Essentials of Business Communication 10th edition Guffey Test Bank

SKU: 9781285858913-TEST-BANK

1. *Communication* is defined as "the transmission of information and meaning from one individual or group to another." The crucial element of this definition is

a. transmission.
b. information.
c. meaning.
d. individual.

ANSWER: c
RATIONALE: Communication is successful only if meaning is exchanged, making "meaning" the crucial element. You can send information; but if it means nothing to the receiver, true communication has not occurred.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 36
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.02 - DISC.ESBC.GULO.16.01.02
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

2. The communication process begins when the sender
a. determines the appropriate communication channel.
b. has an idea.
c. encodes an idea into a message.
d. plans for feedback.

ANSWER: b
RATIONALE: The communication process begins when the sender has an idea.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 36
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

3. Converting ideas into words or gestures to convey meaning is called
a. feedback.
b. decoding.
c. encoding.
d. nonverbal communication.

ANSWER: c
RATIONALE: The second step of the communication process involves encoding, converting ideas into meaningful words or gestures.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 37
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04

Essentials of Business Communication 10th edition Guffey Test Bank

TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

4. A communication channel
   a. is anything that interrupts the transmission of a message.
   b. should be selected before idea formation.
   c. includes only digital means for transmitting messages.
   d. is the medium over which the message travels.

ANSWER: d
RATIONALE: The medium over which the message travels is the channel.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 37
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

5. Which of the following is *not* an element of the communication process?
   a. Forming an idea
   b. Selecting a communication channel
   c. Displaying empathy
   d. Providing feedback

ANSWER: c
RATIONALE: The communication process involves these five steps: forming an idea, encoding the idea, selecting a channel and transmitting the message, decoding the message, and providing feedback.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 37
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

6. The process of translating a message from its symbol form into meaning is called
   a. feedback.
   b. decoding.
   c. encoding.
   d. noise.

ANSWER: b
RATIONALE: The fourth step of the communication process involves decoding or translating the message from its symbol form into meaning.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 38

Essentials of Business Communication 10th edition Guffey Test Bank

LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

7. Communication noise
   a. occurs only with the sender in the communication process.
   b. includes only environmentally produced sounds that prevent the message from being transmitted.
   c. is anything that interrupts the transmission of a message.
   d. describes the medium over which the message travels.

ANSWER: c
RATIONALE: Anything that interrupts the transmission of a message is called noise. Channel noise may range from a weak Internet signal to sloppy formatting and typos in written messages. It can even include the annoyance a receiver feels when the sender chooses an improper channel.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 38
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

8. Feedback
   a. includes only those verbal responses from the receiver.
   b. is not an important part of the communication process.
   c. is the process of converting an idea that will convey meaning.
   d. includes both the verbal and nonverbal responses from the receiver.

ANSWER: d
RATIONALE: The verbal and nonverbal responses of the receiver create feedback, a vital part of the communication process. Feedback helps the sender know that the message was received and understood.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 38
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

9. Communication is successful only when
   a. verbal feedback has been sent to the receiver.
   b. no noise occurs during the communication process.
   c. verbal and nonverbal feedback have been sent to the receiver.
   d. the receiver understands an idea as the sender intended it.

ANSWER: d
RATIONALE: The communication process is successful only when the receiver understands an idea as the sender intended it.

Essentials of Business Communication 10th edition Guffey Test Bank

POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 38
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

10. Which statement about the communication process is *most* accurate?
    a. The use of digital networks as a means to transmit messages is declining in today's workplace.
    b. Because the meanings of words are the same among people, participants in the communication process need not worry about their word selection or usage.
    c. Only senders are affected by their mood, frame of reference, background, or culture.
    d. Feedback helps the sender know that the message was received and understood.

ANSWER: d
RATIONALE: Feedback helps the sender know that the message was received and understood. Senders can encourage feedback by asking "Am I making myself clear?" or "Is there anything you don't understand?" Receivers can improve the communication process by paraphrasing the sender's message.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 38
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Comprehension

11. Business writing should be all of the following *except*
    a. purposeful.
    b. audience oriented.
    c. economical.
    d. sender oriented.

ANSWER: d
RATIONALE: Business writing should be purposeful, economical, and audience oriented.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 39
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

12. When preparing a business message, you should make your writing audience oriented. *Audience oriented* means you should
    a. write to solve a problem or convey information.
    b. attempt to get your audience to believe and accept your message.
    c. present ideas clearly but concisely.

Essentials of Business Communication 10th edition Guffey Test Bank

d. concentrate on looking at the problem from the receiver's perspective.

ANSWER: d

RATIONALE: Business messages are audience oriented when the writer concentrates on the reader's perspective. The other skills listed are also important qualities of your business writing, but they do not represent audience orientation.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 39

LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03

TOPICS: Using the 3-x-3 Writing Process as a Guide

KEYWORDS: Bloom's: Knowledge

13. Business writing should be purposeful. In this context *purposeful* can best be defined as

a. presenting ideas clearly and concisely.

b. concentrating on the receiver's perspective instead of your own.

c. solving problems and conveying information.

d. getting your audience to believe and accept your message.

ANSWER: c

RATIONALE: Business writing should be clear, concise, and written from the receiver's perspective. However, "purposeful" identifies the reason for the writing, which is to solve a problem or convey information.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 39

LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.02 - DISC.ESBC.GULO.16.01.02

TOPICS: Using the 3-x-3 Writing Process as a Guide

KEYWORDS: Bloom's: Knowledge

14. Business writing should be economical. In this context *economical* can best be defined as

a. presenting ideas clearly and concisely.

b. concentrating on the receiver's perspective instead of your own.

c. solving problems and conveying information.

d. getting your audience to believe and accept your message.

ANSWER: a

RATIONALE: Business writing should solve a problem, use the appropriate channel, and be written from the receiver's perspective. However, "economical" identifies the qualities of conciseness and clarity.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 39

LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06

TOPICS: Using the 3-x-3 Writing Process as a Guide

KEYWORDS: Bloom's: Knowledge

Essentials of Business Communication 10th edition Guffey Test Bank

15. The first phase of the writing process involves analyzing the audience and your purpose for writing, anticipating your audience's reaction to your message, and

a. investigating background information.

b. composing your message.

c. adapting your message to the audience.

d. looking for previous company documents on the topic.

ANSWER: c

RATIONALE: Many beginning writers forget to complete Phase 1: analyze the audience and purpose, anticipate audience reaction, and adapt the message to the audience.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 39

LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03

TOPICS: Using the 3-x-3 Writing Process as a Guide

KEYWORDS: Bloom's: Knowledge

16. Adapting your message to the audience involves

a. thinking of the right words and tone to use in your message.

b. rewriting your message several times to ensure it is clear.

c. selecting the best research to incorporate within the message.

d. conducting a thorough audience analysis.

ANSWER: a

RATIONALE: The last step in the prewriting phase involves adapting your message to the audience, which requires thinking of the right words and tone to use in your message. Adapting occurs after analyzing the audience, but before researching and revising.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 39

LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03

TOPICS: Using the 3-x-3 Writing Process as a Guide

KEYWORDS: Bloom's: Knowledge

17. During the second phase of the writing process, you conduct research,

a. clarify the audience demographics, and edit word choices.

b. anticipate audience reaction, and adapt the message.

c. organize ideas, and compose the message.

d. evaluate message effectiveness, and revise as needed.

ANSWER: c

RATIONALE: During the drafting stage, you will research and organize your message; then you compose the message. Developing knowledge of the audience occurs in the first stage (prewriting), and evaluating and editing occur in the final stage (revising).

POINTS: 1

DIFFICULTY: Easy

REFERENCES: pp. 39-40

LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02

Essentials of Business Communication 10th edition Guffey Test Bank

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

18. In the final phase of the writing process, check the message for clarity and readability, proofread for errors, and
    a. evaluate for effectiveness.
    b. assess the cost of the selected delivery channel.
    c. solve the problem.
    d. forward the document to the publishing department.

ANSWER: a
RATIONALE: The last step of the writing process is evaluation, deciding whether your message accomplishes your goal.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 40
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

19. According to writing experts, approximately what percentage of time should you spend on the prewriting phase of a business message?
    a. 90 percent
    b. 50 percent
    c. 25 percent
    d. 5 percent

ANSWER: c
RATIONALE: Plan to spend one quarter of your time on prewriting, which includes analyzing your audience, anticipating your audience, and adapting to your audience.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 41
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

20. Experts say that writers should spend the most time in the ____ stage of the writing process.
    a. prewriting
    b. drafting
    c. revising
    d. thinking

ANSWER: c
RATIONALE: Beginning writers often neglect the last phase of the writing process: revising for clarity, conciseness, tone, and readability. The best messages require extensive revision to meet the audience's need and the purpose of the message.
POINTS: 1

Essentials of Business Communication 10th edition Guffey Test Bank

DIFFICULTY: Easy
REFERENCES: p. 41
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

21. Before Melissa organizes and composes her message, she should ask two questions: (1) Why am I sending this message? and (2)

a. *Why did my boss give this task to me?*
b. *What do I hope to achieve with this message?*
c. *How can I get this message written as quickly as possible?*
d. *Do I have enough time and financial resources to complete the work?*

ANSWER: b
RATIONALE: As you compose a workplace message, ask yourself, "Why am I sending this message?" and "What do I hope to achieve with this message?" Your responses will determine how you organize and present your information.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 41
LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07
TOPICS: Analyzing and Anticipating the Audience
KEYWORDS: Bloom's: Application

22. The primary purpose of business writing is typically to inform or persuade; a common secondary purpose is to

a. promote goodwill.
b. comply with governmental regulations.
c. create written documentation.
d. avoid lawsuits.

ANSWER: a
RATIONALE: In addition to informing and persuading, an effective business message will promote goodwill, which means that you and your organization will look good in the eyes of your audience. Maintaining the goodwill of customers and employees is essential to business growth and your career advancement.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: pp. 41-42
LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.02 - DISC.ESBC.GULO.16.01.02
TOPICS: Analyzing and Anticipating the Audience
KEYWORDS: Bloom's: Knowledge

23. Lindsay is writing a property description for a new real estate brochure. To make her brochure more effective, Lindsay should anticipate her audience. This means she

a. identifies the property's outstanding traits and describes them clearly.

Essentials of Business Communication 10th edition Guffey Test Bank

b. concentrates on the price and value of the property.

c. writes using familiar words and a friendly, informal tone.

d. considers what the readers are like and how they will react to the message.

ANSWER: d

RATIONALE: When anticipating an audience, Lindsay should consider what the readers are like and how they will react. This will assist her in writing a description of the property and benefits that appeal to her audience.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: p. 42

LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03

TOPICS: Analyzing and Anticipating the Audience

KEYWORDS: Bloom's: Application

24. Profiling the audience for a business message helps the writer

a. identify the appropriate tone, language, and channel.

b. guarantee that the audience will respond positively to the message.

c. select slang the audience will recognize and appreciate.

d. create a perfect first draft.

ANSWER: a

RATIONALE: Profiling the audience helps the writer to develop a document with appropriate tone and language and to select an appropriate channel. Unfortunately, profiling will not eliminate the need for revision or guarantee that the audience will respond positively to the message.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 43

LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03

TOPICS: Analyzing and Anticipating the Audience

KEYWORDS: Bloom's: Knowledge

25. Travis must determine the appropriate channel for an important business message. In this context *channel* refers to the

a. individuals who will receive the message.

b. degree of formality required.

c. medium through which the message is sent.

d. tone and approach needed to accomplish his purpose.

ANSWER: c

RATIONALE: The channel refers to the medium through which Travis will send his message.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 43

LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04

TOPICS: Analyzing and Anticipating the Audience

KEYWORDS: Bloom's: Application

Essentials of Business Communication 10th edition Guffey Test Bank

26. Which of the following communication channels is considered the richest medium?

a. Written proposal

b. E-mail message

c. Face-to-face conversation

d. Blog posting

ANSWER: c

RATIONALE: Media richness describes the extent to which a channel or medium recreates or represents all the information available in the original message. A richer medium such as a face-to-face conversation permits more interactivity and feedback. A leaner medium such as a proposal presents a flat, one-dimensional message.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: pp. 43-44

LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.04.04 - DISC.ESBC.GULO.16.04.04

TOPICS: Analyzing and Anticipating the Audience

KEYWORDS: Bloom's: Knowledge

27. Human Resources Manager Claire Siu must inform Anthony that company job changes will require him to seek retraining or lose his position. The *best* channel for Ms. Siu to deliver this message is

a. an e-mail message.

b. a face-to-face conversation.

c. a voice mail message.

d. an instant message.

ANSWER: b

RATIONALE: The best channel for the delivery of bad news, such as the potential loss of employment, is face-to-face communication. Good news, such as bonus pay for performance, could be delivered through e-mail, voice mail, or instant messaging. Careful writers consider the type of message in selecting the channel.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: pp. 43-44

LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.04 - DISC.ESBC.GULO.16.01.04

TOPICS: Analyzing and Anticipating the Audience

KEYWORDS: Bloom's: Application

28. Michael usually holds team meetings on Tuesday mornings, but he needs to reschedule next week's meeting to Wednesday morning. To tell team members of the date change for the next meeting, Michael should

a. send an e-mail.

b. meet in person with each team member.

c. call a team meeting.

d. write a short team report.

ANSWER: a

RATIONALE: E-mail is a better choice for routine announcements. Using individual meetings, a team meeting, or a short report to announce the changed meeting time would be inefficient.

POINTS: 1

DIFFICULTY: Moderate

Essentials of Business Communication 10th edition Guffey Test Bank

REFERENCES: pp. 43-44
LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.04 - DISC.ESBC.GULO.16.01.04
TOPICS: Analyzing and Anticipating the Audience
KEYWORDS: Bloom's: Application

29. When selecting a communication channel, you should follow two tips: use richer media for persuasive or personal communications, and

a. use the richest media available.
b. select the cheapest channel to reduce costs.
c. never use digital media such as instant or text messaging on the job.
d. consider what media is the easiest for you to use.

ANSWER: a
RATIONALE: When choosing a communication channel, always use the richest media available, and employ richer media for more persuasive or personal communications.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: pp. 43-44
LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.04 - DISC.ESBC.GULO.16.01.04
TOPICS: Analyzing and Anticipating the Audience
KEYWORDS: Bloom's: Knowledge

30. You are selecting a channel for sending your message. Which of the following is *not* a factor to consider when making this decision?

a. Amount and speed of feedback and interactivity required
b. Cost of the channel
c. Confidentiality and sensitivity of the message
d. Your competitors' channel use

ANSWER: d
RATIONALE: Consider the following factors when selecting a communication channel: importance of the message, amount and speed of feedback and interactivity required, necessity for a permanent record, cost of the channel, degree of formality required, and confidentiality and sensitivity of the message.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 44
LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Analyzing and Anticipating the Audience
KEYWORDS: Bloom's: Knowledge

31. Adaptation is the process of

a. creating a message that suits the audience.
b. impressing your audience with high-level diction and long sentences.
c. sending feedback to the sender of a message.
d. proofreading and editing a written message.

Essentials of Business Communication 10th edition Guffey Test Bank

ANSWER: a

RATIONALE: Adaptation is the process of creating a message that suits the audience. Skilled communicators adapt their messages to their audiences by incorporating audience benefits, using the "you" view, and sounding conversational but professional.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 44

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Knowledge

32. One technique that improves business writing is the use of empathy. *Empathy* refers to
    a. using inclusive language to eliminate bias.
    b. putting yourself in the receiver's shoes to adapt the message to the receiver's needs.
    c. appealing to the audience by using a sender focus.
    d. formatting documents to meet business standards.

ANSWER: b

RATIONALE: Empathy involves shaping a message so that it appeals to the receiver. Writers can do this by putting themselves in the receiver's shoes.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 45

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Knowledge

33. Empathic writers
    a. use more first-person pronouns than second-person pronouns in their messages.
    b. try to give something to the receiver.
    c. think about their needs before the receiver's needs.
    d. All answer choices reflect techniques used by empathic writers.

ANSWER: b

RATIONALE: Empathic writers think about how a receiver will decode a message. They also try to give something to the receiver, solve the receiver's problems, save the receiver money, or just understand the feelings and position of the other person.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: p. 45

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Knowledge

34. Which of the following sentences *best* focuses on the audience?

Essentials of Business Communication 10th edition Guffey Test Bank

a. *We are very pleased to have you as our newest customer.*

b. *You can help us by sending us your payment immediately.*

c. *Register now to lock in your preferred travel dates.*

d. All sentences are focused on the audience rather than the sender.

ANSWER: c

RATIONALE: The sentence "Register now to lock in your preferred travel dates" focuses on audience benefits. The other sentences place more focus on benefits to the sender.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: p. 45

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Application

35. One of the best ways to develop audience benefits is to use the "you" view, which

a. means that all messages are written in the active voice.

b. dictates that all sentences be written as commands.

c. emphasizes second-person pronouns instead of first-person pronouns.

d. uses slang and abbreviations to personalize the message.

ANSWER: c

RATIONALE: Skilled communicators use the "you" view, which emphasizes second-person pronouns such as "you" and "your" instead of first-person pronouns like "I," "we," "us," and "our."

POINTS: 1

DIFFICULTY: Easy

REFERENCES: pp. 45-46

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Knowledge

36. Jorge must inform Samantha that she is not eligible to have an August vacation for which she recently applied. Which of the following sentences *best* demonstrates the "you" view Jorge should use in denying Samantha's application?

a. *I have not approved your August vacation because you applied too late.*

b. *We didn't receive your application early enough for the August vacation schedule.*

c. *Although the August vacation schedule is full, you may qualify for a vacation in September if you apply now.*

d. *The August vacation schedule was posted in May. You should have consulted it earlier.*

ANSWER: c

RATIONALE: Only "Although the August vacation schedule is full, you may qualify for a vacation in September if you apply now" represents effective use of the "you" view. It shows the benefits (September vacation) to the receiver without sounding accusatory.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: pp. 45-46

Essentials of Business Communication 10th edition Guffey Test Bank

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Application

37. Which of the following sentences demonstrates *effective* business writing?
    a. *Hey, Bob. Ur proposal is rad!*
    b. *Your proposal demonstrates how our call center can better meet the needs of our customers.*
    c. *FYI, i liked your proposal :).*
    d. *Congrats on the proposal. You rock!*

ANSWER: b

RATIONALE: The only effective sentence is "Your proposal demonstrates how our call center can better meet the needs of our customers." All other answer choices demonstrate unprofessional business writing by using needless texting-style abbreviations, fragments, and poor language choice.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: pp. 46-47

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Application

38. Which of the following sentences demonstrates conversational business writing?
    a. *Your return policy really ticks me off.*
    b. *I am upset about your return policy.*
    c. *Your return policy has provoked me to write this letter.*
    d. All answer choices reflect conversational business writing.

ANSWER: b

RATIONALE: The sentence that reflects conversational business writing is "I am upset about your return policy." All other answer choices demonstrate either unprofessional (ticks me off) or formal language (provoked).

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: pp. 46-47

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Application

39. Which of the following sentences demonstrates *effective* business writing?
    a. *As per your request, enclosed is our latest catalog.*

Essentials of Business Communication 10th edition Guffey Test Bank

b. *Enclosed is our latest catalog.*

c. *The latest catalog is contained under separate cover.*

d. *Pertaining to your request, our latest catalog is enclosed.*

ANSWER: b

RATIONALE: The only effective sentence is "Enclosed is our latest catalog." All other answer choices demonstrate business writing that is overly formal.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: pp. 46-47

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Application

40. Marketing Director Schultz must inform the board of directors that customers are not responding positively to the company's new advertising campaign. Which of the following sentences would be the *most* appropriate wording for the marketing director to use in her message to the board of directors?

a. *Our customers are ripping on our new ads, even though we know these ads rock!*

b. *Our customers are badmouthing this awesome new marketing campaign; they are obviously just out of it.*

c. *We have received reports from customers about our new ads.*

d. *It has come to my attention that our customers have denigrated the strategic implementation of our new ad campaign.*

ANSWER: c

RATIONALE: Words or phrases such as "ripping on," "rock," "badmouthing," "awesome," and "out of it" are unprofessional. In addition, words such as "denigrated" and "strategic implementation" are examples of overly formal language that may be unfamiliar.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: pp. 46-47

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Application

41. Business messages should use positive language rather than negative language. Positive language

a. has no effect on the tone of a message.

b. conveys less information than negative language.

c. grants the reader all requests or demands.

d. tells what *is* and what *can be done*.

ANSWER: d

RATIONALE: Business messages that use positive language tell what "is" and what "can be done" without granting the reader all requests or demands. As a result, positive language improves the clarity and tone of a message and conveys more information than negative language.

POINTS: 1

Essentials of Business Communication 10th edition Guffey Test Bank

DIFFICULTY: Easy
REFERENCES: pp. 47-49
LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
TOPICS: Developing Additional Expert Writing Techniques
KEYWORDS: Bloom's: Knowledge

42. Which of the following represents the *best* business writing?
    a. *We regret that we are unable to accept you as a credit customer at this time.*
    b. *You will never be sorry that you opened a checking account with our bank.*
    c. *We cannot accept the returned merchandise because it is not resalable.*
    d. *You can return all resalable merchandise for a store credit.*

ANSWER: d
RATIONALE: Of these options only "You can return all resalable merchandise for a store credit" is worded in a positive manner. The other options indicate what cannot be done. This use of negative language is more likely to create hostility in the audience.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: pp. 47-49
LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07
TOPICS: Developing Additional Expert Writing Techniques
KEYWORDS: Bloom's: Application

43. Courteous business messages
    a. avoid using words that sound demanding or preachy.
    b. often turn demands into rhetorical questions.
    c. avoid hostility or anger.
    d. All answer choices are correct.

ANSWER: d
RATIONALE: Courteous business messages avoid using words that sound demanding or preachy by turning demands into rhetorical questions. As a result, courteous business messages avoid hostility and anger.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 49
LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
TOPICS: Developing Additional Expert Writing Techniques
KEYWORDS: Bloom's: Knowledge

44. Which of the following demonstrates *effective* business writing?
    a. *I'm ticked! Credit my account now!*
    b. *Will you please credit my account for $125 due to the computer error on May 1.*
    c. *You should credit my account.*

Essentials of Business Communication 10th edition Guffey Test Bank

d. *Please get it right and credit my account for $125.*

ANSWER: b

RATIONALE: The most acceptable option is the polite request "Will you please credit my account for $125 due to the computer error on May 1." All other answer choices sound demanding ("Credit my account now!"), angry ("I'm ticked" or "Please get it right"), or preachy ("You should").

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: p. 49

LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Developing Additional Expert Writing Techniques

KEYWORDS: Bloom's: Application

45. Which of the following demonstrates *effective* business writing?

a. *All executives and their wives will attend the Reno conference.*

b. *A salesman must meet monthly sales quotas.*

c. *The female attorney graduated from Yale.*

d. *The office personnel will assist you with your forms.*

ANSWER: d

RATIONALE: The most acceptable option is "The office personnel will assist you with your forms." All other answer choices reflect gender bias (executives and their wives, salesman, female attorney).

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: pp. 50-51

LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Developing Additional Expert Writing Techniques

KEYWORDS: Bloom's: Application

46. Which of the following is *most* acceptable for business writing?

a. *Every physician must carry his own malpractice insurance.*

b. *Every physician must carry their own malpractice insurance*.

c. *All physicians must carry their own malpractice insurance.*

d. *Every physician must carry his or her own malpractice insurance.*

ANSWER: c

RATIONALE: The most acceptable option is "All physicians must carry their own malpractice insurance." The use of a plural noun as an antecedent (physicians) matches the plural pronoun (their).

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: pp. 50-51

LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06

Essentials of Business Communication 10th edition Guffey Test Bank

United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Developing Additional Expert Writing Techniques

KEYWORDS: Bloom's: Application

47. Which of the following demonstrates *effective* business writing?

a. *An Asian CEO was the keynote speaker.*

b. *An African-American man was the next customer.*

c. *A record number of Japanese investors are purchasing real estate in the United States.*

d. *Mr. Hernandez, a Mexican, is my boss.*

ANSWER: c

RATIONALE: The most acceptable writing is "A record number of Japanese investors are purchasing real estate in the United States." All other answer choices unnecessarily associate race or ethnicity to a specific person ("Asian CEO," "African-American man," and "Mr. Hernandez, a Mexican").

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: pp. 50-51

LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Developing Additional Expert Writing Techniques

KEYWORDS: Bloom's: Application

48. Business writers who use words such as *interrogate*, *remuneration*, and *terminate* are using language many readers would consider

a. slang.

b. conversational.

c. jargon.

d. unfamiliar.

ANSWER: d

RATIONALE: These words would be unfamiliar to many readers. Wise business writers use more familiar alternatives, such as "question" rather than "interrogate," "pay" rather than "remuneration," and "end" rather than "terminate."

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 51

LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04

TOPICS: Developing Additional Expert Writing Techniques

KEYWORDS: Bloom's: Knowledge

49. Which of the following sentences about jargon is *most* accurate?

a. Jargon should never be used in business writing.

b. Jargon is generally understood by both insiders and outsiders within a field.

c. Effective business communicators know to include some jargon within any message to demonstrate their intelligence and command of the English language.

Essentials of Business Communication 10th edition Guffey Test Bank

d. Jargon should be used only when the audience will understand it.

ANSWER: d

RATIONALE: Jargon describes technical or specialized terms within a field. These terms enable insiders to communicate ideas briefly, but to outsiders they mean nothing. Therefore, the best advice is to use jargon only when the audience will understand it.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: p. 51

LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04

TOPICS: Developing Additional Expert Writing Techniques

KEYWORDS: Bloom's: Comprehension

50. Which of the following is *most* acceptable for business writing?

a. *Please think about the new insurance option.*

b. *Caltrek experienced a change in profits during the last fiscal year.*

c. *Retailers can expect to pay higher amounts for their goods and services.*

d. *Sheila will examine the job proposal carefully.*

ANSWER: d

RATIONALE: The most acceptable business writing is "Sheila will examine the job proposal carefully" because it uses precise language (will examine). Other answer choices contain imprecise or dull language ("think about," "a change in profits," or "to pay higher amounts").

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: p. 51

LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Developing Additional Expert Writing Techniques

KEYWORDS: Bloom's: Application

51. The communication process begins when the receiver provides feedback to the sender.

a. True

b. False

ANSWER: False

RATIONALE: The communication process begins when the sender has an idea.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 36

LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04

TOPICS: Understanding the Communication Process

KEYWORDS: Bloom's: Knowledge

52. Words have universal meaning among all cultures.

Essentials of Business Communication 10th edition Guffey Test Bank

a. True
b. False

ANSWER: False
RATIONALE: Because words have different meanings for different people, verbal messages can often be misinterpreted. Therefore, skilled communicators should choose familiar and concrete words.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 37
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

53. The medium over which the message travels is called the channel.
a. True
b. False

ANSWER: True
RATIONALE: The medium over which the message travels is the channel. Some examples of communication channels include a computer, wireless network, smartphone, letter, memo, report, image, spoken word, and fax.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 37
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

54. A weak Internet signal is an example of channel noise.
a. True
b. False

ANSWER: True
RATIONALE: Anything that interrupts the transmission of a message in the communication process is called noise, which may range from a weak Internet signal to poor formatting and typos in a document.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 38
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

55. Translating a message from its symbol form into meaning involves encoding.
a. True
b. False

ANSWER: False

Essentials of Business Communication 10th edition Guffey Test Bank

RATIONALE: Translating a message from its symbol form into meaning involves decoding.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 38
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

56. Senders should avoid asking their receivers questions such as, "Am I making myself clear?" or "Is there anything you don't understand?"

a. True
b. False

ANSWER: False
RATIONALE: Because feedback helps the sender know that the message was received and understood, senders can encourage feedback by asking questions such as, "Am I making myself clear?" or "Is there anything you don't understand?"
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 38
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

57. Paraphrasing a sender's message is an effective tool to promote understanding.

a. True
b. False

ANSWER: True
RATIONALE: One of the best ways to advance understanding is by paraphrasing the sender's message with comments such as, "Let me try to explain that in my own words."
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 38
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

58. Many of your business messages will be sent digitally.

a. True
b. False

ANSWER: True
RATIONALE: Many of your messages will be sent digitally. Today's new media and digital technologies enable you to choose from innumerable communication channels to create, transmit, and respond to messages.
POINTS: 1

Essentials of Business Communication 10th edition Guffey Test Bank

DIFFICULTY: Easy
REFERENCES: p. 38
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.04.05 - DISC.ESBC.GULO.16.04.05
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

59. A business message should be long because quantity enhances quality.
    a. True
    b. False
ANSWER: False
RATIONALE: Business messages should be clear but concise. Business does not reward length in messages. Instead, conciseness and clarity are what count in business.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 39
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

60. When writing a business message, you should always write it from your perspective.
    a. True
    b. False
ANSWER: False
RATIONALE: All business messages should be audience oriented, which means that messages should be written from the audience's perspective instead of your own.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 39
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

61. The ability to prepare concise, audience-centered, persuasive, and purposeful messages comes naturally.
    a. True
    b. False
ANSWER: False
RATIONALE: Some natural writers do exist; but the ability to be concise, audience centered, persuasive, and purposeful in your messages requires training. However, following a systematic process, studying model messages, and practicing the craft can make nearly anyone a successful writer or speaker.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 39

Essentials of Business Communication 10th edition Guffey Test Bank

LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

62. Following a systematic plan when preparing any document or presentation will make your job easier.
a. True
b. False
ANSWER: True
RATIONALE: Whether you are preparing an e-mail message, memo, letter, or oral presentation, the process will be easier if you a follow a systematic plan by prewriting, drafting, and revising.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 39
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

63. An important aspect of the first phase of writing a business message is anticipating the audience's reaction to the message.
a. True
b. False
ANSWER: True
RATIONALE: Anticipating the audience's reaction will help the writer create a more successful message. Thus anticipating audience reactions is one of the most important steps during the prewriting phase.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 39
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

64. Shannon is writing a proposal to the board of directors to upgrade the company's computer equipment. After completing the prewriting phase, Shannon should immediately start composing the proposal.
a. True
b. False
ANSWER: False
RATIONALE: Before Shannon can organize material and compose her proposal, she must collect information in the researching step of the second phase in the writing process.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: pp. 39-40
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04

Essentials of Business Communication 10th edition Guffey Test Bank

TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Application

65. The final task in the third phase of the writing process is evaluating your message to decide whether it accomplishes your goal.

a. True

b. False

ANSWER: True
RATIONALE: The third phase of the process involves revising, proofreading, and evaluating your message. The final step in the third phase involves evaluating your message to decide whether it accomplishes your goal.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 40
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

66. In order to be an effective writer, you must follow the three phases of the writing process in sequence, moving from Phase 1 to Phase 2 to Phase 3 in order.

a. True

b. False

ANSWER: False
RATIONALE: The writing process is not always linear. It does not always proceed from Phase 1 to Phase 2 to Phase 3. Often the writer must circle back and repeat an earlier step.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 41
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Using the 3-x-3- Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

67. You should plan to spend equal amounts of time on each phase of the writing process.

a. True

b. False

ANSWER: False
RATIONALE: You probably won't spend equal amounts of time on each phase of the writing process. In fact, because revising is the most important part of the writing process, it takes the most time.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 41
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

Essentials of Business Communication 10th edition Guffey Test Bank

68. One of the most important questions you can ask yourself as you begin to compose a message is *What do I hope to achieve?*

a. True

b. False

ANSWER:	True
RATIONALE:	As you begin to compose your message, you should ask yourself two important questions: Why am I sending this message? and What do I hope to achieve? Your responses will determine how you organize and present your information.
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	p. 41
LEARNING OBJECTIVES:	ESBC.GULO.16.02.03 - 02.03
NATIONAL STANDARDS:	United States - BUSPROG.ESBC.GULO.16.01.02 - DISC.ESBC.GULO.16.01.02
TOPICS:	Analyzing and Anticipating the Audience
KEYWORDS:	Bloom's: Knowledge

69. The primary purposes of most business documents are to inform and to persuade. A common secondary purpose is sales growth.

a. True

b. False

ANSWER:	False
RATIONALE:	Persuasion and information are the primary purposes of most business documents. Goodwill is a common secondary purpose.
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	pp. 41-42
LEARNING OBJECTIVES:	ESBC.GULO.16.02.03 - 02.03
NATIONAL STANDARDS:	United States - BUSPROG.ESBC.GULO.16.01.02 - DISC.ESBC.GULO.16.01.02
TOPICS:	Analyzing and Anticipating the Audience
KEYWORDS:	Bloom's: Knowledge

70. You are more likely to achieve your communication goals if you profile your audience and shape the message to that profile.

a. True

b. False

ANSWER:	True
RATIONALE:	Beginning writers often focus on the topic or message contents and purpose first. Although the message contents and purpose are important, you will be more likely to achieve your goal if you adapt that content to the audience before and as you write.
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	pp. 42-43
LEARNING OBJECTIVES:	ESBC.GULO.16.02.03 - 02.03
NATIONAL STANDARDS:	United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
TOPICS:	Analyzing and Anticipating the Audience
KEYWORDS:	Bloom's: Knowledge

Essentials of Business Communication 10th edition Guffey Test Bank

71. Profiling your audience helps you tailor your words to your readers or listeners.

a. True

b. False

ANSWER: True

RATIONALE: No matter how short your message, you should spend some time thinking about the audience so that you can tailor your words to your readers or listeners.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: pp. 42-43

LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03

TOPICS: Analyzing and Anticipating the Audience

KEYWORDS: Bloom's: Knowledge

72. Although messages may have a primary and a secondary audience, the writer needs to profile only the primary audience to determine the best presentation of the message.

a. True

b. False

ANSWER: False

RATIONALE: The primary audience is important, but so is the secondary audience. If a message will have more than one audience, you must adapt your message so that you create a meaningful and efficient communication for both primary and secondary audiences.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: pp. 42-43

LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03

TOPICS: Analyzing and Anticipating the Audience

KEYWORDS: Bloom's: Knowledge

73. Face-to-face conversation is a richer medium than a written report.

a. True

b. False

ANSWER: True

RATIONALE: A richer medium such as a face-to-face conversation permits more interactivity and feedback. A leaner medium such as a written report presents a flat, one-dimensional message.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 43

LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.04 - DISC.ESBC.GULO.16.01.04

TOPICS: Analyzing and Anticipating the Audience

KEYWORDS: Bloom's: Knowledge

74. One factor affecting channel choice is the importance of the message.

a. True

Essentials of Business Communication 10th edition Guffey Test Bank

b. False

ANSWER: True

RATIONALE: Choosing an appropriate channel depends on the importance of the message; the feedback required; the need for a permanent record; the cost; and the degree of formality, confidentiality, and sensitivity needed.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 44

LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.04 - DISC.ESBC.GULO.16.01.04

TOPICS: Analyzing and Anticipating the Audience

KEYWORDS: Bloom's: Knowledge

75. Ben Franklin stated this opinion about business messages: *To be good, it ought to have a tendency to benefit the reader.* His opinion reflects the importance of analyzing the purpose of the message.

a. True

b. False

ANSWER: False

RATIONALE: The opinion of Ben Franklin, an early American political leader, reflects the importance of stressing reader benefits in business documents.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 44

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Knowledge

76. Empathy, which increases the likelihood of a successful message, occurs when writers put themselves in the audience's shoes when creating the message.

a. True

b. False

ANSWER: True

RATIONALE: Using empathy forces you to see the communication or problem from the perspective of your audience. When that occurs, you create a message sensitive to audience needs.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 45

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Knowledge

77. The following sentence represents an audience focus: *Our product guarantee becomes effective after we receive full payment.*

a. True

Essentials of Business Communication 10th edition Guffey Test Bank

b. False

ANSWER: False

RATIONALE: This sentence focuses on the sender rather than the receiver. To make the sentence more audience focused, rewrite it: Your product guarantee begins working for you as soon as full payment is received.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: p. 45

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Application

78. Whether your goal is to inform, persuade, or promote goodwill, the catchiest words you can use in your business writing are "you" and "your."

a. True

b. False

ANSWER: True

RATIONALE: Using the "you" view means that you stress the audience viewpoint. The surest way to convey the "you" view is to incorporate the second-person pronouns "you" and "your."

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 45

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Knowledge

79. To emphasize the "you" view in e-mail messages, you must avoid any phrases that include the "I/we" view such as *I'm happy* or *We're delighted*.

a. True

b. False

ANSWER: False

RATIONALE: Using the "you" view means that you stress the audience viewpoint in the document, but it does not require you to eliminate all first-person pronouns. In fact, the use of first-person pronouns can increase the warmth and sincerity of the message.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: pp. 45-46

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Knowledge

Essentials of Business Communication 10th edition Guffey Test Bank

80. The active voice is generally preferred in business writing.

a. True

b. False

ANSWER: True

RATIONALE: Because the active voice clearly identifies who is performing the action of a sentence, it is preferred in business writing.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: pp. 45-46

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Knowledge

81. Monica is writing her first safety-inspection report. To sound businesslike and professional, Monica should include expressions such as *the affected party*, *the undersigned*, and *the writer*.

a. True

b. False

ANSWER: False

RATIONALE: These expressions and other third-person constructions can make Monica's report sound too formal; they are not conversational and do not make her report sound businesslike or professional.

POINTS: 1

DIFFICULTY: Moderate

REFERENCES: p. 46

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Application

82. Business messages are most effective if they convey an informal, conversational tone.

a. True

b. False

ANSWER: True

RATIONALE: Business messages are most effective when they convey an informal, conversational tone instead of a formal, pretentious tone. However, business messages shouldn't become so casual that they sound low-level and unprofessional.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 46

LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06

TOPICS: Using Expert Writing Techniques to Adapt to Your Audience

KEYWORDS: Bloom's: Knowledge

Essentials of Business Communication 10th edition Guffey Test Bank

83. Positive language generally conveys more information than negative language does.

a. True

b. False

ANSWER:	True
RATIONALE:	Improve the clarity and tone of a message and convey more information by using positive rather than negative language. Positive wording tells what "is" and what "can be done" rather than what "isn't" and what "can't be done."
POINTS:	1
DIFFICULTY:	Easy
REFERENCES:	p. 47
LEARNING OBJECTIVES:	ESBC.GULO.16.02.05 - 02.05
NATIONAL STANDARDS:	United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
TOPICS:	Developing Additional Expert Writing Techniques
KEYWORDS:	Bloom's: Knowledge

84. The sentence *You must submit your application by Friday* is a more effective business message than *Please submit your application by Friday.*

a. True

b. False

ANSWER:	False
RATIONALE:	Wording messages courteously by adding words like "please" is more effective than using words that sound demanding or preachy (You must).
POINTS:	1
DIFFICULTY:	Moderate
REFERENCES:	pp. 47-49
LEARNING OBJECTIVES:	ESBC.GULO.16.02.05 - 02.05
NATIONAL STANDARDS:	United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06 United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06 United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07
TOPICS:	Developing Additional Expert Writing Techniques
KEYWORDS:	Bloom's: Application

85. *Every mechanic has ten minutes for his morning break* is an effectively written sentence.

a. True

b. False

ANSWER:	False
RATIONALE:	Sentences should avoid gender-biased language. Rewrite the sentence to include more sensitive and bias-free language. One acceptable revision could be "Every mechanic has ten minutes for a morning break."
POINTS:	1
DIFFICULTY:	Moderate
REFERENCES:	pp. 50-51
LEARNING OBJECTIVES:	ESBC.GULO.16.02.05 - 02.05
NATIONAL STANDARDS:	United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06 United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06 United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07
TOPICS:	Developing Additional Expert Writing Techniques
KEYWORDS:	Bloom's: Application

Essentials of Business Communication 10th edition Guffey Test Bank

86. Never specify the age of a person in business messages.

a. True

b. False

ANSWER: False

RATIONALE: You may specify age in business messages if it is relevant. One acceptable example is "Discounts will be given to individuals over 55."

POINTS: 1

DIFFICULTY: Easy

REFERENCES: pp. 50-51

LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06

TOPICS: Developing Additional Expert Writing Techniques

KEYWORDS: Bloom's: Knowledge

87. Whenever possible in business writing, substitute longer, less familiar words for shorter, simpler words.

a. True

b. False

ANSWER: False

RATIONALE: Your business messages will be more readable if you use short, familiar, simple words. In addition, a readable message is more likely to result in a positive response from your audience.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 51

LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06

TOPICS: Developing Additional Expert Writing Techniques

KEYWORDS: Bloom's: Knowledge

88. Jargon should never be used in business writing.

a. True

b. False

ANSWER: False

RATIONALE: Jargon can be used when the audience will understand it.

POINTS: 1

DIFFICULTY: Easy

REFERENCES: p. 51

LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05

NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06

TOPICS: Developing Additional Expert Writing Techniques

KEYWORDS: Bloom's: Knowledge

89. As a business communicator, you should use strong verbs and concrete nouns in your writing.

a. True

b. False

Essentials of Business Communication 10th edition Guffey Test Bank

ANSWER: True
RATIONALE: Strong verbs and concrete nouns give receivers more information and keep them interested.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 51
LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
TOPICS: Developing Additional Expert Writing Techniques
KEYWORDS: Bloom's: Knowledge

90. The sentence *Our company experienced an increase in profits during the last fiscal year* uses precise, vigorous wording.

a. True
b. False

ANSWER: False
RATIONALE: This sentence contains imprecise language: an increase in profits. It should be revised to give the receiver of the message more information: Our company experienced a 25 percent increase in profits during the last fiscal year.
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: p. 51
LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
United States - BUSPROG.ESBC.GULO.16.06.06 - DISC.ESBC.GULO.16.06.06
United States - BUSPROG.ESBC.GULO.16.06.07 - DISC.ESBC.GULO.16.06.07
TOPICS: Developing Skillful Writing Techniques
KEYWORDS: Bloom's: Application

91. _____ is the transmission of information and meaning from a sender to a receiver.
ANSWER: Communication
RATIONALE: Communication may be defined as the "transmission of information and meaning from a sender to a receiver." The crucial element of this definition is "meaning" because the process is successful only when the receiver understands an idea as the sender intended it.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 36
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

92. The verbal and nonverbal responses from a receiver are called _____.
ANSWER: feedback
RATIONALE: The verbal and nonverbal responses of the receiver create feedback, a vital part of the communication process because feedback helps the sender know that the message was received and understood.
POINTS: 1

Essentials of Business Communication 10th edition Guffey Test Bank

DIFFICULTY: Easy
REFERENCES: p. 38
LEARNING OBJECTIVES: ESBC.GULO.16.02.01 - 02.01
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Understanding the Communication Process
KEYWORDS: Bloom's: Knowledge

93. During the _____ phase of the writing process, the writer analyzes the audience and the purpose for writing.
ANSWER: prewriting
RATIONALE: The prewriting phase involves analyzing the audience and the purpose for writing. During this phase the writer will also anticipate the audience's reaction to the message and adapt the message to the audience.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 39
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.02 - DISC.ESBC.GULO.16.01.02
United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Knowledge

94. Sam is collecting and organizing information for a marketing report he is writing. Sam is involved in the second phase of the writing process, which is the _____ phase.
ANSWER: drafting
RATIONALE: The drafting phase of the writing process includes researching and organizing information. Sam will also compose his report during this phase.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: pp. 39-40
LEARNING OBJECTIVES: ESBC.GULO.16.02.02 - 02.02
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Using the 3-x-3 Writing Process as a Guide
KEYWORDS: Bloom's: Application

95. _____ an audience can help a writer determine appropriate language use and tone, along with the need for background information.
ANSWER: Profiling
RATIONALE: Profiling an audience helps the writer shape the message. The writer can discover what language is appropriate, whether specialized technical terms may be used, whether background information is needed, and whether a formal or informal tone is appropriate.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 43
LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
TOPICS: Analyzing and Anticipating the Audience

Essentials of Business Communication 10th edition Guffey Test Bank

KEYWORDS: Bloom's: Knowledge

96. The _____ of a communication channel describes the extent to which a channel or medium recreates or represents all the information available in the original message.

ANSWER: richness
RATIONALE: The richness of a communication channel describes the extent to which a channel or medium recreates or represents all the information available in the original message.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 44
LEARNING OBJECTIVES: ESBC.GULO.16.02.03 - 02.03
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Analyzing and Anticipating the Audience
KEYWORDS: Bloom's: Knowledge

97. _____ is the process of creating a message that suits your audience.

ANSWER: Adaptation
RATIONALE: Adaptation is the process of creating a message that suits your audience.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 44
LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
TOPICS: Using Expert Writing Techniques to Adapt to Your Audience
KEYWORDS: Bloom's: Knowledge

98. Putting yourself in the receiver's shoes to better adapt your message to that person's needs is called _____.

ANSWER: empathy
RATIONALE: Empathy involves putting yourself in the receiver's shoes. This means that you look at the topic of the communication from your receiver's perspective. Using empathy can help you write a more effective message.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 45
LEARNING OBJECTIVES: ESBC.GULO.16.02.04 - 02.04
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.03 - DISC.ESBC.GULO.16.01.03
TOPICS: Using Expert Writing Techniques to Adapt to Your Audience
KEYWORDS: Bloom's: Knowledge

99. One of the best ways to improve the tone of a message is through the use of _____ language.

ANSWER: positive
RATIONALE: One of the best ways to improve the tone of a message is through the use of positive language. Positive messages are uplifting and pleasant to read and tells what "is" and what "can be done" rather than what "isn't" and what "can't be done."
POINTS: 1
DIFFICULTY: Easy

Essentials of Business Communication 10th edition Guffey Test Bank

REFERENCES: p. 47
LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.01.06 - DISC.ESBC.GULO.16.01.06
TOPICS: Developing Additional Expert Writing Techniques
KEYWORDS: Bloom's: Knowledge

100. _____ describes technical or specialized terms within a field.
ANSWER: Jargon
RATIONALE: Although jargon enables insiders to communicate complex ideas briefly, it means nothing to outsiders. Therefore, you should used specialized language only when the audience will understand it.
POINTS: 1
DIFFICULTY: Easy
REFERENCES: p. 51
LEARNING OBJECTIVES: ESBC.GULO.16.02.05 - 02.05
NATIONAL STANDARDS: United States - BUSPROG.ESBC.GULO.16.06.04 - DISC.ESBC.GULO.16.06.04
TOPICS: Developing Additional Expert Writing Techniques
KEYWORDS: Bloom's: Knowledge

Essentials of Business Communication 10th edition Guffey Test Bank