Audience

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

10. Megahertz Technology Solutions CEO Bianca Reyes has developed a company policy stating that all documents must be written in clear, concise language using familiar words. CEO Reyes is part of the _____ English movement.

ANS: Plain

REF: p. 42 TYPE: Ap DIF: 5

TOP: Plain English

NOT: For more than three decades, government agencies and consumer groups have worked together in the Plain English movement, encouraging all documents to be written clearly and concisely to create easy-to-understand material. CEO Reyes of High Tech Solutions supports this Plain English movement.

AAC: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion