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Business Communication 13th Edition by Locker CH01

ANSWERS ARE LOCATED IN THE SECOND PART OF THIS DOCUMENT

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

1) The writing skills used most often by all types of workers include email and presentations with visuals, such as PowerPoint.

- ◎ true
- ◎ false

2) Writing skills have decreased in importance in today's business environment as most matters can be handled successfully with automated form letters.

- ◎ true
- ◎ false

3) The costs of poor communication include lost goodwill.

- ◎ true
- ◎ false

4) A document's poor organization or writing style can make it difficult for the reader to understand the message.

- ◎ true
- ◎ false

5) The best way to keep an audience involved in a presentation is to make them guess what the presenter wants to convey.

- ◎ true
- ◎ false

6) Josh answers a customer phone call which involves a billing complaint. He then follows up by sending the customer a claims adjustment. This is an example of internal communication.

- ◎ true
- ◎ false

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7) An annual report prepared for stockholders may have more than one communication purpose.

- ◎ true
- ◎ false

8) Larissa, a director of human resources, is writing an email to employees informing them about changes to the company benefits package. She will best engage her audience by emphasizing how the changes will improve the company's profitability.

- ◎ true
- ◎ false

MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

9) Which form is an example of verbal communication?

A) logos
B) gestures
C) eye contact
D) pictures
E) tweets

10) Duncan, a web developer, recently gave a presentation on online discourse and its ethical implications. The presentation was a huge success, mainly because Duncan maintained the audience's attention through interesting nonverbal communication. What is a form of nonverbal communication that Duncan might have used in his presentation?

A) anecdotes
B) narrations
C) quotations
D) graphics
E) jokes

11) Which statement about communication skills at entry-level jobs is true?

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A) Communication skills are not important because new employees do not communicate with others.
B) Communication skills are ranked relatively low among the qualities that employers look for.
C) Communication skills are required for persuading others and adapting information to particular audiences.
D) Communication skills are not necessary if a person has good reasoning and technical skills.
E) Communication skills are not required because people at entry-level jobs do not have writing responsibilities.

12) Which type of skills consistently rank first among the qualities that employers look for in college graduates?

A) technical
B) communication
C) mathematical
D) abstract reasoning
E) mechanical

13) According to the survey conducted by the National Commission on Writing, _____ is a writing responsibility that all employees have.

A) technical writing
B) blogging
C) instant messaging
D) emailing
E) tweeting

14) According to the survey conducted by the National Commission on Writing, _____ functions are the least likely to be outsourced by organizations.

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A) accounting
B) management
C) advertising
D) marketing
E) communication

15) What does research indicate is a clear benefit to educated workers considered among the top in writing skills, compared to workers considered among the bottom in writing skills?

A) have less job responsibilities
B) more respected by peers
C) earn more on average
D) shorter workday
E) experience less job turnover

16) Which statement is true about writing skills required at work?

A) People who do hands-on work like construction do not require writing skills.
B) Almost every entry-level professional requires good communication skills.
C) Managerial jobs require good management skills but not necessarily good communication skills.
D) Managers do not require writing skills because they have assistants to do their writing work.
E) Higher authorities in an organization do not need to write because they will use form letters and templates.

17) What is an example of an internal audience for written communication at work?

A) suppliers
B) stockholders
C) clients
D) trade associations
E) subordinates

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18) What is an example of an external audience for written communication at work?

A) the human resources team
B) a subordinate
C) a manager
D) a colleague
E) a potential employee

19) Aziz works at Architectural Consulting in Boston. He recently gave a presentation on "The Principles of Sustainable Design" to the members of his team, the sales team, and the marketing team. He also showed the presentation to his superiors before making a few changes and presenting it to the firm's customers. The external audience for Aziz's presentation includes

A) the sales team.
B) the marketing team.
C) his superiors.
D) the customers.
E) his subordinates.

20) Fuyuko, a marketing planner for Glamour Time Cosmetics, needs to give a presentation to her superiors about the launch plan for a new line of organic lipsticks. Once she receives approval, she will share details of the launch with distributors, clients, and retailers. She will also then present the plan to the press to spread word about the new lipstick line. Who among the following would be included in Fuyuko's internal audience?

A) retailers
B) clients
C) superiors
D) distributors
E) the press

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21) Santos, a production manager at a small manufacturing company, has written a report for the organizational director on the types of equipment upgrades needed to accommodate a new line of products. Along with the report, Santos has also sent a memo explaining why he forwarded the document to his boss. The accompanying document is called a

A) quotation.
B) 10-K Report.
C) claims adjustment.
D) transmittal.
E) policy and procedure bulletin.

22) Which document is used for performance appraisals, salaries, and hiring?

A) annual report
B) job description
C) monthly report
D) thank-you letter
E) procedure bulletin

23) Tracee, an analyst at a major print media company, is preparing a document on the problems faced by the industry during a recent period. In the report, she explains that increased competition from more agile digital competitors and declining advertising revenues pose major challenges for the future. Which document is Tracee preparing in this scenario?

A) letter of transmittal
B) performance appraisal
C) procedure bulletin
D) quarterly report
E) 10-K Report

24) Chloe, a communications manager at an insurance company, needs to evaluate her team members' work for the last financial year. She plans to prepare a report on the evaluation of objectives they helped achieve. In this scenario, Chloe is preparing a(n) _____, a type of _____ document.

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A) career assessment; external
B) performance appraisal; internal
C) quarterly report; external
D) memo of congratulations; internal
E) annual report; external

25) A memo of congratulations is written to

A) clients who have been with a company for over 10 years.
B) employees who have won awards or been promoted.
C) stockholders who have retained their shares.
D) candidates who have applied for jobs.
E) suppliers who have been loyal to a company.

26) A claims adjustment granting a customer request to be given credit for defective goods is a document written for what primary purpose?

A) to conceal
B) to persuade
C) to entertain
D) to request
E) to inform

27) Which statement is true regarding the purposes of organizational writing?

A) When writing to answer a question, the purpose is to persuade.
B) Most organizational messages have multiple purposes.
C) All organizational writing is to inform or to persuade.
D) The majority of organizational messages have a single purpose.
E) When writing to suggest that you are competent, the purpose is to inform.

28) Which description is a characteristic of good writing?

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A) It keeps requests ambiguous to avoid arguments.
B) It uses legalistic language to impress the readers.
C) It follows widely accepted practices.
D) It presents the main point in the middle of a long paragraph.
E) It requires a reader to gather additional information.

29) Which statement about good business and administrative communication is true?

A) It makes an audience guess the message that a speaker or writer has presented.
B) It leaves the audience's questions unanswered to create challenges and interactions.
C) It represents messages that are free from errors in spelling and grammar.
D) It considers members of an audience as numbers instead of as groups of people.
E) It takes a long time to decipher in order to challenge an audience's intellect.

30) Which statement about conventions in business writing is true?

A) They rarely ever change once adopted.
B) They are widely accepted practices.
C) They apply universally to all audiences.
D) They are rarely encountered in a business setting.
E) They are meant to challenge audiences.

31) Which strategy is a key to using conventions effectively?

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A) using conventions only for routine activities

B) remembering that conventions do not change with time

C) using conventions without adjusting them for a particular audience

D) remembering that every organization follows the same conventions

E) remembering that conventions always need to fit the current situation

32) Which strategy will improve business communication by saving the audience's time?

A) presenting a highly positive image of the organization
B) considering only the needs of the organization, not those outside the organization
C) ensuring a message is responsible and truthful
D) incorporating hidden messages and complex details
E) using forecasting statements to organize a message

33) When you convey information in which the audience's reaction will be neutral, this is considered a(n)

A) persuasive message.
B) good-news message.
C) positive message.
D) formal message.
E) informative message.

34) Bradley just accepted a new job at a competing firm, which pays much better than his current sales position at a small family-owned business. He composes a formal letter of resignation, which he plans to give to the company owner tomorrow morning. In this scenario, the company owner represents what type of audience?

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A) gatekeeper
B) primary
C) secondary
D) auxiliary
E) watchdog

35) Which message recipient has the power to stop your message and control whether it reaches the intended audience?

A) gatekeeper
B) primary audience
C) secondary audience
D) auxiliary audience
E) watchdog audience

36) What is a good strategy for communicating in writing with multiple types of audiences?

A) In most of the document, assume the degree of knowledge of the secondary audience.
B) Utilize personal pronouns to increase informality.
C) Organize your message based on the most negative audience attitude.
D) Keep the core message consistent.
E) Include all background and supplementary information in the opening paragraphs.

37) Melanie must contact all customers who have purchased the Happy Time Baby Swing. The recent model has a defective support bracket, which requires immediate replacement to ensure safe usage. What strategy is most appropriate for Melanie in analyzing this rhetorical situation?

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A) First determine the income levels of the audience.
B) Analyze her audience as members of a group.
C) Focus the message on persuading, not informing.
D) Obtain psychographic data from consumer's web surfing records.
E) Assume that informality is the preferred communication tone.

38) What is an example of a demographic audience characteristic?

A) personality
B) age
C) interests
D) attitudes
E) lifestyles

39) Which audience characteristic will likely be *most* important in messages designed to persuade?

A) geographic region
B) income
C) education level
D) values
E) gender

40) Randall, the plant manager, must inform the plant's 500 employees about pending layoffs. While he knows the audience will be hostile, Randall hopes to persuade them that this is the only way to prevent a total shutdown. In this situation, what is a suggested communication strategy for Randall?

A) Begin his message with areas of common ground shared with the audience.
B) Obtain a complete demographic profile of the audience.
C) Search social media to determine attitudes about the company before he speaks.
D) Hide the information about the layoffs in the middle of the message.
E) Downplay the importance of the message.

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41) As a business communicator, what information is least likely to be an important consideration in formulating your message?

A) the knowledge level of the audience about this subject
B) circumstances that may require new attitudes or action
C) the level of detail the audience wants
D) the speaker's psychographic profile
E) the hot button words that should be avoided

42) Which is one of the five questions that should be asked when analyzing business communication problems?

A) What can you infer from the information you're given?
B) What information must your message include?
C) Where could you get additional information?
D) Which solution is likely to work best?
E) What channel should you use?

43) Which action should be followed to effectively analyze business communication problems?

A) consciously focusing on a single key solution
B) understanding that even irrelevant audience characteristics are important
C) emphasizing information by placing it in the middle of a paragraph
D) identifying one main audience benefit
E) ensuring that benefits are well adapted to the needs of the audience

44) During a department manager's meeting, Devon proposes consolidating two existing departments into one. What strategy will be most effective in making his proposal more convincing to his audience?

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A) Assure the audience that the change will hardly be noticed by anyone.
B) Describe his personal reaction.
C) Describe potential benefits by using an emotional appeal.
D) Phrase benefits of his proposal in *you*-attitude.
E) Enumerate the benefits the organization may experience.

45) What is an effective technique for overcoming potential obstacles in a persuasive message?

A) Make therequest detailed and complicated.
B) Rely on extrinsic motivators.
C) Show how the audience will benefit when the action is complete.
D) Phrase the benefits of a proposal in *me*-attitude.
E) Stress the benefits accrued to the secondary audience.

46) What action describes a way to ensure ethical business communication?

A) using design and graphics to make content understandable
B) including complex words to impress the audience
C) placing positive information at the end of the document
D) focusing on abstract philosophies
E) using *me*-attitude to show that one is confident

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

47) Explain how good communication benefits both organizations and individuals.

48) Discuss why telephone calls cannot take the place of effective written communication in the workplace.

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49) Explain how poor writing contributes to wasted time.

50) Poor communication choices can lead to legal problems in an organization. Discuss this statement.

51) Differentiate between the two basic types of audiences for an organization. Provide examples of the people and documents that fall under each category.

52) Explain the three basic purposes of organizational writing. Provide an example of a business document which reflects all three purposes.

53) Review the five criteria for an effective message.

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54) What are conventions of communication and how are they best applied?

55) Discuss the types of audiences you might experience in typical rhetorical situations. Identify which audience you must reach in order to fulfill the purposes of your message.

56) What are audience benefits and how are they used in analyzing communication? Explain at least three ways you can effectively use benefits in written communications.

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Business Communication 13th Edition by Locker CH01

Answer Key

Test name: CH01

1) TRUE
Almost 70% of respondents in a national survey of major corporations said that at least two-thirds of their employees have specific writing responsibilities included in their position descriptions. These writing responsibilities include email (100% of employees), presentations with visuals (100% of employees), and memos and correspondence (70% of employees).
2) FALSE
Some new employees think that an administrative assistant will do their writing, that they can use form letters if they do have to write, that only technical skills matter, or that they'll call or text rather than write. Each of these claims is fundamentally flawed. A form letter is designed to cover only routine situations. Situations that are not routine require more creative solutions.
3) TRUE
Every communication serves either to build or to undermine the image the audience has of the communicator. When communication isn't as good as it could be, you and your organization pay a price in wasted time, wasted effort, lost goodwill, and legal problems.
4) TRUE
Bad writing takes longer to read as we struggle to understand what we're reading. How quickly we can comprehend written material is determined by the difficulty of the subject matter and by the document's organization and writing style.
5) FALSE

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Ineffective messages do not get results. A receiver who must guess what the sender means may guess wrong. A reader who finds a letter or memo unconvincing or insulting simply won't do what the message asks.
6) FALSE
External audiences are people outside the organization: customers, suppliers, distributors, unions, stockholders, potential employees, trade associations, special interest groups, government agencies, the press, and the general public.
7) TRUE
Most messages have more than one purpose. An annual report may be prepared to inform stockholders about financial information for the year, to persuade them to retain stock, or to build goodwill for the company.
8) FALSE
While writing a message, it is important to ensure that benefits are adapted to the audience. This audience is interested in how the changes will benefit them, not the company.
9) E
10) D
11) C
12) B
13) D
14) E
15) C
16) B
17) E
18) E
19) D
20) C
21) D
22) B

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23) D
24) B
25) B
26) E
27) B
28) C
29) C
30) B
31) E
32) E
33) E
34) B
35) A
36) D
37) B
38) B
39) D
40) A
41) D
42) B
43) E
44) D
45) C
46) A

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47) Good communication is worth every minute it takes and every penny it costs. Companies that communicate effectively with their employees enjoy, for example, lower turnover rates. Good communication skills also will benefit you, even in your first job. You may have wonderful ideas for your workplace, but unless you can communicate them to the relevant people, they will get you nowhere. Research has shown that among people with two- or four-year degrees, workers in the top 20% of writing ability earn, on average, more than three times as much as workers whose writing falls into the worst 20%.

48) It is a false claim that employees do not need to know how to write, and that phone calls or text messages can replace written communication. Important phone calls require follow-up letters or emails. People in organizations put things in writing to make themselves visible, to create a record, to convey complex data, to save money, and to convey their own messages more effectively. “If it isn’t in writing, it didn’t happen” is a maxim at many companies. Writing is an essential way to record agreements, to make yourself visible, and to let your accomplishments be known.

49) Bad writing takes longer to read because the reader struggles to understand what he or she is reading. How quickly a reader can read a document is determined by the difficulty of the subject matter and by the document's organization and writing style. Second, bad writing may need to be rewritten. Poorly written documents frequently cycle to other people for help. Third, ineffective communication may obscure ideas so that discussions and decisions are needlessly drawn out. Fourth, unclear or incomplete messages may require the receiver to gather more information, and some receivers may not bother to do so; they may make a wrong decision or refuse to act.

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50) Poor communication choices can lead to legal problems for organizations. Letters, memos, emails, and instant messages create legal obligations for organizations. When a lawsuit is filed against an organization, the lawyers for the plaintiffs have the right to subpoena documents written by employees of the organization. These documents may then be used as evidence, for instance, that an employer fired an employee without adequate notice or that a company knew about a safety defect but did nothing to correct it. These documents may also be used as evidence in contexts the writer did not intend. This means that a careless writer can create obligations that the organization does not mean to assume.

51) Communication—oral, nonverbal, and written—goes to both internal and external audiences. Internal audiences are other people in the same organization: subordinates, superiors, and peers. Examples of documents which are sent to internal audience include transmittals, monthly or quarterly reports, policy and procedure bulletins, requests to deviate from policy, performance appraisals, and memos of congratulations.

External audiences are people outside the organization: customers, suppliers, distributors, unions, stockholders, potential employees, trade associations, special interest groups, government agencies, the press, and the general public. Examples of documents sent to external audiences include quotations for a specific product or service, claims adjustment, job description, 10-K report, annual report, and thank you letters.

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52) The three basic purposes of organizational writing are: (1) to inform, (2) to request or persuade, and (3) to build goodwill. In fact, most messages have multiple purposes.

An annual report can reflect all three purposes: it informs by summarizing financial information for the year; it can persuade stockholders to retain their shares; and it can build goodwill by highlighting how the company is a good corporate citizen. (Student examples may vary.).

53) Good business and administrative communication meets five basic criteria: it's clear, complete, and correct; it saves the audience's time; and it builds goodwill.

- It's clear. The meaning the audience gets is the meaning the communicator intended. It prevents the audience from guessing.
- It's complete. All audience questions are answered, and it has enough information to evaluate the message and act on it.
- It's correct. All information in the message is accurate, and the message is free from errors in spelling, capitalization, word choice, and grammar.
- It saves the audience's time. The style, organization, and visual or aural impact of the message helps the audience read or hear, understand, and act on the information as quickly as possible.
- It builds goodwill. The message presents a positive image of the communicator and the organization. It treats the message recipient as a person, not a number. It cements a good relationship between the communicator and the audience.

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54) Conventions are widely accepted practices that a person routinely encounters and those which change over time. They help people recognize, produce, and interpret different kinds of communications. The key to using conventions effectively, in spite of their changing nature, is to remember that they always need to be adjusted for a particular audience, context, and purpose.

55) You must reach the primary audience to fulfill your purposes in any message. The five types of audiences include: ● A *gatekeeper* has the power to stop your message instead of sending it on to other audiences. The gatekeeper therefore controls whether your message even gets to the primary audience.

● The*primary audience* decides whether to accept your recommendations or act on the basis of your message.

● The *secondary audience* may be asked to comment on your message or to implement your ideas after they've been approved. Secondary audiences also include lawyers who may use your message—perhaps years later—as evidence of your organization's culture and practices.

● An *auxiliary audience* may encounter your message but will not have to interact with it. This audience includes the "read-only" people.

● A *watchdog audience*, though it does not have the power to stop the message and will not act directly on it, has political, social, or economic power.

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56) Audience benefits refers to advantages that the audience gets by using your services, buying your products, following your policies, or adopting your ideas. In informative messages, benefits give reasons to comply with the information you announce and suggest that the information is good. In persuasive messages, benefits give reasons to act and help overcome audience resistance.

Ways to use benefits:

● Incorporate benefits by adapting benefits to the audience. Different benefits appeal to different audiences.

● Stress both intrinsic and extrinsic motivators. Intrinsic motivators come automatically from using a product or doing something. Extrinsic motivators are not a necessary part of the product or action.

● An audience benefit is a claim or assertion that the audience will benefit if they do something. This involves two steps: making sure the benefit really will occur and explaining it to the audience.

● Show how benefits overcome obstacles. When your request is time-consuming, complicated, or physically or psychologically difficult, you need to show how the audience (not just you or your organization) will benefit when the action is completed. You should also make the action as easy as possible.

● Benefits should be worded using *you*-attitude to be as effective as they can. Using *you*-attitude also means showing how your organization's policy or product meets the audience's needs. Link features to audience needs and provide details that make the benefit vivid.

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