Practical Strategies for Technical Communication with 2016 MLA Update 2nd edition Markel Test Bank

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1. The standard of utility is concerned with which of the following?
   A) the relationships we have with other individuals
   B) whether the positive and negative effects of an action or a policy will be distributed fairly among a group
   C) the positive and negative effects that an action or a policy has, will have, or might have on others
   D) the basic needs and welfare of individuals

2. Which of the following statements about false endorsements is true?
   A) The most common type of false endorsement involves an employee misrepresenting the benefits of his or her company's product.
   B) Statements about what constitutes a false endorsement are often ambiguous and are best left to lawyers to interpret.
   C) It is permissible to endorse a company product you have used without noting your relationship to the company.
   D) The U.S. Federal Trade Commission is a resource for those who wish to learn more about what constitutes false advertising.

3. According to Chapter 2, ethicists such as Manuel G. Velasquez (2011) argue that whistle-blowing is justified if three conditions are satisfied. One condition is that there is strong evidence that the organization is doing something that is hurting or will hurt other parties. What are the other two conditions? (Select both answers.)
   A) The employee has made a serious but unsuccessful attempt to resolve the problem through internal channels.
   B) Whistle-blowing is reasonably certain to prevent or stop the wrongdoing.
   C) The employee has suffered personal harm as a result of the wrongdoing, such as the loss of a promotion, a substantial decrease in salary, or physical injury.
   D) The wrongdoing involves members of a minority group or affects individuals granted specific rights under the Americans with Disabilities Act.

4. Which of the following is NOT a guideline for using social media ethically and legally, according to Chapter 2?
   A) Keep your private social-media accounts separate from those at work.
   B) Avoid revealing unauthorized news about your own company.
   C) Work efficiently by repurposing pieces of content you wrote for other workplace documents.
   D) Avoid false endorsements.

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5. When your state's revenues for the year are 40 percent below estimates, the state legislature cuts education funds by 40 percent but reduces farmers' subsidies by only 20 percent. Which moral standard does this action violate?
   A) care
   B) utility
   C) justice
   D) rights

6. You are writing the second edition of a user manual to be included with software sold to the general public. You want to reuse a portion of the introductory materials from the first edition but cannot determine who wrote that section or what the contractual conditions were. You know that your company has customarily required that freelance writers sign work-made-for-hire agreements. What should you do?
   A) Rewrite the introductory materials yourself.
   B) State in a footnote that the excerpt was written under a work-made-for-hire agreement.
   C) Register the work with the appropriate government agency.
   D) Include a disclaimer when you insert the materials from the first edition.

7. In one state, West County and East County share a border. The state capital is in East County. Many residents of West County (almost half of all adults in the county) commute to East County for work. East County has high levels of air pollution, and residents there must get their car exhaust systems tested every two years. Although West County has less air pollution than East, the pollution levels in West are rising. The state's Department of Environmental Regulation orders that residents of West County must now get their car exhaust systems tested every two years as well. What moral standard best explains this decision by the Department of Environmental Regulation?
   A) care
   B) utility
   C) rights
   D) clarity

8. Susan was assigned to analyze the process her company uses to write proposals. She worked on her report for more than a month. Stacy in the marketing department and John in the finance department gave Susan a lot of information and had several meetings with her. Susan placed an acknowledgments section in her report, where she thanked Stacy and John. What moral standard best explains Susan's decision to provide acknowledgments?
   A) justice
   B) rights
   C) utility
   D) care

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9. Your company, Acme Co., is sponsoring a three-hour field day for children at a local park, featuring games, sports, and snacks. Parents must sign up their children online. Your company wants to take pictures of children at the event, but it needs parents' permission. Which option below best describes an ethical way to get parents' permission?
   A) At the bottom of the online form, place a checkbox on the online form that reads "I agree to the terms and conditions of the field day" and provide a link to a separate page of terms and conditions. Design the form so that this checkbox is already checked when the parent gets to that page.
   B) Provide a link to a separate page of terms and conditions. Have the company lawyers write the terms and conditions in legal language and with citations of relevant laws in case another lawyer reads them.
   C) Place a checkbox on the top of the online form, in emphasized type, that reads "I agree to allow Acme Co. to take pictures of my child or children to record and promote field-day activities." Design the form so that this checkbox is not checked when the parent gets to that page.
   D) All options are equally ethical.

10. What is the main purpose behind copyright law?
   A) to prevent plagiarism
   B) to allow those who create intellectual property (such as stories, films, and music) to control how it is copied
   C) to ensure that each copy of a document is right or correct
   D) to ameliorate inadvertent misappropriation of content

11. Chapter 2 identifies groups to whom employees have ethical obligations. Which of these obligations is NOT among those identified in the chapter?
   A) obligations to law enforcement officials
   B) obligations to the public
   C) obligations to the environment
   D) obligations to one's employer

12. According to Chapter 2, what is a problem with using someone else's material under the fair-use concept?
   A) Citations can become lengthy and difficult to manage.
   B) Creative Commons stipulations do not apply to fair use.
   C) Fair use is a general concept and not a strict set of rules you can follow with absolute certainty.
   D) Fair use applies to written works but not to visual images or music.

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13. Which of these is most likely to help a company's employees act ethically?
    A) a statement, translated into relevant languages, affirming that the company supports ethical behavior
    B) a code of conduct that encourages employees to be loyal
    C) a code of conduct that encourages ethical behavior but avoids listing penalties that might worry employees
    D) a corporate culture that supports and rewards ethical behavior from the top of the organization downward

14. What is the difference between libel and slander?
    A) Slander involves printed statements, while libel involves spoken statements (including in-person statements and recorded statements in audio or video).
    B) Libel involves printed statements, while slander involves spoken statements (including in-person statements and recorded statements in audio or video).
    C) Libel involves statements that are false, while slander involves statements that are unpleasant but true.
    D) Libel is a concept applied only to professional relationships, while slander is a concept applied only to personal relationships.

15. What is the challenge in trying to apply the four moral standards from ethicist Manuel G. Velasquez described in Chapter 2?
    A) The four standards cannot be applied in a systematic way.
    B) Sometimes one standard conflicts with another standard.
    C) The standards are imprecise.
    D) All of the answers are correct.

16. Which of the four moral standards discussed in Chapter 2 concerns obligations—things owed to someone or to which someone is entitled?
    A) rights
    B) justice
    C) utility
    D) care

17. Chapter 2 identifies an employee's obligations to the employer. Which two of those obligations have the most to do with people outside of the company or organization? (Select both answers.)
    A) competence
    B) confidentiality
    C) generosity
    D) candor

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18. According to Chapter 2, what do court rulings in lawsuits about consumer products tend to reinforce?
    A) Consumers must sometimes choose between safe products and effective products.
    B) Consumers have a right to expect that companies will consider utility when creating products.
    C) Consumers have access to a lot of information, so consumers must be expected to choose the safest, best products.
    D) Companies know more about their products than consumers do, so companies have a responsibility to make products that are safe and effective.

19. According to Chapter 2, which of these topics is NOT likely to be covered in a typical company's code of conduct?
    A) avoiding conflicts of interest
    B) avoiding discrimination
    C) protecting employees from consequences of their behavior
    D) protecting the company's intellectual property

20. Chapter 2 encourages writers to avoid misleading readers. Which of these might mislead a reader?
    A) a statement using a euphemism
    B) a statement demonstrating the principle of the moral minimum
    C) a statement that reproduces material under the fair-use concept
    D) a statement with a visual image to reinforce its meaning

21. When exporting goods, U.S. companies can face ethical challenges that they do not face when selling goods in the United States.
    A) True
    B) False

22. Under the concept of *work made for hire*, anything written on the job by an employee being paid by an organization remains the employee's intellectual property.
    A) True
    B) False

23. Only professionals with management responsibilities have ethical responsibilities to the environment.
    A) True
    B) False

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24. Plagiarism is a legal issue and not an ethical issue.
    A) True
    B) False

25. According to the principle of the moral minimum, it is permissible for companies to passively reinforce patterns of discrimination in product information if the audience to which the product is being sold practices that discrimination.
    A) True
    B) False

26. To be effective, a code of conduct must stipulate penalties.
    A) True
    B) False

27. *Fair use* is best described as a set of general guidelines on ways to use small parts of someone else's copyrighted material for purposes such as commentary, criticism, and research.
    A) True
    B) False

28. *Whistle-blowing* is defined as talking to your direct supervisor about an issue at your company that worries you.
    A) True
    B) False

29. When you post messages to social media, you lose control over them.
    A) True
    B) False

30. The practice of trimming involves providing data on studies that have not been conducted.
    A) True
    B) False

31. The standard of utility is concerned with what?

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32. An effective code of conduct has three characteristics. One is that it protects the public rather than members of the organization or profession. What is one other characteristic of an effective code of conduct?

33. According to Chapter 2, what is the potential downside to whistle-blowing?

34. Chapter 2 states that you have five obligations to your employer. One obligation is honesty and candor. What are two of the other obligations?

35. According to Chapter 2, using social media ethically entails avoiding false endorsements. What are three other guidelines for the ethical use of social media?

36. Chapter 2 describes the work-made-for-hire concept. If you sign a work-made-for-hire agreement to write an environmental-assessment report for XYZ Corporation, who owns that report?

37. Why is it a good idea to keep your private social-media accounts separate from your company-sponsored accounts?

38. How is the moral standard of rights different from the moral standard of care?

39. What term is used to describe the act of publishing a document you have already published elsewhere?

40. Chapter 2 states that plagiarism is an ethical issue, not a legal issue. Why isn't plagiarism a legal issue?

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Answer Key

1. C
2. D
3. A, B
4. C
5. C
6. A
7. B
8. D
9. C
10. B
11. A
12. C
13. D
14. B
15. D
16. A
17. B, C
18. D
19. C
20. A
21. A
22. B
23. B
24. B
25. B
26. A
27. A
28. B
29. A
30. B
31. The standard of utility is concerned with the positive and negative effects that an action or a policy has, will have, or might have on others.
32. The other two characteristics are that the code is specific and comprehensive, and that it is enforceable.
33. Whistle-blowing is likely to hurt the employee, his or her family, and other parties. Whistle-blowers can be penalized through negative performance appraisals, transfers to undesirable locations, or isolation within the company.
34. The other four obligations are competence and diligence, generosity, confidentiality, and loyalty.
35. Other guidelines for using social media ethically include separating personal social-media accounts from company-sponsored accounts, reading the terms of service of every service to which you post, avoiding revealing unauthorized news about your company, avoiding self-plagiarism, avoiding defamation, not streaming or quoting from others without permission, avoiding impersonating others, and avoiding trademark

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infringement.

36. XYZ Corporation owns it.
37. If you leave the company, disputes might arise over who “owns” an account, its content, and its followers. The company can claim that the account is part of its intellectual property or that the account is part of the work it paid you to do.
38. The standard of rights involves obligations that one person or group has toward another. Rights are determined by laws or by membership in a group. The standard of care concerns the relationships between people. You have greater responsibility toward someone in your family than you do toward someone you don't know.
39. Self-plagiarism
40. Plagiarism occurs when a person takes credit for someone else's work. This in itself is not against the law. If an act of plagiarism violates copyright law, then legal action is possible.

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