

# chapter 2. Planning Business Messages

Test Bank

## MULTIPLE CHOICE

1. Which of the following represents a goal for business writers?
- a. You should concentrate on your feelings in business messages.
  - b. You should get your audience to believe and accept your ideas.
  - c. You should create messages that are lengthy to demonstrate your superior intellect and language skills.
  - d. You should write business messages from your perspective.

ANS: B

Business writers must strive to produce messages and presentations that are economical, persuasive, audience oriented, and purposeful.

PTS: 1 DIF: Easy REF: p. 36

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Purpose

TOP: Understanding Business Writing Goals and the Writing Process

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

Business messages are audience oriented when the writer concentrates on the reader's perspective.

The other skills listed are also important qualities of your business writing, but they do not represent audience orientation.

PTS: 1 DIF: Easy REF: p. 36

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations

TOP: Understanding Business Writing Goals and the Writing Process

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

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.

PTS: 1 DIF: Easy REF: p. 36

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Purpose, Rhetorical Considerations

TOP: Understanding Business Writing Goals and the Writing Process

4. 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.

ANS: A

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.

PTS: 1 DIF: Easy REF: p. 36

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations

TOP: Understanding Business Writing Goals and the Writing Process

5. Business writing should be persuasive. In this context persuasive 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: D

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.

PTS: 1 DIF: Easy REF: p. 36

OBJ: Bloom’s Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Purpose

TOP: Understanding Business Writing Goals and the Writing Process

6. 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.

ANS: C

Many beginning writers forget to complete Phase 1: analyze the audience and purpose, anticipate audience reaction, and adapt the message to the audience.

PTS: 1 DIF: Moderate REF: p. 37

OBJ: Bloom’s Taxonomy: Analysis

NAT: AACSB: Tier 1—Communication; Tier 2—Purpose, Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

7. 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.

ANS: A

The last step in the prewriting phase involves adapting your message to the audience, which requires thinking of the right words and tone to use in your message. Adapting occurs after analyzing the audience, but before researching and revising.

PTS: 1 DIF: Easy REF: p. 37

OBJ: Bloom’s Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations | AACSB:  
Tier 1—Reflective Thinking; Tier 2—Receiver Reactions, Consequences  
TOP: Understanding Business Writing Goals and the Writing Process

8. 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

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).

PTS: 1 DIF: Moderate REF: p. 37

OBJ: Bloom's Taxonomy: Analysis

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

9. 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

The last step of the writing process is evaluation, deciding whether your message accomplishes your goal.

PTS: 1 DIF: Moderate REF: p. 37

OBJ: Bloom's Taxonomy: Analysis

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Consequences, Receiver Reactions

TOP: Understanding Business Writing Goals and the Writing Process

10. 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

Beginning writers often neglect the last phase of revising for clarity, conciseness, tone, and readability. The best messages require extensive revision to meet the audience's need and the purpose of the message.

PTS: 1 DIF: Easy REF: p. 38

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations

TOP: Understanding Business Writing Goals and the Writing Process

11. 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

ANS: C

Plan to spend one quarter of your time on prewriting, which includes analyzing your audience, anticipating your audience, and adapting to your audience.

PTS: 1 DIF: Easy REF: p. 38

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

12. The primary purpose of business writing is typically to inform or persuade; a common secondary purpose is to

- a. promote goodwill.
- b. comply with governmental regulations.
- c. create written documentation.
- d. avoid lawsuits.

ANS: A

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.

PTS: 1 DIF: Easy REF: p. 38

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Purpose TOP: Analyzing Your Purpose

13. 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?

ANS: B

All workers may question their boss's decision, their time, and their resources. Nevertheless, to determine the best organization and presentation, they must focus on the reason for sending the message and this question: What do I hope to achieve with this message?

PTS: 1 DIF: Moderate REF: p. 38

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Purpose TOP: Analyzing Your Purpose

14. 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.

ANS: C

The channel refers to the medium through which Travis will send his message.

PTS: 1 DIF: Easy REF: p. 39

OBJ: Bloom's Taxonomy: Knowledge

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

TOP: Analyzing Your Purpose

15. You are selecting a channel for sending your message. Which of the following is not a factor to consider when making this decision?

- a. Amount and speed of feedback and interactivity required
- b. Cost of the channel
- c. Confidentiality and sensitivity of the message
- d. Your competitors' channel use

ANS: D

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, and confidentiality and sensitivity of the message.

PTS: 1 DIF: Moderate REF: p. 39

OBJ: Bloom's Taxonomy: Application

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

TOP: Analyzing Your Purpose

16. Which of the following communication channels is considered the richest medium?

- a. Written proposal
- b. E-mail message
- c. Face-to-face conversation
- d. Blog posting

ANS: C

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 presents a flat, one-dimensional message.

PTS: 1 DIF: Easy REF: p. 39

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Syn./Asyn. Choice | AACSB: Tier 1—

Technology; Tier 2—Communication Evolution TOP: Analyzing Your Purpose

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

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

ANS: B

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.

PTS: 1 DIF: Moderate REF: p. 40

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Syn./Asyn. Choice | AACSB: Tier 1—Technology; Tier 2—Communication Evolution | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion TOP: Analyzing Your Purpose

18. 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.

ANS: A

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.

PTS: 1 DIF: Moderate REF: p. 40

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Syn./Asyn. Choice | AACSB: Tier 1—Technology; Tier 2—Communication Evolution | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion TOP: Analyzing Your Purpose

19. What communication channel would be most appropriate to deliver data to a customer?

- a. Business letter



- b. E-mail
- c. Report or proposal
- d. Memorandum

ANS: C

Whether sent internally or externally, reports or proposals are effective channels to deliver messages with data. Other channels are better suited to other purposes and situations.

PTS: 1 DIF: Moderate REF: p. 40

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Syn./Asyn. Choice | AACSB: Tier 1—Technology; Tier 2—Communication Evolution | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion TOP: Analyzing Your Purpose

20. What communication channel would be most appropriate when you must share digital information with other members of your work team?

- a. Wiki
- b. E-mail
- c. Fax
- d. Instant message

ANS: A

A wiki allows you to share digital information with others. Other digital media are effective for other communication purposes.

PTS: 1 DIF: Moderate REF: p. 40

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Syn./Asyn. Choice | AACSB: Tier 1—Technology; Tier 2—Communication Evolution | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion TOP: Analyzing Your Purpose

21. What communication channel would be most appropriate when a written record or formality is required?

- a. Report or proposal
- b. Letter
- c. E-mail
- d. Blog

ANS: B

Use a letter when a written record or formality is required. Other channels serve other purposes: reports or proposals deliver data, internally or externally; e-mail allows immediate feedback; and a blog enables the presentation of digital information to others.

PTS: 1 DIF: Moderate REF: p. 40

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Syn./Asyn. Choice | AACSB: Tier 1—Technology; Tier 2—Communication Evolution | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion TOP: Analyzing Your Purpose

22. What is the preferred channel choice for today's corporate communicators?

- a. Memos
- b. Letters
- c. E-mail
- d. Instant messaging

ANS: C

Because e-mail is fast, inexpensive, and easy, today's corporate communicators use e-mail as their communication channel preference.

PTS: 1 DIF: Easy REF: p. 40

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Syn./Asyn. Choice | AACSB: Tier 1—Technology; Tier 2—Communication Evolution TOP: Analyzing Your Purpose

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.

ANS: D

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.

PTS: 1 DIF: Moderate REF: p. 41

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations | AACSB: Tier 1—Reflective Thinking; Tier 2—Receiver Reactions, Consequences

TOP: Anticipating the Audience

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 and jargon the audience will recognize and appreciate.
- d. create a perfect first draft.

ANS: A

Profiling the audience helps the writer to develop a document with appropriate tone and language and to select an appropriate channel. Unfortunately, profiling will not eliminate the need for revision, nor will it guarantee that the audience will respond positively to the message.

PTS: 1 DIF: Easy REF: p. 41

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Audience TOP: Anticipating the Audience

25. What question should you ask to visualize your audience?

- a. What position does the person hold in the organization?
- b. Do I need to include more background information?
- c. Should I expect a neutral, positive, or negative response to my message?
- d. All answer choices are questions you should ask to visualize your audience.

ANS: D

All answer choices are typical questions you should ask to profile your audience. Learn more questions to ask when you review Figure 2.4.

PTS: 1 DIF: Easy REF: p. 42

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Stakeholders, Conclusion TOP: Anticipating the Audience

26. What is the primary way tone is conveyed through a business message?

- a. Sentence structure

- b. Language choice
- c. Document design and layout
- d. Sentence length

ANS: B

Conveyed largely by the words, tone affects how a receiver feels after reading or hearing a message. Skilled writers create a positive tone by including audience benefits and using the “you” perspective. Document design and layout and sentence structure and length do not establish tone.

PTS: 1 DIF: Easy REF: p. 42

OBJ: Bloom’s Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations | AACSB: Tier 1—Reflective Thinking; Tier 2—Consequences, Receiver Reactions

TOP: Adapting to the Task and Audience

27. 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.

ANS: B

Empathy involves shaping a message so that it appeals to the receiver. Writers can do this by putting themselves in the receiver’s shoes.

PTS: 1 DIF: Easy REF: p. 43

OBJ: Bloom’s Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations | AACSB: Tier 1—Reflective Thinking; Tier 2—Consequences, Receiver Reactions

TOP: Adapting to the Task and Audience

28. 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.

ANS: C

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.

PTS: 1 DIF: Moderate REF: p. 43-44

OBJ: Bloom’s Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions

TOP: Adapting to the Task and Audience

29. 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.

ANS: C

Only “Although the August vacation schedule is full, you may qualify for a vacation in September if you apply now” represents effective use of the “you” view. It shows the benefits to the receiver (September vacation) without sounding accusatory.

PTS: 1 DIF: Moderate REF: p. 43-44

OBJ: Bloom’s Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations | AACSB: Tier 1—Reflective Thinking; Tier 2—Consequences, Receiver Reactions

TOP: Adapting to the Task and Audience

30. Business messages should be conversational, professional, positive, and

- a. long.
- b. courteous.
- c. written from the sender’s perspective.
- d. filled with many common abbreviations.

ANS: B

Business messages are easy to read and effective if they are conversational, professional, positive, and courteous. They should also use bias-free, plain, precise, and familiar language.

PTS: 1 DIF: Easy REF: p. 44

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Consequences, Receiver Reactions

TOP: Developing Skillful Writing Techniques

31. Create a conversational but professional tone in letters, e-mail messages, instant messages, and memos by

- a. choosing a clear format and effective document layout.
- b. using emoticons.
- c. using familiar words, occasional contractions, and pronouns such as you and I.
- d. using slang and abbreviations such as IMHO and BTW.

ANS: C

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.

PTS: 1 DIF: Easy REF: p. 44-45

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Consequences, Receiver Reactions | AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations

TOP: Developing Skillful Writing Techniques

32. Marketing Director Kiprova will inform the board of directors that customers are not responding positively to the company's Paris Hilton ads. Which of the following is the most appropriate announcement?

- a. Our customers are ripping on our Paris Hilton ads, even though we know these ads rock.
- b. Our customers are badmouthing this awesome new marketing campaign; they are obviously just out of it.
- c. At the meeting you will receive reports on recent customer criticism of the new Paris Hilton ads.
- d. 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

Using the words “ripping on,” “rock,” “badmouthing,” “awesome,” and “out of it” is unprofessional. Words such as “denigrated,” “strategic implementation,” and “notoriety” are examples of inflated language that may be unfamiliar. The word “criticism” better describes the customers’ reactions.

PTS: 1 DIF: Moderate REF: p. 44-47

OBJ: Bloom’s Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Consequences, Receiver Reactions | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

33. Which of the following sentences demonstrates effective business writing?

- a. Hey, Bob. Ur proposal is rad!
- b. Your proposal demonstrates how our call center can better meet the needs of our customers.
- c. FYI, i liked your proposal :).
- d. Congrats on the proposal. You rock!

ANS: B

The only effective sentence is “Your proposal demonstrates how our call center can better meet the needs of our customers.” All other answer choices demonstrate unprofessional business writing by using needless abbreviations, chitchat, and poor language choice.

PTS: 1 DIF: Moderate REF: p. 44-45

OBJ: Bloom’s Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions, Consequences | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

34. Which of the following sentences demonstrates effective business writing?

- a. As per your request, enclosed is our latest catalog.
- b. Enclosed is our latest catalog.
- c. The latest catalog is contained under separate cover.
- d. Pertaining to your request, our latest catalog is enclosed.

ANS: B

The only effective sentence is “Enclosed is our latest catalog.” All other answer choices demonstrate business writing that is overly formal.

PTS: 1 DIF: Moderate REF: p. 45

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions, Consequences |

AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

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

- a. Your return policy really ticks me off.
- 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.

ANS: B

The sentence that reflects conversational business writing is “I am upset about your return policy.”

All other answer choices demonstrate either unprofessional (ticks me off) or formal language (provoked).

PTS: 1 DIF: Moderate REF: p. 44-45

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions, Consequences |

AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

36. As employees use instant messaging to conduct more business, they should send messages that are informal, conversational, and

- a. professional.
- b. streamlined (e.g., using abbreviations such as ur for you are).
- c. casual, including low-level language.
- d. filled with slang and jargon.

ANS: A

Of these options only “professional” is correct. Avoid the other options because they include sloppy or unprofessional qualities.

PTS: 1 DIF: Easy REF: p. 44

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience | AACSB:



Tier 1—Reflective Thinking; Tier 2—Receiver Reactions, Consequences

TOP: Developing Skillful Writing Techniques

37. 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.

ANS: D

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.

PTS: 1 DIF: Moderate REF: p. 45

OBJ: Bloom’s Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions, Consequences |

AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

38. Business messages should use positive language rather than negative language. Positive language

- a. has no effect on the tone of a message.
- b. conveys less information than negative language.
- c. grants the reader all requests or demands.
- d. tells what is and what can be done.

ANS: D

Business messages that use positive language tell what “is” and what “can be done” without granting the reader all requests or demands. As a result, positive language improves the clarity and tone of a message and conveys more information than negative language.

PTS: 1 DIF: Easy REF: p. 45

OBJ: Bloom’s Taxonomy: Comprehension

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion, Analysis

TOP: Developing Skillful Writing Techniques

39. Courteous business messages

- a. avoid using words that sound demanding or preachy.

- b. often turn demands into rhetorical questions.
- c. avoid hostility or anger.
- d. All answer choices are correct.

ANS: D

Courteous business messages avoid using words that sound demanding or preachy by turning demands into rhetorical questions. As a result, courteous business messages avoid hostility and anger.

PTS: 1 DIF: Easy REF: p. 46

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion, Receiver Reactions, Consequences | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

40. Which of the following demonstrates effective business writing?

- a. I'm ticked! Credit my account now!
- b. Will you please credit my account for \$125 due to the computer error on May 1.
- c. You should credit my account.
- d. Please get it right and credit my account for \$125.

ANS: B

The most acceptable option is the polite request "Will you please credit my account for \$125 due to the computer error on May 1." All other answer choices sound demanding (Credit my account now!), angry (I'm ticked, Please get it right), or preachy (You should).

PTS: 1 DIF: Moderate REF: p. 46

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions, Consequences | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

41. 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.

ANS: D

The most acceptable option is “The office personnel will assist you with your forms.” All other answer choices reflect gender bias (executives and their wives, salesman, female attorney).

PTS: 1 DIF: Moderate REF: p. 46-47

OBJ: Bloom’s Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions | AACSB: Tier 1—Diversity; Tier 2—Gender Differences TOP: Developing Skillful Writing Techniques

42. 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.

ANS: C

The most acceptable option is “All physicians must carry their own malpractice insurance.” The use of a plural noun as an 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.

PTS: 1 DIF: Moderate REF: p. 46-47

OBJ: Bloom’s Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience, Standard English | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions | AACSB: Tier 1—Diversity; Tier 2—Gender Differences TOP: Developing Skillful Writing Techniques

43. 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.

ANS: C

The most acceptable writing is “A record number of Japanese investors are purchasing real estate in

the United States.” All other answer choices unnecessarily associate race or ethnicity to a specific person (Asian CEO, African American man, and Mr. Hernandez, a Mexican).

PTS: 1 DIF: Moderate REF: p. 46-47

OBJ: Bloom’s Taxonomy: Application

NAT: AACSB: Tier 1—Diversity | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions, Consequences | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience TOP: Developing Skillful Writing Techniques

44. Which of the following demonstrates effective business writing?

- a. Julie Neibauer, 45, was promoted to our call center.
- b. The little, old lady needed assistance with her purchases.
- c. Daniel Simpson, a senior citizen, volunteered with Habitat for Humanity.
- d. The new tax rule applied to individuals over 62.

ANS: D

The most acceptable writing is “The new tax rule applied to individuals over 62.” Although this sentence references a specific age, the age is relevant to the sentence. All other answer choices reflect age bias (Julie Neibauer, 45; little, old lady; and Daniel Simpson, a senior citizen).

PTS: 1 DIF: Moderate REF: p. 46-47

OBJ: Bloom’s Taxonomy: Application

NAT: AACSB: Tier 1—Diversity | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions, Consequences | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience TOP: Developing Skillful Writing Techniques

45. Which of the following demonstrates effective business writing?

- a. Victoria uses a wheelchair.
- b. Victoria is confined to a wheelchair.
- c. Crippled by multiple sclerosis, Victoria uses a wheelchair.
- d. Victoria is suffering from multiple sclerosis.

ANS: A

The most acceptable business writing is “Victoria uses a wheelchair.” All other answer choices reflect disability bias (is confined, Crippled by, and suffering from).

PTS: 1 DIF: Moderate REF: p. 46-47

OBJ: Bloom’s Taxonomy: Application

NAT: AACSB: Tier 1—Diversity | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions, Consequences | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience TOP: Developing Skillful Writing Techniques

46. Business writers are encouraged to use plain English, which means

- a. using active-voice verbs, personal pronouns, short sentences, and familiar words.
- b. writing without weakening qualifiers.
- c. avoiding all negative expressions.
- d. including slang and low-level diction that everyone understands.

ANS: A

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.

PTS: 1 DIF: Easy REF: p. 47-48

OBJ: Bloom’s Taxonomy: Comprehension

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations

TOP: Developing Skillful Writing Techniques

47. 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?

- a. If you obliterate the obfuscation in your e-mail messages, your department members will respond more appropriately.
- b. Employees will respond better if you write e-mail messages with familiar language and a friendly, conversational style.
- c. Before sending an e-mail message to your department, run it up the flagpole to see if anyone salutes.
- d. Per company directives, please cease and desist from sending incomprehensible e-mail messages to department members.

ANS: B

Only “Employees will respond better if you write e-mail messages with familiar language and a friendly, conversational style” uses positive expression, plain language, and a “you” attitude.

PTS: 1 DIF: Moderate REF: p. 44-48

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions, Consequences |

AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

48. 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.

ANS: D

end).—pay, terminate—question, remuneration—These words would be unfamiliar to many readers. Wise business writers use more familiar alternatives (interrogate

PTS: 1 DIF: Easy REF: p. 47

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion, Consequences, Receiver Reactions | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

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

- a. It is imperative that we ascertain whether you qualify for benefits.
- b. Our company stipulates that you must submit your hours so that we can compensate you properly.
- c. Please check with your supervisor for information about salary increases.
- d. Your remuneration will perpetuate for three weeks after your termination.

ANS: C

The most acceptable option is “Please check with your supervisor for information about salary increases.” The other sentences use long and unfamiliar words.

PTS: 1 DIF: Moderate REF: p. 47-48

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions, Consequences |

AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

50. 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.

ANS: D

The most acceptable business writing is “Sheila will examine the job proposal carefully” because it uses precise language (will examine). Other answer choices contain imprecise or dull language (think about, a change in profits, to pay higher amounts).

PTS: 1 DIF: Moderate REF: p. 48

OBJ: Bloom’s Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Receiver Reactions | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

TRUE/FALSE

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

ANS: F

Business messages should be clear but concise. Business does not reward length in messages. Instead, conciseness and clarity are what count in business.

PTS: 1 DIF: Easy REF: p. 36

OBJ: Bloom’s Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Purpose

TOP: Understanding Business Writing Goals and the Writing Process

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

ANS: F

Some natural writers do exist; but the ability to be concise, audience centered, persuasive, and

purposeful in your messages requires training. However, following a systematic process, studying model messages, and practicing the craft can make nearly anyone a successful writer or speaker.

PTS: 1 DIF: Easy REF: p. 37

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Purpose

TOP: Understanding Business Writing Goals and the Writing Process

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

ANS: F

All business messages should be audience oriented, which means the messages should be written from the audience's perspective instead of your own.

PTS: 1 DIF: Easy REF: p. 36

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion, Receiver Reactions, Consequences | AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations

TOP: Understanding Business Writing Goals and the Writing Process

4. The goal of persuasive writing is to make your audience believe and accept your message.

ANS: T

Messages are persuasive when the audience believes and accepts your ideas.

PTS: 1 DIF: Easy REF: p. 36

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Purpose

TOP: Understanding Business Writing Goals and the Writing Process

5. Following a systematic plan when preparing any document or presentation will make your job easier.

ANS: T

Whether you are preparing an e-mail message, memo, letter, or oral presentation, the process will be easier if you follow a systematic plan by prewriting, writing, and revising.

PTS: 1 DIF: Easy REF: p. 37

OBJ: Bloom's Taxonomy: Knowledge



NAT: AACSB: Tier 1—Communication; Tier 2—Patterns

TOP: Understanding Business Writing Goals and the Writing Process

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

ANS: T

Anticipating the audience's reaction will help the writer create a more successful message. Thus anticipating audience reactions is one of the most important steps during the prewriting phase.

PTS: 1 DIF: Moderate REF: p. 37

OBJ: Bloom's Taxonomy: Analysis

NAT: AACSB: Tier 1—Communication; Tier 2—Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion TOP: Understanding Business Writing Goals and the Writing Process

7. 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 report.

ANS: F

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.

PTS: 1 DIF: Moderate REF: p. 37

OBJ: Bloom's Taxonomy: Analysis

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

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

ANS: T

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.

PTS: 1 DIF: Moderate REF: p. 37

OBJ: Bloom's Taxonomy: Analysis

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

9. Proofreading and revising are the same.

ANS: F

Revising involves reviewing the clarity, conciseness, tone, and readability of your message.

Proofreading, on the other hand, focuses on the use of correct spelling, grammar, punctuation, and format.

PTS: 1 DIF: Easy REF: p. 37

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

10. 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

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.

PTS: 1 DIF: Moderate REF: p. 38

OBJ: Bloom's Taxonomy: Analysis

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

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

ANS: F

You probably won't spend equal amounts of time on each phase of the writing process. In fact, because revising is the most important part of the writing process, it takes the most time.

PTS: 1 DIF: Easy REF: p. 38

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

12. The most important phase of the writing process is the revising phase.

ANS: T

Revising is the most important part of the writing process; therefore, it involves the most time. In fact, some writing experts suggest you should spend nearly 50 percent of your time revising, proofreading, and evaluating the message.

PTS: 1 DIF: Easy REF: p. 38

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

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

ANS: F

The time you spend on each phase varies depending on the complexity of the problem, the purpose, the audience, and your schedule.

PTS: 1 DIF: Easy REF: p. 38

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

14. 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

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.

PTS: 1 DIF: Easy REF: p. 38

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

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

ANS: F

Persuasion and information are the primary purposes of most business documents. Goodwill is a common secondary purpose.

PTS: 1 DIF: Easy REF: p. 38

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Purpose TOP: Analyzing Your Purpose

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

ANS: T

As you begin to compose your message, you should ask yourself two important questions: Why am I sending this message? and What do I hope to achieve? Your responses will determine how you organize and present your information.

PTS: 1 DIF: Easy REF: p. 38

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Purpose TOP: Analyzing Your Purpose

17. Alonso needs to get feedback from sales representatives located across the US 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

Because Alonso needs a media-rich channel to permit interaction, he should use videoconferencing or teleconferencing to gain information from this geographically dispersed group.

PTS: 1 DIF: Moderate REF: p. 40

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Syn./Asyn. Choice | AACSB: Tier 1—Technology; Tier 2—Communication Evolution TOP: Analyzing Your Purpose

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

ANS: T

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.

PTS: 1 DIF: Easy REF: p. 39

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Syn./Asyn. Choice | AACSB: Tier 1—Technology; Tier 2—Communication Evolution TOP: Analyzing Your Purpose

19. One factor affecting channel choice is the importance of the message.

ANS: T

Choosing an appropriate channel depends on the importance of the message; the feedback required; the need for a permanent record; the cost; and the degree of formality, confidentiality, and sensitivity needed.

PTS: 1 DIF: Easy REF: p. 39

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Syn./Asyn. Choice | AACSB: Tier 1—Technology; Tier 2—Communication Evolution TOP: Analyzing Your Purpose

20. 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

Although technology has increased the use of e-mail and instant messaging, it is true that businesses must still use hard-copy memos in cases that require persuasion, permanence, and formality.

PTS: 1 DIF: Easy REF: p. 40

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Syn./Asyn. Choice | AACSB: Tier 1—Technology; Tier 2—Communication Evolution | AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion

TOP: Analyzing Your Purpose

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

ANS: F

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

PTS: 1 DIF: Easy REF: p. 41

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion, Stakeholders TOP: Analyzing Your Purpose

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

ANS: T

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.

PTS: 1 DIF: Easy REF: p. 41

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion, Stakeholders TOP: Anticipating the Audience

23. Profiling your audience helps you tailor your words to your readers or listeners.

ANS: T

No matter how short your message, you should spend some time thinking about the audience so that you can tailor your words to your readers or listeners.

PTS: 1 DIF: Easy REF: p. 41

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Audience TOP: Anticipating the Audience

24. 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

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.

PTS: 1 DIF: Easy REF: p. 42

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion, Stakeholders TOP: Anticipating the Audience

25. 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

The opinion of Ben Franklin, an early American political leader, reflects the importance of stressing reader benefits in business documents.

PTS: 1 DIF: Easy REF: p. 42-43

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion TOP: Adapting to the Task and Audience

26. 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

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.

PTS: 1 DIF: Easy REF: p. 43

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion, Receiver Reactions TOP: Adapting to the Task and Audience

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

ANS: F

This sentence focuses on the sender rather than the receiver. To make the sentence more audience focused, rewrite it: Your product guarantee begins working for you as soon as full payment is received.

PTS: 1 DIF: Moderate REF: p. 43

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations | AACSB: Tier 1—Reflective Thinking; Tier 2—Receiver Reactions, Consequences  
TOP: Adapting to the Task and Audience

28. 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

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

PTS: 1 DIF: Easy REF: p. 44

OBJ: Bloom’s Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion, Consequences TOP: Adapting to the Task and Audience

29. Whether your goal is to inform, persuade, or promote goodwill, the catchiest words you can use in your business writing are “you” and “your.”

ANS: T

Using the “you” view means that you stress the audience viewpoint. The surest way to convey the “you” view is to incorporate the second-person pronouns “you” and “your.”

PTS: 1 DIF: Easy REF: p. 43

OBJ: Bloom’s Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations | AACSB: Tier 1—Reflective Thinking; Tier 2—Receiver Reactions, Consequences  
TOP: Adapting to the Task and Audience

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

ANS: T

Because the active voice clearly identifies who is performing the action of a sentence, it is preferred in business writing. You will learn more about using active-voice verbs in future chapters of your text.



PTS: 1 DIF: Easy REF: p. 43

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations

TOP: Adapting to the Task and Audience

31. 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

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.

PTS: 1 DIF: Moderate REF: p. 45

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Receiver Reactions, Consequences, Analysis |

AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

32. Business messages are most effective if they convey an informal, conversational tone.

ANS: T

Business messages are most effective when they convey an informal, conversational tone instead of a formal, pretentious tone. However, business messages shouldn't become so casual that they sound low-level and unprofessional.

PTS: 1 DIF: Easy REF: p. 44

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

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

ANS: T

Improve the clarity and tone of a message and convey more information by using positive rather than negative language. Positive wording tells what "is" and what "can be done" rather than what "isn't" and what "can't be done."

PTS: 1 DIF: Easy REF: p. 45

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

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

ANS: F

Wording messages courteously by adding words like “please” is more effective than using words that sound demanding or preachy (You must).

PTS: 1 DIF: Moderate REF: p. 46

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Receiver Reactions, Consequences | AACSB:

Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

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

ANS: F

Sentences should avoid gender-biased language. Rewrite the sentence to include more sensitive and bias-free language. One acceptable revision could be “Every mechanic has ten minutes for a morning break.”

PTS: 1 DIF: Moderate REF: p. 46-47

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Receiver Reactions, Consequences | AACSB:

Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience, Standard English

TOP: Developing Skillful Writing Techniques

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

ANS: F

You may specify age in business messages if it is relevant. For instance, “Discounts will be given to individuals over 55.”

PTS: 1 DIF: Easy REF: p. 46

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Consequences, Receiver Reactions | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

37. 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

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 gobbledeygook,” “doublespeak,” and the “official style.”

PTS: 1 DIF: Easy REF: p. 48

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion, Consequences | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques

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

ANS: F

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.

PTS: 1 DIF: Easy REF: p. 47

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Receiver Reactions, Consequences

TOP: Developing Skillful Writing Techniques

39. 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

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.

PTS: 1 DIF: Easy REF: p. 47

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion, Consequences

TOP: Developing Skillful Writing Techniques

40. Business messages should contain strong verbs and concrete nouns.

ANS: T

Strong verbs and concrete nouns give receivers more information and keep them interested.

PTS: 1 DIF: Easy REF: p. 48

OBJ: Bloom's Taxonomy: Comprehension

NAT: AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Receiver Reactions, Consequences

TOP: Developing Skillful Writing Techniques

#### COMPLETION

1. During the \_\_\_\_\_ phase of the writing process, the writer analyzes the audience and the purpose for writing.

ANS:

prewriting

Rationale: The prewriting phase involves analyzing the audience and the purpose for writing. During this phase you will anticipate your audience's reaction to the message and adapt your message to the audience.

PTS: 1 DIF: Moderate REF: p. 37

OBJ: Bloom's Taxonomy: Analysis

NAT: AACSB: Tier 1—Communication; Tier 2—Purpose, Audience | AACSB: Tier 1—Reflective Thinking; Tier 2—Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

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

Rationale: The writing phase of the writing process includes researching and organizing information. Sam will also compose his report during this phase.

PTS: 1 DIF: Easy REF: p. 37

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

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

Rationale: The third phase of the process involves revising, proofreading, and evaluating your message or document.

PTS: 1 DIF: Moderate REF: p. 37

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion

TOP: Understanding Business Writing Goals and the Writing Process

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

Rationale: 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.

PTS: 1 DIF: Easy REF: p. 39

OBJ: Bloom's Taxonomy: Knowledge

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

TOP: Analyzing Your Purpose

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

ANS:

e-mail

Rationale: 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.

PTS: 1 DIF: Easy REF: p. 40

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Technology; Tier 2—Communication Evolution | AACSB: Tier 1—Communication; Tier 2—Syn./Asyn. Choice TOP: Analyzing Your Purpose

6. \_\_\_\_\_ is the process of creating a message that suits your audience. One important aspect of this process is tone. Conveyed largely by the words in a message, tone affects how a receiver feels after reading or hearing a message.

ANS:

Adaptation

Rationale: Adaptation is the process of creating a message that suits your audience. One important aspect of adaptation is tone. Conveyed largely by the words in a message, tone affects how a receiver feels after reading or hearing a message.

PTS: 1 DIF: Easy REF: p. 42

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations | AACSB: Tier 1—Reflective Thinking; Tier 2—Consequences, Receiver Reactions

TOP: Adapting to the Task and Audience

7. Conveyed largely by the words in a message, \_\_\_\_\_ affects how a receiver feels after reading or hearing a message.

ANS:

tone

Rationale: One important aspect of adaptation is tone. Conveyed largely by the words in a message, tone affects how a receiver feels after reading or hearing a message.

PTS: 1 DIF: Easy REF: p. 42

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations | AACSB: Tier 1—Reflective Thinking; Tier 2—Receiver Reactions, Consequences

TOP: Adapting to the Task and Audience

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

ANS:

empathy

Rationale: 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.

PTS: 1 DIF: Easy REF: p. 43

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations | AACSB: Tier 1—Reflective Thinking; Tier 2—Receiver Reactions, Consequences

TOP: Adapting to the Task and Audience

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

Rationale: By emphasizing second-person pronouns instead of first-person pronouns, Theresa is using the "you" view.

PTS: 1 DIF: Moderate REF: p. 43

OBJ: Bloom's Taxonomy: Application

NAT: AACSB: Tier 1—Communication; Tier 2—Audience, Rhetorical Considerations | AACSB: Tier 1—Reflective Thinking; Tier 2—Analysis, Conclusion, Receiver Reactions

TOP: Adapting to the Task and Audience

10. \_\_\_\_\_ describes technical or specialized terms within a field.

ANS:

Jargon

Rationale: Although jargon enables insiders to communicate complex ideas briefly, it means nothing to outsiders. Therefore, you should use specialized language only when the audience will understand it.

PTS: 1 DIF: Easy REF: p. 48

OBJ: Bloom's Taxonomy: Knowledge

NAT: AACSB: Tier 1—Reflective Thinking; Tier 2—Consequences, Receiver Reactions | AACSB: Tier 1—Communication; Tier 2—Rhetorical Considerations, Audience

TOP: Developing Skillful Writing Techniques