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0073403229 9780073403229

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Chapter 02

Understanding the Writing Process and the Main Forms of Business

Messages

True / False Questions

1. Each person's way of developing a piece of writing for a given situation is

unique. True False

2. Business writers should think of the three stages of writing as strictly chronological or

separate. True False

3. Relatively inexperienced business writers should spend roughly a third of their writing time in each of the three stages of writing.

True False

4. Information is gathered and analyzed during the planning stage of the writing

process. True False

5. While it is necessary to plan your message keeping your audience in mind, concentrating on the audience's interests in later stages will impede the writing process.

True False

6. If you have information that your readers will consider routine, neutral, or positive, present such information at the end of your message.

True False

7. Trying to make your first draft a perfect draft can make you forget important information and slow down the writing process.

True False

8. Proofreading for mechanical and grammatical elements is the final step in the revision process. True False

9. Memos are primarily used for corresponding with people outside an organization. True False

10. The memos' function of communicating within a business has been largely replaced by email. True False

11. Memorandums tend to use casual or informal language. True False

12. The high-costs associated with using email are the reason why most businesses do not use it for communicating with their internal audiences.

True False

13. The "Bcc" field in an email message stands for "backup confidential

copy." True False

14. Using initialisms, such as "BTW" and "ASAP," is acceptable in casual business

emails. True False

15. You should avoid the use of informal language in business email messages, especially when writing to people you know only on a business basis.

True False

16. Businesses use text messaging primarily for data reporting

purposes. True False

17. It is best to avoid the use of abbreviations when composing text

messages. True False

18. Employers are just as likely to reject a candidate as they are to hire a candidate based on what is on someone's social networking site.

True False

19. On the job, companies often monitor employees' computer activity to detect inappropriate or unethical behavior or disclosure of proprietary information.

True False

20. According to the inverted pyramid style of organizing Web pages, historical or background information concerning the point at hand should be presented first.

True False

Multiple Choice Questions

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21. Which of the following is true of written communication?

- A. The punctuation used in written communication is characteristic of the object or concept that it represents.
- B. The alphabets used in written communication are characteristic of the object or concept that they represent.
- C. Representing something in words is relatively easier than representing it with a photograph.
- D. In written communication, writers cannot rely on their tone of voice to make up for ambiguous wording.
- E. Writing is, in every way, less difficult to do well than other kinds of communication.

22. Which of the following is true about the process of writing?

- A. The stages involved in the writing process are strictly chronological.
- B. Preparing to write and improving what you have written are not as critical to success as the drafting stage.
- C. Writers should spend most of their time on drafting and little time on the other two stages, planning and revising.
- D. The stages involved in the process of writing are independent of one another.
- E. The three stages involved in the process of writing are recursive and interrelated.

23. Which of the following is true about the different stages involved in the writing process?

- A. Business writers should think of the three stages as strictly chronological or separate.
- B. The stages involved in the writing process are not recursive.
- C. Novice business writers should spend roughly a third of their writing time in each of the three stages.
- D. The revising stage of the writing process becomes redundant when a message is well drafted.
- E. Skipping the planning stage saves time and makes the writing process more efficient.

24. Which of the following is true regarding the amount of time novice business writers should ideally spend on each stage of the writing process?

- A. They should spend an equal amount of time on each of the three stages.
- B. They should spend an equal amount of time on drafting and planning and skip revising.
- C. They should spend most of their time on drafting and revising and skip planning.
- D. They should spend most of their time on planning and less time on drafting and revising.
- E. They should spend most of their time on revising and less time on planning and drafting.

25. The first step in the process of writing is _____.

- A. planning
- B. drafting
- C. editing
- D. revising
- E. proofreading

26. Regarding the writing process, which of the following steps is typically included as part of the planning process?

- A. Revising your content
- B. Determining your goals
- C. Editing your language
- D. Proofreading your documents
- E. Getting feedback from others

27. Which of the following statements is true about the planning stage of the writing process?

- A. The planning stage is the last stage in the writing process.
- B. A business writer should spend more time on drafting and skip the planning stage.
- C. The planning stage is independent of the drafting stage.
- D. This stage involves the convergence of a writer's business goals with his writing goals.
- E. A business writer should spend more time on planning and skip revising.

28. As director of the human resources department, Alex has to write an email to the employees requesting them to volunteer at the company's annual United Way fund raiser. After determining the purpose of his message, which of the following steps should Alex take next in planning his message?

- A. Alex should analyze and organize the information.
- B. Alex should analyze his audience.
- C. Alex should choose an appropriate channel.
- D. Alex should gather information.
- E. Alex should choose a document format.

29. In the context of planning a message, once the goal of a communication is set, the immediate next step is to ____.

- A. choose a format for writing the message
- B. proofread the message
- C. choose a channel for communicating the message
- D. gather and collect information
- E. analyze the audience

30. Which of the following constitutes formal research in the context of gathering information for a message?

- A. Finding past correspondence
- B. Conducting a survey
- C. Reviewing sales records
- D. Consulting with employees
- E. Reviewing product descriptions

31. When using the direct order plan to organize your information in a message, you should ____.

- A. present information that readers consider routine in the beginning
- B. present information that readers consider positive at the end
- C. present information that readers consider neutral at the end
- D. avoid beginning your message by stating your objective
- E. avoid delivering good news at the beginning of the message

32. Which of the following is the best practice to be followed when writing messages?

- A. Organizing information in the order that will draw the most positive reaction from your readers
- B. Gathering information through formal research rather than relying on memory or imagination
- C. Analyzing your audience early in the planning process before determining the goal of your message
- D. Presenting information that you think could run the risk of evoking a negative response at the beginning of your message
- E. Ensuring that your business goals and writing goals are disparate and do not influence each other

33. In which of the following cases will the direct order plan of organizing information be most effective?
- A. In a letter to the parents of a student regarding his poor academic performance
 - B. In an email to an employee informing him about his dismissal
 - C. In an email to a client who has requested the shipping details for a purchased product
 - D. In an email to a supplier informing the party about the organization's plan of switching to a different supplier
 - E. In a letter to a customer apologizing for the delay in delivering a shipment
34. The direct order plan of organizing information will be the most effective in writing ____.
- A. an email to employees announcing mandatory evening and weekend overtime
 - B. an email to a pharmaceutical company informing it of the termination of its license
 - C. a memo to an employee informing him of his dismissal from the company
 - D. an email to the HR manager asking her how to access the new forms for reporting vacation time
 - E. a letter to a client apologizing for a late payment
35. The indirect order plan of organizing information in a message is best suited for messages containing information that ____.
- A. is likely to evoke a negative response from your readers
 - B. your readers will consider neutral data
 - C. your readers will consider routine data
 - D. is likely to evoke a positive response from your readers
 - E. is likely to evoke curiosity in your readers

36. In which of the following cases will the indirect order plan of organizing information be most effective?
- A. In an automated email response to emails sent to a work email ID
 - B. In a letter to a government official requesting the renewal of one's work permit
 - C. In an email to a supplier asking for a fresh supply of raw materials
 - D. In an email to a supplier about the organization's plan of switching to a different supplier
 - E. In an email containing the weekly newsletter which describes the activities of the organization
37. William wants to communicate information to a client, but he thinks that the information runs the risk of evoking a negative response. In this context, which of the following formats should William use to organize the information in his message?
- A. Chronological order
 - B. Direct order
 - C. Critical order
 - D. Indirect order
 - E. Complex order
38. Which of the following should ideally be avoided during the drafting stage of the writing process?
- A. Creating a flexible draft that can be changed over time
 - B. Focusing on creating a perfect draft on the first attempt
 - C. Focusing on the primary purpose of the message
 - D. Moving forward at a reasonably steady pace with as little stalling as possible
 - E. Working on a draft when productivity is the highest

39. You examine your sentences to see if they pace the information in such a way that the reader can easily follow it, if they emphasize the right things, and if they combine pieces of information coherently at the _____ level of the revision process.

- A. editing
- B. proofreading
- C. channel selecting
- D. form selecting
- E. revising

40. Michael is in the process of writing a message. He is trying to find out whether the words he has used to describe his goals emphasize the right things and if there are better, more concise ways of structuring his sentences. In the context of the different stages involved in writing, Michael is _____ his message.

- A. formatting
- B. scanning
- C. revising
- D. planning
- E. drafting

41. In the proofreading stage of the writing process, you are most likely to _____.

- A. examine your sentences to see if they emphasize the right things
- B. choose the right channel for transmission
- C. analyze your audience
- D. select an appropriate medium for delivering your message
- E. check the mechanical and grammatical elements of your message

42. Which of the following is true about the revision stage of the writing process?

- A. At this stage, a writer checks whether he has included all the necessary information in his message.
- B. This stage is independent of the other two stages in the writing process.
- C. This stage is not necessary, and can be omitted, when the message is well drafted.
- D. All preliminary decisions regarding the document's format or visual design are made at this stage.
- E. At this stage, the writer must choose an appropriate form of communication for his message.

43. ____ are the oldest form of business messages.

- A. Letters
- B. Blogs
- C. Emails
- D. Telegraphs
- E. Text messages

44. A(n) ____ is primarily used to represent the writer and his or her topic rather formally to an external audience.

- A. memorandum
- B. instant message
- C. short message service
- D. text message
- E. letter

45. Which of the following statements is true about the use of letters?

- A. Letters are primarily used to communicate information that is not routine or neutral.
- B. Letters that are formal are required to include the attention line and subject line.
- C. Letters are often the most appropriate form to use when corresponding with an external party whom you do not know well.
- D. Letters have become less conversational over time and have replaced other forms of communications like email and memos.
- E. Letters are used primarily for corresponding with people inside your organization.

46. Which of the following is a commonly used complimentary close in today's business letters?

- A. To Whom It May Concern
- B. Best Regards
- C. Dear Sir/Madame
- D. Respected Sir
- E. Sincerely Yours

47. Jason Smith is writing a letter to one of his prospective clients, Alex Harper, the sales manager at Perry McKay Fashion House. Having sourced Alex's contact details from a vendor, Jason is unsure of Alex's gender. How should he address Alex in his letter?

- A. Dear Perry McKay Fashion House
- B. To Whom It May Concern
- C. Dear Sir/Madame
- D. Dear Alex Harper
- E. Dear

48. Which of the following is true about memos or memorandums?

- A. Memos, at present, are used instead of emails as a means of communicating within a business.
- B. Memos are primarily used to communicate with external audiences.
- C. Memos have the same form as other messages.
- D. Memos generally use casual or informal language.
- E. Memos are especially useful for communicating with employees who use computers in their work.

49. Memorandums can be distinguished from other messages primarily by their ____.

- A. purpose
- B. style
- C. language
- D. users
- E. form

50. In today's business world, ____ are the most widely used form of written communication.

- A. text messages
- B. instant messages
- C. letters
- D. memos
- E. emails

51. Which of the following statements is true about emails?

- A. There is a limitation on the number of characters a writer can use in an email.
- B. Because of their low speeds and high costs, emails have been replaced by memorandums.
- C. Emails can be archived and filed for easy access to a written record of correspondence.
- D. Emails cannot be easily forwarded and hence offer a great deal of confidentiality.

E. Emails are the least widely used means of written communication at workplace.

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52. With respect to the email format, Cc stands for _____.

- A. customer copy
- B. check correction
- C. company copy
- D. client conformation
- E. courtesy copy

53. Which of the following is an advantage of email over text messaging, instant messaging, and social media?

- A. Email provides the option of using images.
- B. Email can be sent to internal and external audiences.
- C. Email is relatively faster than the other modes of communication.
- D. Email is less expensive to use than the other modes of communication.
- E. Email does not limit the number of characters that can be used in a message.

54. With respect to email format, the link "Bcc" or "blind courtesy copy" is used when _____.

- A. the sender wants to stress that one or more of the recipients are not primary contact persons
- B. the sender wants the recipient to forward the email to a specific set of people
- C. the sender wants to forward copies of the email without the knowledge of the primary receiver
- D. the sender wants the recipients of the email to get in touch with each other
- E. the sender wants to attach files to the email for the primary receiver to download

55. If someone other than the primary recipient is to receive a copy of the message in such a way that the primary recipient will know who else has received a copy of the message, the sender should use the _____ field.

- A. To
- B. Cc
- C. Subject
- D. Attachment
- E. Bcc

56. When communicating with close friends, the email messages that are exchanged every day _____.

- A. use a casual style of writing
- B. do not make use of colloquialisms
- C. use sentences that are well structured and organized
- D. avoid personal references and contractions
- E. refrain from using mechanical emphasis devices and initialisms

57. Which of the following statements is true about informal writing?

- A. It does not share any of the characteristics of casual writing.
- B. It uses colloquialisms but more selectively than in casual writing.
- C. It makes use of long, complex sentences to get the point across.
- D. It has the effect of conversation and sounds like chitchat.
- E. It entirely avoids the use of personal pronouns and contractions.

58. The similarity between casual language and informal language is that _____.

- A. they do not use personal pronouns
- B. they have the effect of conversation
- C. they do not use colloquialisms
- D. they are primarily used to communicate with unknown external audiences
- E. they avoid using contractions

59. In the context of writing email messages, a formal style of writing _____.

- A. maintains a shorter distance between writer and reader than an informal style
- B. makes extensive use of personal references and contractions
- C. uses sentences that are well structured and highly organized
- D. uses sentences that are short, unstructured, and incomplete
- E. uses mechanical emphasis devices and initialisms

60. Which of the following writing styles should be used in an email report to the client of a research organization?

- A. Casual style
- B. Informal style
- C. Formal style
- D. Conversational style
- E. Flaming style

61. In which of the following messages would it be appropriate to use informal language?

- A. A message from an HR manager to his company's CEO, requesting an appointment
- B. A message written by a customer care executive to a new customer, welcoming her
- C. A message written to a coworker, asking her about her plans for the day
- D. A letter written to a government official, requesting for the renewal of one's work permit

E. A message written by a line manager to the CIO of the company

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62. Which of the following forms of communication places a strong emphasis on brevity?

- A. Emails
- B. Text messages
- C. Letters
- D. Memos
- E. White papers

63. While typing a text message, Mike uses the emoticon ":-0". This emoticon indicates that Mike is _____.

- A. laughing
- B. frowning
- C. winking
- D. Smiling
- E. yelling

64. Which of the following statements is true about text messaging?

- A. The writing in text messages is exactly the same as the writing in the more traditional message forms.
- B. Text messaging does not place a limitation on the number of characters a writer can use in composing his message.
- C. Text messaging is primarily used for sending detailed text messages from one computer to another.
- D. The need for brevity in text messaging has led to the creation of many abbreviations.
- E. Text messaging delivers messages at a much higher speed than instant messaging.

65. Which of the following is true about instant messaging in a business setting?

- A. Instant messaging differs from text messaging in that instant messaging is primarily voice-based.
- B. The use of emoticons in an instant message is dependent on the target audience.
- C. The abbreviations used in instant messaging vastly differ from those used in text messaging.
- D. Instant messaging is mostly conversational in nature and the language used is mostly casual.
- E. Instant messaging avoids the use of informal language.

66. Which of the following is true about social media?

- A. Companies are not allowed to reject candidates based on social media information.
- B. Social media sites do not restrict messages to a fixed number of characters.
- C. Messages on social networking sites are private and cannot be accessed by the public.
- D. Messages on a company's social networking site need to be brief and concise.
- E. When using social media, one must present the main objectives of the message at the end.

67. Which of the following factors is common to all forms of written communication?

- A. The format in which the information is displayed
- B. The length of sentences used in conveying the messages
- C. The need to ensure brevity and use of short sentences
- D. The need to adapt messages according to the audience
- E. The medium through which the messages are sent

68. The style of organizing Web pages such that the most important point is presented first, followed by supporting information, and then by the historical or background information is known as the ____ pyramid style.

- A. vertical
- B. resting
- C. horizontal
- D. oblique
- E. inverted

69. Which of the following statements is true regarding print text and online text?

- A. Online text uses fragments and abbreviations more frequently than print text.
- B. Online text forces readers to read end to end, unlike in print where pages can be skipped.
- C. Online text incorporates less information compared to print text in the same space.
- D. Print text tends to be nonlinear while online text tends to be linear.
- E. Print text can produce comprehensive data more concisely than online documents.

70. Which of the following must be avoided when creating an online document or a Web page?

- A. Using a dark text on a light background
- B. Incorporating text files with audio files
- C. Using long sentences instead of short ones
- D. Incorporating screen visuals with the text
- E. Adapting design elements according to the audience

Short Answer Questions

71. List and briefly explain the different steps involved in the planning process of a message.

72. List and explain the different stages in the revising process of a message.

73. Discuss how business letters have evolved over the years.

74. Describe the purpose and form of memorandums or memos.

75. Explain the advantages and disadvantages of emails.

76. Explain the three general classifications of email formality with examples.

77. Discuss the effects of text messaging and instant messaging on business communication.

78. Explain how personal usage of social media differs from business usage.

79. Compare and contrast print text and online text.

80. Explain the inverted pyramid structure of organizing Web pages and list some common design elements that can be applied in Web pages.

Chapter 02 Understanding the Writing Process and the Main Forms of Business Messages **Answer Key**

True / False Questions

1. Each person's way of developing a piece of writing for a given situation is unique.

TRUE

Writing researchers have been studying the composing process since the 1970s. They have found that each person's way of developing a piece of writing for a given situation is unique.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

2. Business writers should think of the three stages of writing as strictly chronological or separate.

FALSE

Business writers should not think of the three stages of writing as strictly chronological or separate. In practice, the stages are recursive. For example, a writer in the planning stage may start writing pieces of the draft. Or he or she may find when drafting that gathering more information is necessary.

AACSB: Communication

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

3. Relatively inexperienced business writers should spend roughly a third of their writing time in each of the three stages of writing.

TRUE

Preparing any piece of writing involves three stages: planning, drafting, and revising. A good rule of thumb for student writers is to spend roughly a third of their writing time in each of the three stages.

AACSB: Communication

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

4. Information is gathered and analyzed during the planning stage of the writing process.

TRUE

Information is gathered and analyzed during the planning stage of the writing process.

AACSB: Communication

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

5. While it is necessary to plan your message keeping your audience in mind, concentrating on the audience's interests in later stages will impede the writing process.

FALSE

Though you should take time to analyze your audience early in the planning process, you should continue to think of your audience as you proceed through the rest of the planning stage and through the drafting and revising stages, too. Always be thinking about what kind of information will matter most to your audience and adapt your message accordingly.

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

6. If you have information that your readers will consider routine, neutral, or positive, present such information at the end of your message.

FALSE

If you have information that your readers will consider routine, neutral, or positive, put it first. On the other hand, if you think your information could run the risk of evoking a negative response, you will use an indirect order, using your message's opening to prepare the reader to receive the news as positively as possible.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

7. Trying to make your first draft a perfect draft can make you forget important information and slow down the writing process.

TRUE

Trying to make your first draft a perfect draft can cause problems. First, spending too much energy perfecting the early parts can make you forget important pieces and purposes of the later parts. Second, premature perfectionism can make drafting frustrating and slow and thus keep you from wanting to revise your message when you're done.

AACSB: Communication

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

8. Proofreading for mechanical and grammatical elements is the final step in the revision process.

TRUE

In the final stage of revising, you proofread, looking at mechanical and grammatical elements— spelling, typography, punctuation, and any grammar problems that tend to give you trouble. Editing functions in your word-processing program can help you with this task.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

9. Memos are primarily used for corresponding with people outside an organization.

FALSE

Memos are hard copy documents used to communicate inside a business. Though in rare cases they may be used to communicate with those outside the business, they are usually exchanged internally by employees as they conduct their work.

AACSB: Communication

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-03 Describe the purpose and form of memorandums (memos).

Topic: Letters

10. The memos' function of communicating within a business has been largely replaced by email.

TRUE

The memos' function of communicating within a business has been largely replaced by email. Even so, they still are a part of many companies' communications and are especially useful for communicating with employees who do not use computers in their work.

AACSB: Communication

Blooms: Remember

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Difficulty: 1 Easy

Learning Objective: 02-03 Describe the purpose and form of memorandums (memos).

Topic: Memorandums (Memos)

11. Memorandums tend to use casual or informal language.

TRUE

Because memos usually are messages sent and received by people who work with and know one another, memos tend to use casual or informal language.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-03 Describe the purpose and form of memorandums (memos).

Topic: Memorandums (Memos)

12. The high-costs associated with using email are the reason why most businesses do not use it for communicating with their internal audiences.

FALSE

Businesses use email as a low-cost, quick, and efficient means of communicating with both internal and external audiences.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

13. The "Bcc" field in an email message stands for "backup confidential copy."

FALSE

"Bcc," in the prefatory elements of an email message, stands for "blind courtesy copy."

AACSB: Communication

Blooms: Remember

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Difficulty: 1 Easy

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

14. Using initialisms, such as "BTW" and "ASAP," is acceptable in casual business emails.

TRUE

Casual language includes slang, colloquialisms, contractions, and personal pronouns. Its sentences are short—sometimes incomplete—and it may use mechanical emphasis devices and initialisms (e.g., LOL, BTW) freely. Casual language is best limited to your communications with close friends.

AACSB: Communication

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

15. You should avoid the use of informal language in business email messages, especially when writing to people you know only on a business basis.

FALSE

Informal language retains some of the qualities of casual writing. It has the effect of conversation, but it is polished conversation. You should use it in most of your business email messages, especially when writing to people you know only on a business basis.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

16. Businesses use text messaging primarily for data reporting purposes.

FALSE

Text messaging, also called short message service (SMS), is, as its name suggests, used for sending short messages generally from a mobile phone. It is used primarily for sending and receiving quick informal messages.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-05 Understand the nature and business uses of text messaging and instant messaging.

Topic: Newer Media in Business Writing

17. It is best to avoid the use of abbreviations when composing text messages.

FALSE

Because the purpose of a text message is to convey a quick message, the writing in text messages is quite different from that in the more traditional message forms. Because mobile phone service providers may limit the number of characters in a text message, the emphasis is on brevity. The need for brevity has led to the use of many abbreviations in text messaging. Whether and when these abbreviations are used depends on the writer's relationship with the audience.

AACSB: Communication

Blooms: Understand

Difficulty: 1 Easy

Learning Objective: 02-05 Understand the nature and business uses of text messaging and instant messaging.

Topic: Newer Media in Business Writing

18. Employers are just as likely to reject a candidate as they are to hire a candidate based on what is on someone's social networking site.

TRUE

A study by Reppler, a social media monitoring service, found that more than 90 percent of recruiters and hiring managers have visited a potential candidate's profile on a social network. The study also found that employers are just as likely to reject a candidate (69 percent) as they are to hire a candidate (68 percent) based on what is on someone's social networking site.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-06 Understand the nature and business uses of social media.

Topic: Newer Media in Business Writing

19. On the job, companies often monitor employees' computer activity to detect inappropriate or unethical behavior or disclosure of proprietary information.

TRUE

Regardless of the type of business messages you send, on the job, companies often monitor employees' computer activity. They can detect excessive use, inappropriate or unethical behavior, disclosure of proprietary information, use of sexually explicit language, and attachments with viruses.

AACSB: Communication

Blooms: Understand

Difficulty: 1 Easy

Learning Objective: 02-06 Understand the nature and business uses of social media.

Topic: Newer Media in Business Writing

20. According to the inverted pyramid style of organizing Web pages, historical or background information concerning the point at hand should be presented first.

FALSE

In the inverted pyramid style of organizing Web content, the main point is presented first, followed by supporting information and then by the historical or background information.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-07 Understand the inverted pyramid structure for organizing and writing Web documents.

Topic: Print versus Online Documents

Multiple Choice Questions

21. Which of the following is true of written communication?
- A. The punctuation used in written communication is characteristic of the object or concept that it represents.
 - B. The alphabets used in written communication are characteristic of the object or concept that they represent.
 - C. Representing something in words is relatively easier than representing it with a photograph.
 - D. In written communication, writers cannot rely on their tone of voice to make up for ambiguous wording.
 - E. Writing is, in every way, less difficult to do well than other kinds of communication.

Writing is in some ways more difficult to do well than other kinds of communication. Writers essentially have no safety net; they can't rely on their facial expressions, body language, or tone of voice to make up for wording that isn't quite what they mean.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

2-32

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22. Which of the following is true about the process of writing?
- A. The stages involved in the writing process are strictly chronological.
 - B. Preparing to write and improving what you have written are not as critical to success as the drafting stage.
 - C. Writers should spend most of their time on drafting and little time on the other two stages, planning and revising.
 - D. The stages involved in the process of writing are independent of one another.
 - E. The three stages involved in the process of writing are recursive and interrelated.

The stages involved in the process of writing are recursive. An undue emphasis on keeping the stages separate and chronological will hinder the success of your messages. Allow yourself to blend these stages as necessary.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

23. Which of the following is true about the different stages involved in the writing process?

- A. Business writers should think of the three stages as strictly chronological or separate.
- B. The stages involved in the writing process are not recursive.
- C. Novice business writers should spend roughly a third of their writing time in each of the three stages.
- D. The revising stage of the writing process becomes redundant when a message is well drafted.
- E. Skipping the planning stage saves time and makes the writing process more efficient.

A good rule of thumb for student writers is to spend roughly a third of their writing time in each of the three stages. A common mistake that writers make is to spend too much time on drafting and too little on the other two stages, planning and revising.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

24. Which of the following is true regarding the amount of time novice business writers should ideally spend on each stage of the writing process?
- A. They should spend an equal amount of time on each of the three stages.
 - B. They should spend an equal amount of time on drafting and planning and skip revising.
 - C. They should spend most of their time on drafting and revising and skip planning.
 - D. They should spend most of their time on planning and less time on drafting and revising.
 - E. They should spend most of their time on revising and less time on planning and drafting.

A good rule of thumb for student writers is to spend roughly a third of their writing time in each of the three stages. A common mistake that writers make is to spend too much time on drafting and too little on the other two stages, planning and revising. Preparing to write and improving what you have written are as critical to success as the drafting stage, and careful attention to all three stages can actually make your writing process more efficient.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

25. The first step in the process of writing is _____.
- A. planning
 - B. drafting
 - C. editing
 - D. revising
 - E. proofreading

The first step in the process of writing is planning. Once you have defined your problem, you can plan your message by answering several questions regarding your context and audience.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

2-35

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26. Regarding the writing process, which of the following steps is typically included as part of the planning process?
- A. Revising your content
 - B. Determining your goals
 - C. Editing your language
 - D. Proofreading your documents
 - E. Getting feedback from others

The planning process consists of five smaller steps: determining goals; analyzing your audience; gathering and collecting information; analyzing and organizing the information; and choosing the form, channel, and format the document will take.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

27. Which of the following statements is true about the planning stage of the writing process?
- A. The planning stage is the last stage in the writing process.
 - B. A business writer should spend more time on drafting and skip the planning stage.
 - C. The planning stage is independent of the drafting stage.
 - D. This stage involves the convergence of a writer's business goals with his writing goals.
 - E. A business writer should spend more time on planning and skip revising.

Because business writing is largely performed in response to a certain situation, one of your main planning tasks is to figure out what you want to do about that situation. You will need to bring your business goals to bear on your writing goals—though sometimes, clarifying your writing goals will help you generate business solutions.

AACSB: Communication

Blooms: Understand

2-36

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Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

28. As director of the human resources department, Alex has to write an email to the employees requesting them to volunteer at the company's annual United Way fund raiser. After determining the purpose of his message, which of the following steps should Alex take next in planning his message?

- A. Alex should analyze and organize the information.
- B. Alex should analyze his audience.
- C. Alex should choose an appropriate channel.
- D. Alex should gather information.
- E. Alex should choose a document format.

The planning process consists of five smaller steps: determining goals; analyzing your audience; gathering and collecting information; analyzing and organizing the information; and choosing the form, channel, and format the document will take. If you fail to meet your audience's needs, your message fails as well, and your professional image is compromised. Therefore, after having determined the purpose of his message, Alex should typically analyze his audience.

AACSB: Communication

AACSB: Reflective Thinking

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

29. In the context of planning a message, once the goal of a communication is set, the immediate next step is to _____.

- A. choose a format for writing the message
- B. proofread the message
- C. choose a channel for communicating the message
- D. gather and collect information
- E. analyze the audience

In the planning process, once the goal for communication is set, the next step is to analyze the audience. If you fail to meet your audience's needs, your message fails as well, and your professional image is compromised.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

30. Which of the following constitutes formal research in the context of gathering information for a message?

- A. Finding past correspondence
- B. Conducting a survey
- C. Reviewing sales records
- D. Consulting with employees
- E. Reviewing product descriptions

Once you have a sense of what you want your message to achieve and what your audience needs to know, you may need to do some research. In many cases this research can be informal. In other cases, formal research such as conducting surveys or reviewing the literature on a certain subject will be useful.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

2-38

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31. When using the direct order plan to organize your information in a message, you should ____.
- A. present information that readers consider routine in the beginning
 - B. present information that readers consider positive at the end
 - C. present information that readers consider neutral at the end
 - D. avoid beginning your message by stating your objective
 - E. avoid delivering good news at the beginning of the message

If you have information that your readers will consider routine, neutral, or positive, it should be put at first. This plan is called the direct order. On the other hand, if you think your information could run the risk of evoking a negative response, you will use an indirect order.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

32. Which of the following is the best practice to be followed when writing messages?
- A. Organizing information in the order that will draw the most positive reaction from your readers
 - B. Gathering information through formal research rather than relying on memory or imagination
 - C. Analyzing your audience early in the planning process before determining the goal of your message
 - D. Presenting information that you think could run the risk of evoking a negative response at the beginning of your message
 - E. Ensuring that your business goals and writing goals are disparate and do not influence each other

Your intended readers are your best guide to what information to include in your message. They are also your guide for organizing the information. Whatever order will draw the most positive reaction from your readers is the best order to use.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

33. In which of the following cases will the direct order plan of organizing information be most effective?
- A. In a letter to the parents of a student regarding his poor academic performance
 - B. In an email to an employee informing him about his dismissal
 - C. In an email to a client who has requested the shipping details for a purchased product
 - D. In an email to a supplier informing the party about the organization's plan of switching to a different supplier
 - E. In a letter to a customer apologizing for the delay in delivering a shipment

If you have information that your readers will consider routine, neutral, or positive, it should be put at first. This plan is called the direct order. On the other hand, if you think your information could run the risk of evoking a negative response, it is better to use the indirect order.

AACSB: Communication

AACSB: Reflective Thinking

Blooms: Apply

Difficulty: 3 Hard

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

34. The direct order plan of organizing information will be the most effective in writing _____.
- A. an email to employees announcing mandatory evening and weekend overtime
 - B. an email to a pharmaceutical company informing it of the termination of its license
 - C. a memo to an employee informing him of his dismissal from the company
 - D. an email to the HR manager asking her how to access the new forms for reporting vacation time
 - E. a letter to a client apologizing for a late payment

If you have information that your readers will consider routine, neutral, or positive, it should be put at first. This plan is called the direct order. On the other hand, if you think your information could run the risk of evoking a negative response, it is better to use the indirect order.

AACSB: Communication
AACSB: Reflective Thinking

2-41

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Blooms: Apply
Difficulty: 3 Hard

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

35. The indirect order plan of organizing information in a message is best suited for messages containing information that _____.
- A. is likely to evoke a negative response from your readers
 - B. your readers will consider neutral data
 - C. your readers will consider routine data
 - D. is likely to evoke a positive response from your readers
 - E. is likely to evoke curiosity in your readers

If you have information that your readers will consider routine, neutral, or positive, it should be put at first. This plan is called the direct order. On the other hand, if you think your information could run the risk of evoking a negative response, it is better to use the indirect order, using your message's opening to prepare the reader to receive the news as positively as possible.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

36. In which of the following cases will the indirect order plan of organizing information be most effective?
- A. In an automated email response to emails sent to a work email ID
 - B. In a letter to a government official requesting the renewal of one's work permit
 - C. In an email to a supplier asking for a fresh supply of raw materials
 - D. In an email to a supplier about the organization's plan of switching to a different supplier
 - E. In an email containing the weekly newsletter which describes the activities of the organization

An email to a supplier about the organization's plan of switching to a different supplier is likely to evoke a negative response from the reader. Therefore, in this case, the use of an indirect order will prove most effective.

AACSB: Communication

AACSB: Reflective Thinking

Blooms: Apply

Difficulty: 3 Hard

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

37. William wants to communicate information to a client, but he thinks that the information runs the risk of evoking a negative response. In this context, which of the following formats should William use to organize the information in his message?

- A. Chronological order
- B. Direct order
- C. Critical order
- D. Indirect order
- E. Complex order

If you think your information could run the risk of evoking a negative response, you should use an indirect order, in which your message's opening prepares the reader to receive the news as positively as possible.

AACSB: Communication

AACSB: Reflective Thinking

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

38. Which of the following should ideally be avoided during the drafting stage of the writing process?

- A. Creating a flexible draft that can be changed over time
- B. Focusing on creating a perfect draft on the first attempt
- C. Focusing on the primary purpose of the message
- D. Moving forward at a reasonably steady pace with as little stalling as possible
- E. Working on a draft when productivity is the highest

Trying to make your first draft a perfect draft causes two problems. First, spending too much energy perfecting the early parts can make you forget important pieces and purposes of the later parts. Second, premature perfectionism can make drafting frustrating and slow and thus keep you from wanting to revise your message when you're done. You will be much more inclined to review your message and improve it if you have not agonized over your first draft.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

39. You examine your sentences to see if they pace the information in such a way that the reader can easily follow it, if they emphasize the right things, and if they combine pieces of information coherently at the ____ level of the revision process.

- A. editing
- B. proofreading
- C. channel selecting
- D. form selecting
- E. revising

You examine your sentences to see if they pace the information in such a way that the reader can easily follow it, if they emphasize the right things, and if they combine pieces of information coherently at the editing level. You also look at your word choices to see if they best serve your purpose.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

40. Michael is in the process of writing a message. He is trying to find out whether the words he has used to describe his goals emphasize the right things and if there are better, more concise ways of structuring his sentences. In the context of the different stages involved in writing, Michael is ____ his message.

- A. formatting
- B. scanning
- C. revising
- D. planning
- E. drafting

Getting your draft ready for your reader requires going back over it carefully, again and again.

When revising, you look at top-level concerns: whether or not you included all necessary information, if the pattern of organization is logical and as effective as possible, if the overall meaning of the message comes through, and if the formatting is appropriate and helpful.

AACSB: Communication

Blooms: Apply

Difficulty: 3 Hard

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

41. In the proofreading stage of the writing process, you are most likely to ____.

- A. examine your sentences to see if they emphasize the right things
- B. choose the right channel for transmission
- C. analyze your audience
- D. select an appropriate medium for delivering your message
- E. check the mechanical and grammatical elements of your message

Proofreading involves checking the mechanical and grammatical elements, spelling, typography, punctuation, and any other grammar problems in a message. Editing functions in your word-processing program can help you with this task.

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

42. Which of the following is true about the revision stage of the writing process?
- A. At this stage, a writer checks whether he has included all the necessary information in his message.
 - B. This stage is independent of the other two stages in the writing process.
 - C. This stage is not necessary, and can be omitted, when the message is well drafted.
 - D. All preliminary decisions regarding the document's format or visual design are made at this stage.
 - E. At this stage, the writer must choose an appropriate form of communication for his message.

When revising, a writer looks at top-level concerns: whether or not all the necessary information has been included, if the pattern of organization is logical and as effective as possible, if the overall meaning of the message comes through, and if the formatting is appropriate and helpful.

AACSB: Communication

Blooms: Remember

Difficulty: 3 Hard

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

43. _____ are the oldest form of business messages.

- A. Letters
- B. Blogs
- C. Emails
- D. Telegraphs
- E. Text messages

The oldest form of business messages are letters. The ancient Chinese wrote letters, as did the early Egyptians, Romans, and Greeks. American businesspeople used letters as early as 1698 to correspond about sales, collections, and other business matters.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-02 Describe the development and current usage of the business letter.

Topic: Letters

44. A(n) _____ is primarily used to represent the writer and his or her topic rather formally to an external audience.

- A. memorandum
- B. instant message
- C. short message service
- D. text message
- E. letter

The general purpose of a letter is to represent the writer and his or her topic rather formally to the recipient. For this reason, letters are used primarily for corresponding with people outside your organization.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-02 Describe the development and current usage of the business letter.

Topic: Letters

2-49

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45. Which of the following statements is true about the use of letters?

- A. Letters are primarily used to communicate information that is not routine or neutral.
- B. Letters that are formal are required to include the attention line and subject line.
- C. Letters are often the most appropriate form to use when corresponding with an external party whom you do not know well.
- D. Letters have become less conversational over time and have replaced other forms of communications like email and memos.
- E. Letters are used primarily for corresponding with people inside your organization.

Once you have established friendly relations with external audiences, you may well conduct your business through emails, phone calls, instant or text messaging, and social media. But when corresponding with an external party whom you do not know well, a letter is often the most appropriate form to use.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-02 Describe the development and current usage of the business letter.

Topic: Letters

46. Which of the following is a commonly used complimentary close in today's business letters?

- A. To Whom It May Concern
- B. Best Regards
- C. Dear Sir/Madame
- D. Respected Sir
- E. Sincerely Yours

Some business writers consider the use of the terms "Dear," "Sincerely Yours," and even "Sincerely," outdated or excessively formal. "Best Regards" is a commonly used complimentary close in today's business letters.

AACSB: Communication

Blooms: Remember

2-50

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Difficulty: 1 Easy

Learning Objective: 02-02 Describe the development and current usage of the business letter.

Topic: Letters

47. Jason Smith is writing a letter to one of his prospective clients, Alex Harper, the sales manager at Perry McKay Fashion House. Having sourced Alex's contact details from a vendor, Jason is unsure of Alex's gender. How should he address Alex in his letter?
- A. Dear Perry McKay Fashion House
 - B. To Whom It May Concern
 - C. Dear Sir/Madame
 - D. Dear Alex Harper
 - E. Dear

In the past, if writers did not know the reader's name, wrote to a mass audience, or wrote to someone whose gender could not be determined by the reader's name (e.g., Pat Smith), they might have used a salutation such as "To Whom It May Concern," "Dear Sir/Madame," or "Dear Ladies and Gentlemen." These expressions are now considered stiff and old fashioned. More modern options include "Dear Human Resources" or "Dear Pat Smith."

AACSB: Communication

AACSB: Reflective Thinking

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-02 Describe the development and current usage of the business letter.

Topic: Letters

48. Which of the following is true about memos or memorandums?
- A. Memos, at present, are used instead of emails as a means of communicating within a business.
 - B. Memos are primarily used to communicate with external audiences.
 - C. Memos have the same form as other messages.
 - D. Memos generally use casual or informal language.
 - E. Memos are especially useful for communicating with employees who use computers in their work.

Because memos usually are messages sent and received by people who work with and know one another, they tend to use casual or informal language.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-03 Describe the purpose and form of memorandums (memos).

Topic: Memorandums (Memos)

49. Memorandums can be distinguished from other messages primarily by their ____.
- A. purpose
 - B. style
 - C. language
 - D. users
 - E. form

Memorandums can be distinguished from other messages primarily by their form. Some companies have stationery printed especially for memos, while many use standard or customized templates in word processors. Sometimes the word memorandum appears at the top.

AACSB: Communication

Blooms: Remember

Difficulty: 3 Hard

Learning Objective: 02-03 Describe the purpose and form of memorandums (memos).

2-52

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50. In today's business world, _____ are the most widely used form of written communication.

- A. text messages
- B. instant messages
- C. letters
- D. memos
- E. emails

Although businesspeople routinely communicate via social media, text messaging, and instant messaging, email remains the most widely used means of written communication in the workplace.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

51. Which of the following statements is true about emails?

- A. There is a limitation on the number of characters a writer can use in an email.
- B. Because of their low speeds and high costs, emails have been replaced by memorandums.
- C. Emails can be archived and filed for easy access to a written record of correspondence.
- D. Emails cannot be easily forwarded and hence offer a great deal of confidentiality.
- E. Emails are the least widely used means of written communication at workplace.

Emails can be archived and filed for easy access to a written record of correspondence.

Email, however, also presents communication challenges. Sometimes people use email to avoid having difficult face-to-face or phone conversations, which is not a good way to accomplish communication goals or cultivate the audience's goodwill.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

2-53

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52. With respect to the email format, Cc stands for _____.

- A. customer copy
- B. check correction
- C. company copy
- D. client conformation
- E. courtesy copy

With respect to the email format, Cc stands for courtesy copy. If someone other than the primary recipient is to receive a courtesy copy, his or her address goes here.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

53. Which of the following is an advantage of email over text messaging, instant messaging, and social media?

- A. Email provides the option of using images.
- B. Email can be sent to internal and external audiences.
- C. Email is relatively faster than the other modes of communication.
- D. Email is less expensive to use than the other modes of communication.
- E. Email does not limit the number of characters that can be used in a message.

Even with the advent and popular use of text messaging, instant messaging, and social media, email remains popular because it provides HTML and other formatting options that text messaging, instant messaging, and social media may not, and it does not limit the writer to any number of characters or amount of text. In addition, emails can be archived and filed for easy access to a written record of correspondence.

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

54. With respect to email format, the link "Bcc" or "blind courtesy copy" is used when ____.

- A. the sender wants to stress that one or more of the recipients are not primary contact persons
- B. the sender wants the recipient to forward the email to a specific set of people
- C. the sender wants to forward copies of the email without the knowledge of the primary receiver
- D. the sender wants the recipients of the email to get in touch with each other
- E. the sender wants to attach files to the email for the primary receiver to download

With respect to email format, the link "Bcc" or "blind courtesy copy" is used when the sender wants to forward copies of the email to other recipients without the knowledge of the primary receiver. The recipient's message will not show this information; that is, he or she will not know who else is receiving a copy of the message.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

55. If someone other than the primary recipient is to receive a copy of the message in such a way that the primary recipient will know who else has received a copy of the message, the sender should use the _____ field.

- A. To
- B. Cc
- C. Subject
- D. Attachment
- E. Bcc

If someone other than the primary recipient is to receive a courtesy copy, his or her address should be mentioned in the Cc field. Before people used computers, cc: was called a carbon copy to reflect the practice of making copies on carbon paper.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

56. When communicating with close friends, the email messages that are exchanged every day _____.

- A. use a casual style of writing
- B. do not make use of colloquialisms
- C. use sentences that are well structured and organized
- D. avoid personal references and contractions
- E. refrain from using mechanical emphasis devices and initialisms

When communicating with close friends, the email messages that are exchanged everyday are mostly casual in nature. Casual language includes slang, colloquialisms (informal expressions), contractions, and personal pronouns. Its sentences are short—sometimes incomplete—and it may use mechanical emphasis devices and initialisms (e.g., LOL, BTW) freely.

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

57. Which of the following statements is true about informal writing?

- A. It does not share any of the characteristics of casual writing.
- B. It uses colloquialisms but more selectively than in casual writing.
- C. It makes use of long, complex sentences to get the point across.
- D. It has the effect of conversation and sounds like chitchat.
- E. It entirely avoids the use of personal pronouns and contractions.

Informal language retains some of the qualities of casual writing. It makes some use of personal pronouns and contractions. It occasionally may use colloquialisms but more selectively than in casual writing.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

58. The similarity between casual language and informal language is that _____.

- A. they do not use personal pronouns
- B. they have the effect of conversation
- C. they do not use colloquialisms
- D. they are primarily used to communicate with unknown external audiences
- E. they avoid using contractions

Informal language retains some of the qualities of casual writing. It makes some use of personal pronouns and contractions. It occasionally may use colloquialisms but more selectively than in casual writing. It also has the effect of conversation.

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

59. In the context of writing email messages, a formal style of writing ____.

- A. maintains a shorter distance between writer and reader than an informal style
- B. makes extensive use of personal references and contractions
- C. uses sentences that are well structured and highly organized
- D. uses sentences that are short, unstructured, and incomplete
- E. uses mechanical emphasis devices and initialisms

In the formal writing style, the sentences are well structured and highly organized. A formal style of writing maintains a greater distance between writer and reader than an informal style. It avoids personal references and contractions, and its sentences are well structured and organized.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

60. Which of the following writing styles should be used in an email report to the client of a research organization?

- A. Casual style
- B. Informal style
- C. Formal style
- D. Conversational style
- E. Flaming style

Formal language creates a greater distance between writer and reader than the informal style. It is appropriate to use in email messages resembling formal reports, in messages to people of higher status, and to people not known to the writer.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

61. In which of the following messages would it be appropriate to use informal language?

- A. A message from an HR manager to his company's CEO, requesting an appointment
- B. A message written by a customer care executive to a new customer, welcoming her
- C. A message written to a coworker, asking her about her plans for the day
- D. A letter written to a government official, requesting for the renewal of one's work permit
- E. A message written by a line manager to the CIO of the company

It is appropriate to use an informal style in messages when writing to people you know only on a business basis. Formal style is appropriate to use in email messages resembling formal reports, in messages to people of higher status, and to people not known to the writer.

AACSB: Communication

AACSB: Reflective Thinking

Blooms: Apply

Difficulty: 3 Hard

Learning Objective: 02-04 Describe the purpose and form of email.

2-59

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62. Which of the following forms of communication places a strong emphasis on brevity?

- A. Emails
- B. Text messages
- C. Letters
- D. Memos
- E. White papers

Text messaging, also called short message service (SMS), is, as its name suggests, used for sending short messages generally from a mobile phone. Because mobile phone service providers may limit the number of characters in a text message, the emphasis is on brevity.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-05 Understand the nature and business uses of text messaging and instant messaging.

Topic: Newer Media in Business Writing

63. While typing a text message, Mike uses the emoticon ":-0". This emoticon indicates that Mike is _____.

- A. laughing
- B. frowning
- C. winking
- D. Smiling
- E. yelling

The emoticon ":-0" indicates yelling. The use of emoticons depends on the writer's relationship with the audience.

AACSB: Communication

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-05 Understand the nature and business uses of text messaging and instant messaging.

2-60

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64. Which of the following statements is true about text messaging?
- A. The writing in text messages is exactly the same as the writing in the more traditional message forms.
 - B. Text messaging does not place a limitation on the number of characters a writer can use in composing his message.
 - C. Text messaging is primarily used for sending detailed text messages from one computer to another.
 - D. The need for brevity in text messaging has led to the creation of many abbreviations.
 - E. Text messaging delivers messages at a much higher speed than instant messaging.

The need for brevity in text messages has led to the use of many abbreviations. So many of these abbreviations have developed that one might say a new language has developed.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-05 Understand the nature and business uses of text messaging and instant messaging.

Topic: Newer Media in Business Writing

65. Which of the following is true about instant messaging in a business setting?
- A. Instant messaging differs from text messaging in that instant messaging is primarily voice-based.
 - B. The use of emoticons in an instant message is dependent on the target audience.
 - C. The abbreviations used in instant messaging vastly differ from those used in text messaging.
 - D. Instant messaging is mostly conversational in nature and the language used is mostly casual.
 - E. Instant messaging avoids the use of informal language.

Instant messaging is mostly like having a typed telephone conversation. It differs primarily in that it is text-based (typed) rather than voice-based communication, though voice-based instant messaging is possible. The use of abbreviations and emoticons depends on your audience and purpose.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-05 Understand the nature and business uses of text messaging and instant messaging.

Topic: Newer Media in Business Writing

66. Which of the following is true about social media?
- A. Companies are not allowed to reject candidates based on social media information.
 - B. Social media sites do not restrict messages to a fixed number of characters.
 - C. Messages on social networking sites are private and cannot be accessed by the public.
 - D. Messages on a company's social networking site need to be brief and concise.
 - E. When using social media, one must present the main objectives of the message at the end.

Generally, the messages on social networking sites are brief, with some sites, such as Twitter, restricting messages to 140 characters. As with text messaging, messages must not only be brief but concise and clear.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

2-62

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67. Which of the following factors is common to all forms of written communication?

- A. The format in which the information is displayed
- B. The length of sentences used in conveying the messages
- C. The need to ensure brevity and use of short sentences
- D. The need to adapt messages according to the audience
- E. The medium through which the messages are sent

As with every form of communication, written communication needs to be guided by the target audience.

AACSB: Communication

Blooms: Understand

Difficulty: 3 Hard

Learning Objective: 02-02 Describe the development and current usage of the business letter.

Learning Objective: 02-03 Describe the purpose and form of memorandums (memos).

Learning Objective: 02-04 Describe the purpose and form of email.

Learning Objective: 02-05 Understand the nature and business uses of text messaging and instant messaging.

Topic: Letters; Memorandums (Memos); Email; and Newer Media in Business Writing

68. The style of organizing Web pages such that the most important point is presented first, followed by supporting information, and then by the historical or background information is known as the ____ pyramid style.

- A. vertical
- B. resting
- C. horizontal
- D. oblique
- E. inverted

The style of organizing Web pages such that the main point is presented first, followed by supporting information and then by the historical or background information is known as the inverted pyramid style.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-07 Understand the inverted pyramid structure for organizing and writing Web documents.

Topic: Print versus Online Documents

69. Which of the following statements is true regarding print text and online text?

- A. Online text uses fragments and abbreviations more frequently than print text.
- B. Online text forces readers to read end to end, unlike in print where pages can be skipped.
- C. Online text incorporates less information compared to print text in the same space.
- D. Print text tends to be nonlinear while online text tends to be linear.
- E. Print text can produce comprehensive data more concisely than online documents.

Print documents generally require that thoughts be expressed in complete sentences, with occasional bulleted lists added for clarity and visual appeal. Online text uses fragments and abbreviations more frequently than print text.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-07 Understand the inverted pyramid structure for organizing and writing Web documents.

2-64

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70. Which of the following must be avoided when creating an online document or a Web page?
- A. Using a dark text on a light background
 - B. Incorporating text files with audio files
 - C. Using long sentences instead of short ones
 - D. Incorporating screen visuals with the text
 - E. Adapting design elements according to the audience

Users scan Web pages for information; hence short sentences are preferred over long sentences. Short lines are also more quickly and easily read, though you do not want lines so short that your text does not capture the main point.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-07 Understand the inverted pyramid structure for organizing and writing Web documents.

Topic: Print versus Online Documents

Short Answer Questions

71. List and briefly explain the different steps involved in the planning process of a message.

The planning process of a message consists of the following steps:

- 1) Determining goals: Business writing is largely performed in response to a certain situation, and hence it is necessary to establish a clear writing goal keeping in mind the business goals.
- 2) Analyzing the audience: Factors such as the relationship with the audience, the message content, and the organizational and professional and personal contexts need to be considered when analyzing the audience.
- 3) Analyzing and organizing gathered information: Relevant information is gathered, analyzed, and organized according to the situation.
- 4) Choosing a channel and format: Depending on the need, an appropriate format is chosen for the message.

AACSB: Communication

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

72. List and explain the different stages in the revising process of a message.

The different stages in the revising process are:

- 1) Revising: Top-level concerns such as checking if the pattern of organization is logical and effective as possible, if the overall meaning of the message comes through, and if the formatting is appropriate and helpful are addressed during revising.
- 2) Editing: Editing focuses on the style. The sentences are examined to see if they pace the information in such a way that the reader can easily follow it, if they emphasize the right things, and if they combine pieces of information coherently.
- 3) Proofreading: It involves looking at and correcting mechanical and grammatical elements—

spelling, typography, punctuation, and any grammar problems that could be troublesome.

AACSB: Communication

Blooms: Remember

2-66

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Difficulty: 1 Easy

Learning Objective: 02-01 Describe the writing process and effective writing strategies.

Topic: The Process of Writing

73. Discuss how business letters have evolved over the years.

Letters are the oldest form of business messages. Although their use and purpose have evolved as other business communication genres have developed, they are still the best choice for many communication tasks. The general purpose of a letter is to represent the writer and his or her topic rather formally to the recipient. For this reason, letters are used primarily for corresponding with people outside the organization.

Letters in the current business world are not as formal as they used to be. Like all other forms of business messages, letters have also grown more conversational. The use of salutation has also changed with stiff and old-fashioned opening expressions being replaced by more modern options. Regardless of its formality, letters are regarded as an exchange between real people as well as a strategic means for accomplishing business goals.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-02 Describe the development and current usage of the business letter.

Topic: Letters

74. Describe the purpose and form of memorandums or memos.

Memorandums, or memos, are a form of letter written inside the business. Though in rare cases they may be used to communicate with those outside the business, they are usually exchanged internally by employees as they conduct their work. Despite the wide use of emails, they are still being used and are especially useful for communicating with employees who do not use computers in their work.

Memorandums can be distinguished from other messages primarily by their form. The word memorandum appears at the top in most cases, but some companies prefer other titles.

Below this main heading come the specific headings common to all memos: Date, To, From, Subject etc. Since in some companies memos are often addressed to more than one reader, the heading To may be followed by enough space to list a number of names.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-03 Describe the purpose and form of memorandums (memos).

Topic: Memorandums (Memos)

75. Explain the advantages and disadvantages of emails.

Emails are the most widely used means of written communication in the workplace. Email addresses are readily available, and can be sent to multiple readers simultaneously. Businesses use emails as a low-cost, quick, and efficient means of communicating with both internal and external audiences. Email provides HTML and other formatting options and it does not limit the writer to any number of characters or amount of text. In addition, emails can be archived and filed for easy access to a written record of correspondence.

Email, however, also presents communication challenges. Sometimes, people use email to avoid having difficult face-to-face or phone conversations, which is not a good way to accomplish communication goals or cultivate the audience's goodwill. Emails are also easily forwarded and therefore can never be considered confidential. Additionally, many businesspeople deal with spam—unsolicited messages or mass emails that are not relevant to their work which reduces productivity. Poorly written emails can also cost a company financially.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

76. Explain the three general classifications of email formality with examples.

Email formality is viewed in terms of three general classifications: casual, informal, and formal. Although students' answers will vary, each example must clearly define the difference in terms of the relative distance maintained between the sender and the reader, the sentence structure, the use of colloquialisms, personal pronouns, and the overall format.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-04 Describe the purpose and form of email.

Topic: Email

2-69

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77. Discuss the effects of text messaging and instant messaging on business communication.

Text messaging, also called short message service (SMS), is used for sending short messages generally from a mobile phone. As the purpose of a text message is to convey a quick message, it emphasizes brevity, and therefore the writing in text messages is quite different from that in the more traditional message forms.

Instant messaging, commonly referred to as IM-ing or online chatting, can be compared to a telephone conversation since parties communicate in real time (instantly). It differs primarily in that it is text-based rather than voice-based communication, though voice-based instant messaging is possible.

The use of text messaging and instant messaging has resulted in the acceptance of certain abbreviations and emoticons in business communication. Their use, however, depends on the audience and the situation in which they are used.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-05 Understand the nature and business uses of text messaging and instant messaging.

Topic: Newer Media in Business Writing

78. Explain how personal usage of social media differs from business usage.

Social media sites are used by individuals to connect with friends, family, or classmates.

Business writers use social media sites to connect with clients, customers, colleagues, and supervisors, as they answer questions, promote products, network with other professionals, or interact briefly with co-workers.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-06 Understand the nature and business uses of social media.

Topic: Newer Media in Business Writing

79. Compare and contrast print text and online text.

Print text can be distinguished from Web text in that print text tends to be linear, while Web text is nonlinear. When people read print documents, they often start at the beginning and continue reading until they reach the end. By contrast, online readers scan for relevant information and may be diverted by links or other features of the display in their search. Online text needs to facilitate the reader's ability to find and use information as most people look for information in online text rather than read what an author has to say about an issue. Online text can produce comprehensive data more concisely than a print document. Because technology allows writers to embed links to relevant or related information rather than include that information in a paragraph or on a page, electronic documents can incorporate a lot of information in a relatively small space. Lastly, print documents generally require that thoughts be expressed in complete sentences, with occasional bulleted lists added for clarity and visual appeal. In electronic documents, writers tend to rely much more on bulleted lists and other terse forms of text. Depending on the medium, they may use fragments and frequent abbreviations.

AACSB: Communication

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-07 Understand the inverted pyramid structure for organizing and writing Web documents.

Topic: Print versus Online Documents

80. Explain the inverted pyramid structure of organizing Web pages and list some common design elements that can be applied in Web pages.

In the inverted pyramid structure of organizing Web pages, the main point is presented first, followed by supporting information and historical or background information. Though the choice of design elements (font, color, and graphics) depends on the audience, the basic elements must account for the difference in printed text and online text in terms of resolution and size. Sentences in Web pages must be short since they read easily and capture attention but they must capture the main point. Since underlining represents links in electronic environments, italics or bold text must be used to highlight content. The colors used must be visually appealing. Web pages must also be accessible by people with disabilities by incorporating additional elements along with the general content.

AACSB: Communication

Blooms: Remember

Difficulty: 2 Medium

Learning Objective: 02-07 Understand the inverted pyramid structure for organizing and writing Web documents.

Topic: Print versus Online Documents

