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Chapter 02

Writing Effectively for Your Audience, Purpose, and Medium

True / False Questions

1. Good business writing skills are important because writers essentially have *no* safety net.

   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

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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. A Venn diagram is commonly used to identify all the tasks needed to complete a project and to determine how much time each task will take.

   True False

8. If your reader's software is *not* compatible with your version of Microsoft Word, saving to an earlier version will preserve all your formatting and styles.

   True False

9. Careful proofreading is still in order after a document has been checked with a spelling checker.

   True False

10. Letters are the best channel of communication for business people to use when communicating with someone they do *not* know well.

    True False

11. Business letters always use the most formal level of language and forms of address.

    True False

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

    True False

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13. 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

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

True False

15. Using initialisms, such as "BTW" and "ASAP," is acceptable in informal business emails.

True False

16. 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

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

True False

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

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

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20. Cloud computing makes it possible for nearly everyone in a business to have access to essential programs such as Microsoft Word.

True False

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.

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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.

23. 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 approximately 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.

24. The first step in the process of writing is

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

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25. 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

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

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

27. As director of the human resources department, Alex has to write an email to 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.

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28. 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

29. Which of the following is the best practice to follow when writing messages?

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

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30. The direct order plan of organizing information will be the most effective when you are 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 vendor apologizing for a late payment.

31. 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 to start using a different supplier
E. in an email containing the weekly newsletter, which describes the activities of the organization

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32. 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. topical order
D. indirect order
E. spatial order

33. 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. You are doing the _____ level of the revision process.

A. editing
B. proofreading
C. organizing
D. drafting
E. revising

34. 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

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35. 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

36. 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.

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37. As part of a product development team, Renata needs to collect information about the target market, potential suppliers of components of the new product, sites for producing the product, and projected labor costs. Which of the following technology tools will help her organize her notes as she does her research?

A. an outlining program
B. a statistical program
C. a database tool
D. multimedia presentation software
E. collaboration software

38. Julio has been researching various vacation policies for his employer. Now that he has gathered his information, he needs to organize it, but he does *not* feel ready to start creating an outline. Which of the following technology tools would be best for helping him experiment with ways to group information?

A. a statistical program
B. a database tool
C. collaborative software
D. multimedia presentation software
E. a concept-mapping program

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39. In Microsoft Word, which of the following tools can be used to create a table of contents?

A. Styles
B. Format
C. Smart Art
D. Track Changes
E. Review

40. Keiko wants to include a flowchart in her Microsoft Word document. Which of the following tools will help her to do that?

A. Quick Parts
B. a database tool
C. Smart Art
D. Styles
E. an equation builder

41. During the process of editing her report, Lexi discovers that she has consistently misspelled the name of a major customer. The most efficient way for Lexi to fix this mistake would be to use the _____ tool.

A. find and replace
B. track changes
C. spell check
D. grammar check
E. find

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42. Which of the following statements about grammar checkers is true?

A. Recent versions of grammar and style checkers are much more flexible than older versions.
B. Writers who use grammar checkers do not need to make grammatical decisions.
C. Grammar checkers are always correct in their assessment of writing.
D. Grammar checkers are still in preliminary development and do not offer much help.
E. Grammar checkers must be purchased separately from most word processing programs.

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

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

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. Your humble servant
B. Best regards
C. Cheers
D. Yours faithfully
E. Sincerely yours

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47. Qing is writing a cover letter to a prospective employer, Chris Ryan, a sales manager at Durable Gasket Company. Qing took the name from the job posting, so he is unsure of Chris's gender. Even a search of the company website proved unhelpful. How should Qing address Chris in his letter?

A. Dear Durable Gasket Company

B. To Whom It May Concern

C. Dear Sir/Madame

D. Dear Chris Ryan

E. Dear Chris

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

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 most often use casual or informal language.

E. Memos are especially useful for communicating with employees who use computers in their work.

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

A. purpose.

B. style.

C. language.

D. users.

E. form.

50. Which of the following lists the four most common headings used in memorandums or memos?

A. Company, Address, Date, Subject

B. To, From, Subject, References

C. Date, Address, From, Subject

D. Date, To, From, References

E. Date, To, From, Subject

51. 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

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

A. Writers can use only a limited number of characters in an email.

B. Email is the best channel for highly sensitive or difficult communication.

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

D. Emails offer a great deal of confidentiality.

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

53. With respect to the email format, Cc stands for

A. customer copy.

B. check correction.

C. company copy.

D. client conformation.

E. courtesy copy.

54. 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.

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

A. wishes to stress that one or more of the recipients are not primary contact persons.

B. wants the recipient to forward the email to a specific set of people.

C. wants to forward copies of the email without the knowledge of the primary receiver.

D. does not want the recipients of the email to get in touch with each other.

E. wants to attach files to the email for the primary receiver to download.

56. 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

57. In which of the following situations is it appropriate to use casual language in a business email?

A. inviting all department members to a meeting

B. asking for an appointment with one's supervisor

C. inviting a coworker who is also a friend to lunch

D. inquiring whether a coworker will meet a deadline

E. requesting vacation time

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

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.

59. Casual language and informal language are similar in that they

A. do not use personal pronouns.

B. have the effect of conversation.

C. do not use colloquialisms.

D. are primarily used to communicate with unknown external audiences.

E. avoid using contractions.

60. 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.

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61. 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. chit-chat style

62. 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

63. 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

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64. Janet receives a text message from her coworker Donell saying he will be 15 minutes to their meeting. Janet replies "NP." This abbreviation stands for

A. no patience.
B. not permissible.
C. not professional.
D. no props.
E. no problem.

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

A. The writing in text messages is exactly the same as the writing in more traditional message forms.
B. Text messaging does not place a limitation on the number of characters a writer can use in a 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.

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

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. The language used in instant messaging is mostly formal.
E. Instant messaging avoids the use of informal language.

67. 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.

68. 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 the use of short sentences
D. the need to adapt messages according to the audience
E. the medium through which the messages are sent

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69. Cloud computing is

A. the practice of storing software and information on the Internet.

B. a method for backing up computers onto external hard drives.

C. an early form of social media.

D. the most recent development in social media.

E. a program that combines message creation with video transmission.

70. Which of the following technologies is most likely to change the way customers access and use a business's services?

A. text messaging

B. email

C. mobile applications

D. social media accounts

E. robot calls

Short Answer Questions

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71. List and briefly explain the different steps involved in the planning stage of creating a business message.

72. List and explain the different stages in the revising stage of creating a business message.

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73. Describe computer tools that can be used to help plan messages.

74. Describe computer tools that can facilitate the revision stage of creating a business message.

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

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

77. Explain the advantages and disadvantages of emails.

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

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

80. Explain the effect of cloud computing on business communications.

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Chapter 02 Writing Effectively for Your Audience, Purpose, and Medium Answer Key

True / False Questions

1. Good business writing skills are important because writers essentially have *no* safety net.

TRUE

Essentially, writers have no safety net; they cannot rely on their facial expressions, body language, or voice to set the tone for a message. To be an effective business writer, then, you must develop the ability to capture a complex reality in words, which requires you to use ingenuity, discipline, critical thinking, and problem solving.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy
Learning Objective: 02-01 Understand the importance of skillful writing in business.
Topic: The Importance of Skillful Writing

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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 interrelated and 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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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
Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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

You should take time to analyze your audience early in the planning process, and 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.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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

FALSE

Whatever order will draw the most positive reaction from your readers is the best order to use. 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 should use an indirect order, using your message's opening to prepare the reader to receive the news as positively as possible.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

7. A Venn diagram is commonly used to identify all the tasks needed to complete a project and to determine how much time each task will take.

FALSE

A Gantt chartis commonly used to identify all the tasks needed to complete a project and to determine how much time each task will take.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy
Learning Objective: 02-03 Describe the use of computer tools to facilitate planning messages.
Topic: The Use of Computers in Message Creation

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8. If your reader's software is *not* compatible with your version of Microsoft Word, saving to an earlier version will preserve all your formatting and styles.

FALSE

If you save your .docx file as a .doc, you may lose some of the formatting from the themes or Smart Art that are not recognized by earlier versions of Word. If your reader's software is not compatible with your current version of Word, you can save your document as a .pdf (portable document format) file so that your reader can open it with the formatting preserved.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-04 Describe the use of computer tools to facilitate drafting messages.
Topic: The Use of Computers in Message Creation

9. Careful proofreading is still in order after a document has been checked with a spelling checker.

TRUE

A spell checker will not identify wrong-word errors such as compliment for complement or imply for infer. A spelling checker also will miss errors such as desert for dessert or misused words such as good for well. Therefore, careful proofreading is still in order after a document has been checked with a spelling checker.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-05 Describe the use of computer tools to facilitate revising messages.
Topic: The Use of Computers in Message Creation

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10. Letters are the best channel of communication for business people to use when communicating with someone they do *not* know well.

TRUE

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

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-06 Describe the purpose and form of letters.
Topic: The Purpose of Letters and Memorandums

11. Business letters always use the most formal level of language and forms of address.

FALSE

As formal as letters can be, they are not nearly as formal as they used to be. Business messages have grown more conversational. This is true of letters as well as of other forms of correspondence.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-06 Describe the purpose and form of letters.
Topic: How to Format Letters and Memorandums

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12. Memos are primarily used for corresponding with people outside of 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
Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 2 Medium
Learning Objective: 02-07 Describe the purpose and form of memorandums (memos).
Topic: The Purpose of Letters and Memorandums

13. 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

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

FALSE

"Bcc" stands for "blind courtesy copy."

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

15. Using initialisms, such as "BTW" and "ASAP," is acceptable in informal business emails.

FALSE

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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

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16. 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

17. 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-09 Understand the nature and business uses of other communication media.
Topic: The Role of Social Media in Communications

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18. 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-09 Understand the nature and business uses of other communication media.
Topic: The Use of Social Media Tools for Effective Communication

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

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy
Learning Objective: 02-09 Understand the nature and business uses of other communication media.
Topic: The Ethical Use of Social Media

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20. Cloud computing makes it possible for nearly everyone in a business to have access to essential programs such as Microsoft Word.

TRUE

Cloud computing continues to change the way business communicators access and store their software and their work. For instance, because software is often stored on websites—in the cloud—rather than on the computer, nearly everyone has access to the software programs (e.g., Microsoft Word) used most frequently to communicate in business.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 2-10 Describe how technology will continue to impact communication in the future.
Topic: Trends in Business Communication

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.

Writing is in some ways more difficult to do well than other kinds of communication. Writers essentially have no safety net; they cannot 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-01 Understand the importance of skillful writing in business.
Topic: The Importance of Skillful Writing

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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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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23. 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 approximately 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

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

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

Topic: The Writing Process

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24. 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

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

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

Topic: The Writing Process

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25. 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
Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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

A. The planning stage is the last stage in the writing process.

B. A business writer should spend more time on drafting and less on the planning stage.

C. The planning stage is independent of the drafting stage.

D. This stage involves the convergence of a writer's business and 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—although sometimes, clarifying your writing goals will help you generate business solutions.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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27. As director of the human resources department, Alex has to write an email to 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 analyze his audience.

AACSB: Communication
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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28. 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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29. Which of the following is the best practice to follow when writing messages?

A. Organize information in the order that will draw the most positive reaction from your readers.

B. Gather information through formal research rather than relying on memory or imagination.

C. Analyze your audience early in the planning process before determining the goal of your message.

D. Present information that you think could run the risk of evoking a negative response at the beginning of your message.

E. Ensure 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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30. The direct order plan of organizing information will be the most effective when you are 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 vendor 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
Accessibility: Keyboard Navigation
Blooms: Apply
Difficulty: 3 Hard
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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31. 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 to start using 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 to start using 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
Accessibility: Keyboard Navigation
Blooms: Apply
Difficulty: 3 Hard
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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32. 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. topical order

D. indirect order

E. spatial 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
Accessibility: Keyboard Navigation
Blooms: Apply
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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33. 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. You are doing the _____ level of the revision process.

A. editing

B. proofreading

C. organizing

D. drafting

E. revising

During the editing level, 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. You also look at your word choices to see if they best serve your purpose.

AACSB: Communication

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

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

Topic: The Writing Process

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34. 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

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

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

Topic: The Writing Process

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35. 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

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

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

Topic: The Writing Process

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36. 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.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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37. As part of a product development team, Renata needs to collect information about the target market, potential suppliers of components of the new product, sites for producing the product, and projected labor costs. Which of the following technology tools will help her organize her notes as she does her research?

A. an outlining program
B. a statistical program
C. a database tool
D. multimedia presentation software
E. collaboration software

Once you have gathered the facts, you will want to store them in some organized fashion so you can retrieve them easily. Database tools will help you immensely here.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Apply
Difficulty: 2 Medium
Learning Objective: 02-03 Describe the use of computer tools to facilitate planning messages.
Topic: The Use of Computers in Message Creation

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38. Julio has been researching various vacation policies for his employer. Now that he has gathered his information, he needs to organize it, but he does *not* feel ready to start creating an outline. Which of the following technology tools would be best for helping him experiment with ways to group information?

A. a statistical program

B. a database tool

C. collaborative software

D. multimedia presentation software

E. a concept-mapping program

Organizing your ideas is essential for writing a clear message. You may find it helpful to organize ideas using a concept-mapping program. Some, such as Edraw, have both free and at-cost programs available. Once you have captured your ideas and grouped related ideas, you can rearrange them into a meaningful order, organizing with the reader in mind.

AACSB: Communication

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-03 Describe the use of computer tools to facilitate planning messages.

Topic: The Use of Computers in Message Creation

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39. In Microsoft Word, which of the following tools can be used to create a table of contents?

A. Styles

B. Format

C. Smart Art

D. Track Changes

E. Review

The built-in styles in Word 2016 are particularly useful for not only ensuring consistency but also creating a table of contents. If you use the styles (or create your own using the Styles tool), Word can use them to automatically generate a table of contents.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Apply
Difficulty: 2 Medium
Learning Objective: 02-04 Describe the use of computer tools to facilitate drafting messages.
Topic: The Use of Computers in Message Creation

40. Keiko wants to include a flowchart in her Microsoft Word document. Which of the following tools will help her to do that?

A. Quick Parts

B. a database tool

C. Smart Art

D. Styles

E. an equation builder

The Smart Art, Clip Art, and Charts tools let you create appealing, informative visuals.

AACSB: Communication

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Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-04 Describe the use of computer tools to facilitate drafting messages.

Topic: The Use of Computers in Message Creation

41. During the process of editing her report, Lexi discovers that she has consistently misspelled the name of a major customer. The most efficient way for Lexi to fix this mistake would be to use the _____ tool.

A. find and replace

B. track changes

C. spell check

D. grammar check

E. find

The Find and Replace feature allows you to make multiple changes simultaneously. You can find and replace words or text formatting. If, for example, you spelled *internet* with a lowercase *i* and want to capitalize it instead, you would tell Word to search for all instances of *internet* and replace them with *Internet*. Using the Find and Replace tool would be more efficient than using Spell Check because Spell Check usually does not contain proper names in its dictionary.

AACSB: Communication

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-05 Describe the use of computer tools to facilitate revising messages.

Topic: The Use of Computers in Message Creation

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42. Which of the following statements about grammar checkers is true?

A. Recent versions of grammar and style checkers are much more flexible than older versions.

B. Writers who use grammar checkers do not need to make grammatical decisions.

C. Grammar checkers are always correct in their assessment of writing.

D. Grammar checkers are still in preliminary development and do not offer much help.

E. Grammar checkers must be purchased separately from most word processing programs.

Recent versions of grammar and style checkers are much more flexible than older versions. In Word 2016 you can customize your grammar and style settings to fix common errors or to adapt your writing to your company's style preferences.

AACSB: Communication

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-05 Describe the use of computer tools to facilitate revising messages.

Topic: The Use of Computers in Message Creation

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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

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-06 Describe the purpose and form of letters.

Topic: The Purpose of Letters and Memorandums

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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
Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy
Learning Objective: 02-06 Describe the purpose and form of letters.
Topic: The Purpose of Letters and Memorandums

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

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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-06 Describe the purpose and form of letters.
Topic: The Purpose of Letters and Memorandums

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

A. Your humble servant

B. Best regards

C. Cheers

D. Yours faithfully

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
Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy
Learning Objective: 02-06 Describe the purpose and form of letters.
Topic: How to Format Letters and Memorandums

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47.

Qing is writing a cover letter to a prospective employer, Chris Ryan, a sales manager at Durable Gasket Company. Qing took the name from the job posting, so he is unsure of Chris's gender. Even a search of the company website proved unhelpful. How should Qing address Chris in his letter?

A. Dear Durable Gasket Company

B. To Whom It May Concern

C. Dear Sir/Madame

D. Dear Chris Ryan

E. Dear Chris

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., Chris Ryan), 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 Chris Ryan."

AACSB: Communication

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-06 Describe the purpose and form of letters.

Topic: How to Format Letters and Memorandums

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

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 most often 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-07 Describe the purpose and form of memorandums (memos).
Topic: The Purpose of Letters and Memorandums

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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

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-07 Describe the purpose and form of memorandums (memos).

Topic: How to Format Letters and Memorandums

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50. Which of the following lists the four most common headings used in memorandums or memos?

A. Company, Address, Date, Subject

B. To, From, Subject, References

C. Date, Address, From, Subject

D. Date, To, From, References

E. Date, To, From, Subject

Below the main heading come the specific headings common to all memos: Date, To, From, Subject (though not necessarily in this order).

AACSB: Communication

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-07 Describe the purpose and form of memorandums (memos).

Topic: How to Format Letters and Memorandums

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51. 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

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-08 Describe the purpose and form of email.

Topic: Email as a Communication Form

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

A. Writers can use only a limited number of characters in an email.

B. Email is the best channel for highly sensitive or difficult communication.

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

D. Emails 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. Emails are also easily forwarded and therefore can never be considered confidential.

AACSB: Communication

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 02-08 Describe the purpose and form of email.

Topic: Email as a Communication Form

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53. 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

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-08 Describe the purpose and form of email.

Topic: Email as a Communication Form

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54. 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.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

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

A. wishes to stress that one or more of the recipients are not primary contact persons.

B. wants the recipient to forward the email to a specific set of people.

C. wants to forward copies of the email without the knowledge of the primary receiver.

D. does not want the recipients of the email to get in touch with each other.

E. 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

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56. 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

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 02-08 Describe the purpose and form of email.

Topic: Email as a Communication Form

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57. In which of the following situations is it appropriate to use casual language in a business email?

A. inviting all department members to a meeting
B. asking for an appointment with one's supervisor
C. inviting a coworker who is also a friend to lunch
D. inquiring whether a coworker will meet a deadline
E. requesting vacation time

Casual language is best limited to your communications with close friends.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Apply
Difficulty: 2 Medium
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

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

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. It has the effect of conversation, but it is polished conversation—not chitchat.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

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59. Casual language and informal language are similar in that they

A. do not use personal pronouns.

B. have the effect of conversation.

C. do not use colloquialisms.

D. are primarily used to communicate with unknown external audiences.

E. 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.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

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60. 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.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

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61. 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. chit-chat 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
Accessibility: Keyboard Navigation
Blooms: Apply
Difficulty: 2 Medium
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

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62. 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
Accessibility: Keyboard Navigation
Blooms: Apply
Difficulty: 3 Hard
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

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63. 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
Accessibility: Keyboard Navigation
Blooms: Remember
Difficulty: 1 Easy
Learning Objective: 02-09 Understand the nature and business uses of other communication media.
Topic: The Role of Social Media in Communications

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64.

Janet receives a text message from her coworker Donell saying he will be 15 minutes to their meeting. Janet replies "NP." This abbreviation stands for

A. no patience.

B. not permissible.

C. not professional.

D. no props.

E. no problem.

The abbreviation "NP" stands for "no problem." Whether and when abbreviations are used depends on the writer's relationship with the audience.

AACSB: Communication

Accessibility: Keyboard Navigation

Blooms: Apply

Difficulty: 2 Medium

Learning Objective: 02-09 Understand the nature and business uses of other communication media.

Topic: The Use of Social Media Tools for Effective Communication

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

A. The writing in text messages is exactly the same as the writing in more traditional message forms.

B. Text messaging does not place a limitation on the number of characters a writer can use in a 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 been created that one might say a new language has developed.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-09 Understand the nature and business uses of other communication media.
Topic: The Use of Social Media Tools for Effective Communication

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

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. The language used in instant messaging is mostly formal.

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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-09 Understand the nature and business uses of other communication media.
Topic: The Use of Social Media Tools for Effective Communication

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67. 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 be not only brief, but also concise and clear.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-09 Understand the nature and business uses of other communication media.
Topic: The Use of Social Media Tools for Effective Communication

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68. 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 the 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

Accessibility: Keyboard Navigation

Blooms: Understand

Difficulty: 3 Hard

Learning Objective: 02-09 Understand the nature and business uses of other communication media.

Topic: Adapting to an Audience

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69. Cloud computing is

A. the practice of storing software and information on the Internet.

B. a method for backing up computers onto external hard drives.

C. an early form of social media.

D. the most recent development in social media.

E. a program that combines message creation with video transmission.

Cloud computing continues to change the way business communicators access and store their software and their work. For instance, because software is often stored on websites—in the cloud—rather than on the computer, nearly everyone has access to the software programs (e.g., Microsoft Word) used most frequently to communicate in business. Because cloud applications have no system requirements and require no software on the user's computer, be sure that you have a plan for backing up your data just as you would if you were working locally from your own computer.

AACSB: Communication

Accessibility: Keyboard Navigation

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 2-10 Describe how technology will continue to impact communication in the future.

Topic: Trends in Business Communication

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70. Which of the following technologies is most likely to change the way customers access and use a business's services?

A. text messaging
B. email
C. mobile applications
D. social media accounts
E. robot calls

Mobile applications, such as those that let people photograph checks and then use the photograph to deposit the funds into their bank accounts, are changing how people access and use companies' products and services.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 2-10 Describe how technology will continue to impact communication in the future.
Topic: Trends in Business Communication

Short Answer Questions

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71. List and briefly explain the different steps involved in the planning stage of creating a business 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 it is thus 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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72. List and explain the different stages in the revising stage of creating a business 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-02 Describe the writing process and effective writing strategies.
Topic: The Writing Process

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73. Describe computer tools that can be used to help plan messages.

Project planning tools, such as a Gantt chart, are a great way to visualize the scope of a project and see how all of the pieces will come together to create a final product or achieve a business goal. By using an annotated electronic calendar, you can plan time for completing writing projects. Resources for conducting secondary research include databases, reference materials, library catalogs, company webpages, listservs, professional organizations, social networking sites (e.g., Facebook, LinkedIn, and Twitter), and other helpful websites. Once you have gathered the facts, database tools will help you store them in some organized fashion so you can retrieve them easily. You may find it helpful to organize ideas using an outlining or concept-mapping program.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-03 Describe the use of computer tools to facilitate planning messages.
Topic: The Use of Computers in Message Creation

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74. Describe computer tools that can facilitate the revision stage of creating a business message.

The find feature can search for and highlight parts of the text you want to check. The find and replace feature allows you to make multiple changes simultaneously. Comments and track changes features are often used together when writers collaborate on documents. The auto correct feature lets you enable the software to recognize common errors you may make. Spelling checkers are tools business writers rely on daily. Microsoft Word 2016 also includes a thesaurus. Grammar and style checkers identify possible problems and give suggestions for revision.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-05 Describe the use of computer tools to facilitate revising messages.
Topic: The Use of Computers in Message Creation

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75. 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-06 Describe the purpose and form of letters.
Topic: How to Format Letters and Memorandums
Topic: The Purpose of Letters and Memorandums

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76. 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-07 Describe the purpose and form of memorandums (memos).
Topic: How to Format Letters and Memorandums
Topic: The Purpose of Letters and Memorandums

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77. 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 anyone can send a message to any email address (or multiple addresses simultaneously), regardless of who provides the email account. 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

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78. 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-08 Describe the purpose and form of email.
Topic: Email as a Communication Form

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79. 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
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 02-09 Understand the nature and business uses of other communication media.
Topic: The Role of Social Media in Communications

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80. Explain the effect of cloud computing on business communications.

Cloud computing continues to change the way business communicators access and store their software and their work. For instance, because software and information are stored on websites—in the cloud—rather than on the computer nearly everyone has access to the software programs (e.g., Microsoft Word) used most frequently to communicate in business. Because cloud applications have no system requirements and require no software on the user's computer, be sure that you have a plan for backing up your data just as you would if you were working locally from your own computer.

AACSB: Communication
Accessibility: Keyboard Navigation
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 2-10 Describe how technology will continue to impact communication in the future.
Topic: Trends in Business Communication

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