

M2

Student: _____

1. Audience analysis and adaptation are important for speakers but not for writers.

True False

2. A watchdog audience has the power to stop a message.

True False

3. Social networking sites, such as Facebook and LinkedIn, create discourse communities.

True False

4. Thousands of messages are embedded in nonverbal symbols, such as surroundings and your personal style.

True False

5. Within a given industry, such as banking, companies usually share a similar organizational culture.

True False

6. Noise helps the receiver to decode a message.

True False

7. Information overload occurs when more messages are transmitted than the human receiver can handle.

True False

8. Retailers that create online stores intentionally appeal to consumers who value environmental responsibility.

True False

9. The specific questions you need to answer about an audience may vary depending upon the situation and your purposes.

True False

10. Particularly in a union environment, employees and managers normally share the same organizational subculture.

True False

11. If you don't know your audience personally, you can analyze its group characteristics.

True False

12. You can research an audience's demographic characteristics by using information gathered by Statistics Canada.

True False

13. The length of the average sentence in business writing today is 25 words.

True False

14. Organizations express their culture through the design of office space.

True False

15. The most important audience for a letter or memo is always the person to whom the document is addressed.

True False

16. When encoding messages, the writer should anticipate noise factors that could interfere with the message.

True False

17. Demographic analysis affects decisions by social planners and urban designers.

True False

18. Age is rarely a significant factor in audience analysis.

True False

19. Details and background are unnecessary when you write to other workers in your own organization because your readers will have a very clear idea of what you do.

True False

20. Genuine communication occurs when the sender uses only intentional symbols.

True False

21. In the Myers-Briggs Type Indicator, being extraverted is considered a better personality trait than being introverted.

True False

22. Most managers score high on judging and thinking on the Myers-Briggs Personality Indicator.

True False

23. Members of a particular discourse community share expectations concerning document format.

True False

24. If you anticipate audience objections, you should avoid mentioning them.

True False

25. When presenting complex information, such as numerical data, you should use an oral message.

True False

26. If your audiences have different needs, focus on the gatekeeper audience and the

A. initial audience.

B. watchdog audience.

C. secondary audience.

D. primary audience.

27. You are applying for a job as a network administrator with a company of 80 employees. The newspaper advertisement instructs you to address your cover letter to Will Barnes, IT Manager. Identify the most likely gatekeeper audience for your letter.
- A. Scott Smith, mailroom clerk
 - B. Sheryl Leung, office administrator
 - C. Will Barnes, IT Manager
 - D. Tara Beauchemin, VP Operations
28. You are writing an e-mail message to Kelly Barnes, a businesswoman whom you have never met. If you do not know how Kelly prefers to be addressed, the BEST choice for an e-mail greeting would be
- A. Mrs. Barnes
 - B. Ms. Barnes
 - C. Ms. Kelly Barnes
 - D. Dear Madam
29. Which of the following is an example of a watchdog audience?
- A. receptionist
 - B. vice-president
 - C. chair of the board of directors
 - D. program manager
30. Geodemographic data analyze audiences according to location and
- A. age.
 - B. income.
 - C. ethnicity.
 - D. spending habits.
31. In which of the following situations would the boss be considered BOTH a primary audience and an initial audience?
- A. Your boss asks you to compile sales figures for the last fiscal year so she can send them on to her boss, who needs the information to prepare himself for an upcoming board meeting.
 - B. Your company's newsletter needs information on your department's softball team, which your boss wants to see before it's passed on to the editor.
 - C. You write a proposal to your boss suggesting a new promotional idea in hopes that she will like it enough to pass it on to the division chief, who has the power to implement a new plan.
 - D. Your boss asks you to compile sales figures and put them in an informative report so she can decide if your new marketing strategies have paid off.

32. Which of the following is NOT an example of psychographic data?

- A. Beliefs
- B. Goals
- C. Religion
- D. Lifestyle

33. The BEST reader benefits to use are those that derive from

- A. logical reasoning.
- B. secondary sources.
- C. audience analysis.
- D. personal experience.

34. Which of the following does NOT reveal organizational culture?

- A. Myths
- B. Clientele
- C. Budget
- D. Mailing Address

35. You want to convince your manager to purchase a new piece of software to improve office productivity. Since your manager is an introvert, your BEST approach is to

- A. mention your idea to your manager at the water cooler.
- B. put your ideas in an email message.
- C. leave your manager a voice-mail message.
- D. make an appointment to speak to your manager in her office.

36. As a marketing assistant at a travel agency, you are creating a brochure for a beach resort. Since your target audience includes tourists from Japan, you decide that it would be best to

- A. avoid pictures of clean-shaven men
- B. use evocative photos that bear little relationship to the text
- C. omit photographs or other kinds of artwork
- D. make sure that the cover photo shows a fully clothed woman

37. Which of the following does NOT help you telegraph?

- A. headings
- B. white space
- C. bulleted points
- D. bar graph

38. You're working as a consultant for a new corporate client. What is likely the MOST effective way for you to orient yourself to the company's culture?

- A. Analyze the company Web site.
- B. Check the value of company shares on the stock exchange.
- C. Ask the office administrator for a company organizational chart.
- D. Conduct a search for newspaper articles that mention the company.

39. You're writing a memo recommending that Marguerite Chavez be promoted. Marguerite has been passed over for several promotions even though her qualifications were stronger than those of the men (in each case) who received the promotion. You believe the failure to promote her is unfair and, perhaps, even evidence of discrimination. Should you use the word "discrimination" in your memo?

- A. Yes, because only a tough stance can be persuasive in business.
- B. Yes, because your superiors must face up to what they're doing wrong before they can change their behavior.
- C. No, because "discrimination" is likely to alienate your readers and make them less likely to accept your recommendation.
- D. No, because only human resources professionals know how to use the term "discrimination" accurately.

40. Explain how to analyze an organization's discourse community.

41. List and explain the four dimensions of the Myers-Briggs Type Indicator.

42. Explain how to find out what "counts" in writing in an organization.

43. Describe what is involved in encoding a message during the communication process.

44. Discuss the limitations to using demographics and psychographics in audience analysis.

45. List at least five strategies you can use to create a document that meets the needs of a diverse audience.

46. Briefly explain what "red flag" words are and why they should be avoided. Give three examples of such words.

47. To fulfill your purposes in any message, you must reach the _____ audience.

48. The physical or psychological interference that influences every part of the communication process is called _____.

49. A group of people, usually experts in their field, who work together to provide advice is called a _____.

50. For documents more than five pages long, make reading easy by providing a _____.

51. Successful communication depends on establishing _____ between you and your audience.

M2 Key

1. (p. 21) Audience analysis and adaptation are important for speakers but not for writers.

FALSE

*CL: K
Difficulty: Easy
Learning Objective: 4
Locker - Module 02 #1*

2. (p. 22) A watchdog audience has the power to stop a message.

FALSE

*CL: K
Difficulty: Easy
Learning Objective: 2
Locker - Module 02 #2*

3. (p. 32) Social networking sites, such as Facebook and LinkedIn, create discourse communities.

TRUE

*CL: K
Difficulty: Easy
Learning Objective: 4
Locker - Module 02 #3*

4. (p. 24) Thousands of messages are embedded in nonverbal symbols, such as surroundings and your personal style.

TRUE

*CL: C
Difficulty: Medium
Learning Objective: 1
Locker - Module 02 #4*

5. (p. 33) Within a given industry, such as banking, companies usually share a similar organizational culture.

FALSE

*CL: K
Difficulty: Easy
Learning Objective: 4
Locker - Module 02 #5*

6. (p. 24) Noise helps the receiver to decode a message.

FALSE

*CL: C
Difficulty: Easy
Learning Objective: 1
Locker - Module 02 #6*

7. (p. 25) Information overload occurs when more messages are transmitted than the human receiver can handle.

TRUE

*CL: K
Difficulty: Easy
Learning Objective: 1
Locker - Module 02 #7*

8. (p. 30) Retailers that create online stores intentionally appeal to consumers who value environmental responsibility.

TRUE

*CL: C
Difficulty: Medium
Learning Objective: 3
Locker - Module 02 #8*

9. (p. 26-27) The specific questions you need to answer about an audience may vary depending upon the situation and your purposes.

TRUE

*CL: C
Difficulty: Easy
Learning Objective: 5
Locker - Module 02 #9*

10. (p. 33) Particularly in a union environment, employees and managers normally share the same organizational subculture.

FALSE

CL: K
Difficulty: Easy
Learning Objective: 3
Locker - Module 02 #10

11. (p. 27) If you don't know your audience personally, you can analyze its group characteristics.

TRUE

CL: C
Difficulty: Easy
Learning Objective: 5
Locker - Module 02 #11

12. (p. 29) You can research an audience's demographic characteristics by using information gathered by Statistics Canada.

TRUE

CL: K
Difficulty: Easy
Learning Objective: 5
Locker - Module 02 #12

13. (p. 34) The length of the average sentence in business writing today is 25 words.

FALSE

CL: K
Difficulty: Medium
Learning Objective: 6
Locker - Module 02 #13

14. (p. 32) Organizations express their culture through the design of office space.

TRUE

CL: C
Difficulty: Medium
Learning Objective: 3
Locker - Module 02 #14

15. (p. 22) The most important audience for a letter or memo is always the person to whom the document is addressed.

FALSE

*CL: C
Difficulty: Medium
Learning Objective: 2
Locker - Module 02 #15*

16. (p. 24) When encoding messages, the writer should anticipate noise factors that could interfere with the message.

TRUE

*CL: C
Difficulty: Medium
Learning Objective: 1
Locker - Module 02 #16*

17. (p. 28) Demographic analysis affects decisions by social planners and urban designers.

TRUE

*CL: C
Difficulty: Medium
Learning Objective: 5
Locker - Module 02 #17*

18. (p. 29) Age is rarely a significant factor in audience analysis.

FALSE

*CL: K
Difficulty: Easy
Learning Objective: 4
Locker - Module 02 #18*

19. (p. 27) Details and background are unnecessary when you write to other workers in your own organization because your readers will have a very clear idea of what you do.

FALSE

*CL: C
Difficulty: Medium
Learning Objective: 6
Locker - Module 02 #19*

20. (p. 24) Genuine communication occurs when the sender uses only intentional symbols.

FALSE

CL: C
Difficulty: Medium
Learning Objective: 1
Locker - Module 02 #20

21. (p. 29-30) In the Myers-Briggs Type Indicator, being extraverted is considered a better personality trait than being introverted.

FALSE

CL: AN
Difficulty: Medium
Learning Objective: 2
Locker - Module 02 #21

22. (p. 29) Most managers score high on judging and thinking on the Myers-Briggs Personality Indicator.

TRUE

CL: C
Difficulty: Medium
Learning Objective: 2
Locker - Module 02 #22

23. (p. 32) Members of a particular discourse community share expectations concerning document format.

TRUE

CL: C
Difficulty: Medium
Learning Objective: 3
Locker - Module 02 #23

24. (p. 34) If you anticipate audience objections, you should avoid mentioning them.

FALSE

CL: K
Difficulty: Medium
Learning Objective: 6
Locker - Module 02 #24

25. (p. 36) When presenting complex information, such as numerical data, you should use an oral message.

FALSE

CL: C

Difficulty: Medium

Learning Objective: 6

Locker - Module 02 #25

26. (p. 35) If your audiences have different needs, focus on the gatekeeper audience and the

- A. initial audience.
- B. watchdog audience.
- C. secondary audience.
- D.** primary audience.

CL: K

Difficulty: Easy

Learning Objective: 5

Locker - Module 02 #26

27. (p. 22) You are applying for a job as a network administrator with a company of 80 employees. The newspaper advertisement instructs you to address your cover letter to Will Barnes, IT Manager. Identify the most likely gatekeeper audience for your letter.

- A. Scott Smith, mailroom clerk
- B.** Sheryl Leung, office administrator
- C. Will Barnes, IT Manager
- D. Tara Beauchemin, VP Operations

CL: AP

Difficulty: Easy

Learning Objective: 6

Locker - Module 02 #27

28. (p. 25) You are writing an e-mail message to Kelly Barnes, a businesswoman whom you have never met. If you do not know how Kelly prefers to be addressed, the BEST choice for an e-mail greeting would be

- A. Mrs. Barnes
- B.** Ms. Barnes
- C. Ms. Kelly Barnes
- D. Dear Madam

CL: K

Difficulty: Medium

Learning Objective: 6

Locker - Module 02 #28

29. (p. 22) Which of the following is an example of a watchdog audience?

- A. receptionist
- B. vice-president
- C. chair of the board of directors**
- D. program manager

CL: K

Difficulty: Hard

Learning Objective: 2

Locker - Module 02 #29

30. (p. 30-31) Geodemographic data analyze audiences according to location and

- A. age.
- B. income.**
- C. ethnicity.
- D. spending habits.

CL: K

Difficulty: Medium

Learning Objective: 4

Locker - Module 02 #30

31. (p. 22) In which of the following situations would the boss be considered BOTH a primary audience and an initial audience?

- A. Your boss asks you to compile sales figures for the last fiscal year so she can send them on to her boss, who needs the information to prepare himself for an upcoming board meeting.
- B. Your company's newsletter needs information on your department's softball team, which your boss wants to see before it's passed on to the editor.
- C. You write a proposal to your boss suggesting a new promotional idea in hopes that she will like it enough to pass it on to the division chief, who has the power to implement a new plan.
- D. Your boss asks you to compile sales figures and put them in an informative report so she can decide if your new marketing strategies have paid off.**

CL: AN

Difficulty: Medium

Learning Objective: 5

Locker - Module 02 #31

32. (p. 30) Which of the following is NOT an example of psychographic data?

- A. Beliefs
- B. Goals
- C. Religion**
- D. Lifestyle

CL: K
Difficulty: Medium
Learning Objective: 4
Locker - Module 02 #32

33. (p. 26) The BEST reader benefits to use are those that derive from

- A. logical reasoning.
- B. secondary sources.
- C. audience analysis.**
- D. personal experience.

CL: C
Difficulty: Medium
Learning Objective: 6
Locker - Module 02 #33

34. (p. 32-33) Which of the following does NOT reveal organizational culture?

- A. Myths
- B. Clientele
- C. Budget
- D. Mailing Address**

CL: C
Difficulty: Medium
Learning Objective: 4
Locker - Module 02 #34

35. (p. 30) You want to convince your manager to purchase a new piece of software to improve office productivity. Since your manager is an introvert, your BEST approach is to

- A. mention your idea to your manager at the water cooler.
- B. put your ideas in an email message.**
- C. leave your manager a voice-mail message.
- D. make an appointment to speak to your manager in her office.

CL: Application
Difficulty: Hard
Learning Objective: 6
Locker - Module 02 #35

36. (p. 35) As a marketing assistant at a travel agency, you are creating a brochure for a beach resort. Since your target audience includes tourists from Japan, you decide that it would be best to

- A. avoid pictures of clean-shaven men
- B. use evocative photos that bear little relationship to the text**
- C. omit photographs or other kinds of artwork
- D. make sure that the cover photo shows a fully clothed woman

CL: K
Difficulty: Hard
Learning Objective: 5
Locker - Module 02 #36

37. (p. 35) Which of the following does NOT help you telegraph?

- A. headings
- B. white space
- C. bulleted points
- D. bar graph**

CL: K
Difficulty: Easy
Learning Objective: 6
Locker - Module 02 #37

38. (p. 32-33) You're working as a consultant for a new corporate client. What is likely the MOST effective way for you to orient yourself to the company's culture?

- A. Analyze the company Web site.**
- B. Check the value of company shares on the stock exchange.
- C. Ask the office administrator for a company organizational chart.
- D. Conduct a search for newspaper articles that mention the company.

CL: AP
Difficulty: Hard
Learning Objective: 5
Locker - Module 02 #38

39. (p. 34) You're writing a memo recommending that Marguerite Chavez be promoted. Marguerite has been passed over for several promotions even though her qualifications were stronger than those of the men (in each case) who received the promotion. You believe the failure to promote her is unfair and, perhaps, even evidence of discrimination. Should you use the word "discrimination" in your memo?

A. Yes, because only a tough stance can be persuasive in business.

B. Yes, because your superiors must face up to what they're doing wrong before they can change their behavior.

C. No, because "discrimination" is likely to alienate your readers and make them less likely to accept your recommendation.

D. No, because only human resources professionals know how to use the term "discrimination" accurately.

CL: EV

Difficulty: Hard

Learning Objective: 6

Locker - Module 02 #39

40. (p. 33) Explain how to analyze an organization's discourse community.

Student responses will vary.

CL: C

Difficulty: Easy

Learning Objective: 5

Locker - Module 02 #40

41. (p. 29) List and explain the four dimensions of the Myers-Briggs Type Indicator.

Student responses will vary.

CL: K

Difficulty: Easy

Learning Objective: 3

Locker - Module 02 #41

42. (p. 28) Explain how to find out what "counts" in writing in an organization.

Student responses will vary.

CL: C

Difficulty: Medium

Learning Objective: 5

Locker - Module 02 #42

43. (p. 24-25) Describe what is involved in encoding a message during the communication process.

Student responses will vary.

CL: C
Difficulty: Medium
Learning Objective: 1
Locker - Module 02 #43

44. (p. 28-31) Discuss the limitations to using demographics and psychographics in audience analysis.

Student responses will vary.

CL: AN
Difficulty: Medium
Learning Objective: 5
Locker - Module 02 #44

45. (p. 35-36) List at least five strategies you can use to create a document that meets the needs of a diverse audience.

Student responses will vary.

CL: C
Difficulty: Medium
Learning Objective: 6
Locker - Module 02 #45

46. (p. 34) Briefly explain what "red flag" words are and why they should be avoided. Give three examples of such words.

Student responses will vary.

CL: C
Difficulty: Hard
Learning Objective: 6
Locker - Module 02 #46

47. (p. 22) To fulfill your purposes in any message, you must reach the _____ audience.
primary

CL: C
Difficulty: Medium
Learning Objective: 2
Locker - Module 02 #47

48. (p. 24) The physical or psychological interference that influences every part of the communication process is called _____.

noise

CL: K

Difficulty: Medium

Learning Objective: 1

Locker - Module 02 #48

49. (p. 24) A group of people, usually experts in their field, who work together to provide advice is called a _____.

think tank

CL: K

Difficulty: Easy

Learning Objective: 2

Locker - Module 02 #49

50. (p. 36) For documents more than five pages long, make reading easy by providing a _____.

table of contents

CL: K

Difficulty: Medium

Learning Objective: 6

Locker - Module 02 #50

51. (p. 25) Successful communication depends on establishing _____ between you and your audience.

common ground

CL: K

Difficulty: Easy

Learning Objective: 4

Locker - Module 02 #51

M2 Summary

<u>Category</u>	<u># of Questions</u>
CL: AN	3
CL: AP	2
CL: Application	1
CL: C	22
CL: EV	1
CL: K	22
Difficulty: Easy	18
Difficulty: Hard	6
Difficulty: Medium	27
Learning Objective: 1	7
Learning Objective: 2	7
Learning Objective: 3	5
Learning Objective: 4	8
Learning Objective: 5	11
Learning Objective: 6	13
Locker - Module 02	51