Impact A Guide to Business Communication (Canadian) 9th edition Northey Test Bank

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Chapter 2 Quiz

1. What is the most frequent mistake in business correspondence?
Answer: incorrect or inadequate assessment of the receiver

2. Name the two general purposes in business communication.
Answer: to inform, to persuade

3. List three situations when it is better to write a message than to deliver it orally.
Answer: when a record of the communication is required; when you don't require an answer; when the information is complicated or detailed; when it's difficult to arrange a meeting or telephone conversation

4. What is the main benefit of communicating orally?
Answer: instant reaction from audience

5. What pronoun is the most important in creating reader-based messages?
Answer: "you"

6. What is the fundamental rule of business communication?
Answer: to adopt a courteous tone

7. Which of the following is not a common reason why people in business communicate with others?
a. to ask or give information
b. to advise or recommend
c. to improve a company's image
d. to foster an atmosphere of deceit
Answer: d

8. Name three things that help to create a conversational writing style:
Answer: avoidance of old-fashioned words and legalisms; use of personal pronouns; use of contractions

9. List three characteristics of a moderately informal tone.
Answer: sounds conversational; avoids archaisms; uses individual names; uses personal pronouns; uses contractions; uses shorter sentences

10. What is the main problem with slang?
Answer: It is short-lived.

11. List three situations when it is better to deliver a message orally.
Answer: you want to encourage discussion; you need a quick response; you want to foster a personal relationship; you want to build group rapport; you are dealing with a personal or sensitive matter

12. List three guidelines that should be followed when using electronic communication.
Answer: consider the medium; begin by addressing the recipient; maintain email credibility; be clear

13. What are three advantages to using the most current technological medium?
Answer: ease communication, reduce cost, increase effectiveness when it comes to communication

14. Why should you consider the receiver's position when writing and sending a correspondence?
Answer: This will allow you to determine how much detail to include, and the level of formality.

For Questions 15–29 below, rewrite each of the following sentences for maximum clarity, conciseness, and effectiveness.
Answers will vary.

15. With reference to your request, an extension to your warranty has been arranged.

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16. Development of the staffing situation is proceeding quite well.

17. I would request that you finalize this matter as soon as possible.

18. Cleaners who work nights should use the lockers which are located on the fourth floor.

19. Let's get on the stick and get this dump cleared up.

20. It is thought by the regional managers that this is a line which will be profitable.

21. It was decided by the committee that a decision on the smoking policy would be postponed nonetheless.

22. We may have to just bite the bullet on this bottom line.

23. His attendance record is an area of concern for management.

24. We were all very pleased and delighted with your enjoyable and worthwhile presentation.

25. In reply to your question I would like to state that remuneration for this position is in the neighbourhood of $40,307.

26. Despite the small amount of time allowed he received a fair response to our questionnaire.

27. If payment isn't received soon there will be some very unpleasant consequences.

28. Don't let this matter drag on without getting back to me.

29. Last week's meeting was led by Vera Chan.

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