Essentials of Business Communication 11th edition Guffey Test Bank

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TRUE/FALSE

1 : The communication process begins when the receiver provides feedback to the sender.
A : true
B : false

Correct Answer : B

2 : Words have universal meaning among all cultures.
A : true
B : false

Correct Answer : B

3 : The medium over which the message travels is called the channel.
A : true
B : false

Correct Answer : A

4 : A weak Internet signal is an example of channel noise.
A : true
B : false

Correct Answer : A

5 : Translating a message from its symbol form into meaning involves encoding.
A : true
B : false

Correct Answer : B

6 : **Effective communicators encourage feedback to help them know that their messages have been understood.
A : true
B : false

Correct Answer : A

7 : Paraphrasing a senders message is an effective tool to promote understanding.
A : true
B : false

Correct Answer : A

8 : **Digital communication (such as e-mail or social media) has much opportunity for distraction and breakdown.
A : true
B : false

Correct Answer : A

9 : A business message should be long because quantity enhances quality.
A : true
B : false

Correct Answer : B

10 : When writing a business message, you should always write it from your perspective.
A : true
B : false

Correct Answer : B

11 : The ability to prepare concise, audience-centered, persuasive, and purposeful messages comes naturally.
A : true
B : false

Correct Answer : B

12 : **Business writing is very similar to academic writing, in that you should focus on discussing your feelings and displaying your knowledge.
A : true
B : false

Correct Answer : B

13 : An important aspect of the first phase of writing a business message is anticipating the audiences reaction to the message.
A : true
B : false

Correct Answer : A

14 : Shannon is writing a proposal to the board of directors to upgrade the companys computer equipment. After completing the prewriting phase, Shannon should immediately start composing the proposal.
A : true
B : false

Correct Answer : B

15 : 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

Correct Answer : A

16 : 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

Correct Answer : B

17 : You should plan to spend equal amounts of time on each phase of the writing process.
A : true
B : false

Correct Answer : B

18 : 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

Correct Answer : A

19 : The primary purposes of most business documents are to inform and to persuade. A common secondary purpose is sales growth.
A : true
B : false

Correct Answer : B

20 : 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

Correct Answer : A

21 : **You should always approach the writing of a business message with the thought, Whats in it for me?, which encourages you to focus on how you will benefit by sending the message.
A : true
B : false

Correct Answer : B

22 : 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

Correct Answer : B

23 : **A written report is a richer communication medium than a face-to-face conversation because a report can be revisited and revised if necessary.
A : true
B : false

Correct Answer : B

24 : *An important factor affecting channel choice is the importance of the message.
A : true
B : false

Correct Answer : A

25 : **Using the you view is an effective way for writers to avoid taking on blame in business messages.
A : true
B : false

Correct Answer : B

26 : Empathy, which increases the likelihood of a successful message, occurs when writers put themselves in the audiences shoes when creating the message.
A : true
B : false

Correct Answer : A

27 : The following sentence represents an audience focus: Our product guarantee becomes effective after we receive full payment.
A : true
B : false

Correct Answer : B

28 : **Most business messages replace conversation, so they are more effective when they convey an informal tone.
A : true
B : false

Correct Answer : A

29 : To emphasize the you view in e-mail messages, you must avoid any phrases that include the I/we view such as Im happy or Were delighted.
A : true
B : false

Correct Answer : B

30 : The active voice is generally preferred in business writing.
A : true
B : false

Correct Answer : A

31 : 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

Correct Answer : B

32 : **Please enjoy your food or drinks before entering our store is an example of a positive message.

A : true
B : false

Correct Answer : A

33 : Positive language generally conveys more information than negative language does.
A : true
B : false

Correct Answer : A

34 : 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

Correct Answer : B

35 : Every mechanic has ten minutes for his morning break is an effectively written sentence.
A : true
B : false

Correct Answer : B

36 : Never specify the age of a person in business messages.
A : true
B : false

Correct Answer : B

37 : Whenever possible in business writing, substitute longer, less familiar words for shorter, simpler words.
A : true
B : false

Correct Answer : B

38 : Jargon should never be used in business writing.
A : true
B : false

Correct Answer : B

39 : As a business communicator, you should use strong verbs and concrete nouns in your writing.
A : true
B : false

Correct Answer : A

40 : The sentence Our company experienced an increase in profits during the last fiscal year uses precise, vigorous wording.
A : true

B : false

Correct Answer : B

MULTIPLE CHOICE

41 : 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.

Correct Answer : C

42 : 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.

Correct Answer : B

43 : Converting ideas into words or gestures to convey meaning is called
A : feedback.
B : decoding.
C : encoding.
D : nonverbal communication.

Correct Answer : C

44 : 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.

Correct Answer : D

45 : 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

Correct Answer : C

46 : The process of translating a message from its symbol form into meaning is called
A : feedback.
B : decoding.
C : encoding.

D : noise.

Correct Answer : B

47 : 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.

Correct Answer : C

48 : 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.

Correct Answer : D

49 : 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.

Correct Answer : D

50 : Which statement about the communication process is most accurate?
A : The use of digital networks as a means to transmit messages is declining in todays 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.

Correct Answer : D

51 : **The primary purpose for sending business messages is typically to inform or persuade. A secondary purpose should be to
A : earn a promotion.
B : create documentation for legal purposes.
C : sell a product.
D : promote goodwill.

Correct Answer : D

52 : *When preparing a business message, you should make your writing audience oriented. Audience oriented means
A : writing to solve a problem or convey information.
B : attempting to get your audience to believe and accept your message.
C : presenting ideas clearly but concisely.

D : concentrating on looking at the message from the receivers perspective.

Correct Answer : D

53 : Business writing should be purposeful. In this context purposeful can best be defined as
A : presenting ideas clearly and concisely.
B : concentrating on the receivers perspective instead of your own.
C : solving problems and conveying information.
D : getting your audience to believe and accept your message.

Correct Answer : C

54 : Business writing should be economical. In this context economical can best be defined as
A : presenting ideas clearly and concisely.
B : concentrating on the receivers perspective instead of your own.
C : solving problems and conveying information.
D : getting your audience to believe and accept your message.

Correct Answer : A

55 : The first phase of the writing process involves analyzing the audience and your purpose for writing, anticipating your audiences 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.

Correct Answer : C

56 : 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.

Correct Answer : A

57 : 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.

Correct Answer : C

58 : 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.

Correct Answer : A

59 : 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

Correct Answer : C

60 : Experts say that writers should spend the most time in the ____ stage of the writing process.
A : prewriting
B : drafting
C : revising
D : thinking

Correct Answer : C

61 : 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?

Correct Answer : B

62 : **One technique that improves business writing is the use of empathy, which allows you to adapt the message to the readers needs. An acronym that you should keep in mind to help you do this is
A : FIFO.
B : ROI.
C : WIIFM.
D : FYI.

Correct Answer : C

63 : 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 propertys outstanding traits and describes them clearly.
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.

Correct Answer : D

64 : 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.

Correct Answer : A

65 : 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.

Correct Answer : C

66 : **Media richness refers to
A : a messages impact on the companys bottom line
B : how much a communication channel costs the company to use
C : the extent to which a channel represents all of the information available
D : the receivers actions upon receiving the message

Correct Answer : C

67 : *As Human Resources Manager, Claire must inform Anthony that company job changes will require him to seek retraining or lose his position. The best channel for Claire 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.

Correct Answer : B

68 : Michael usually holds team meetings on Tuesday mornings, but he needs to reschedule next weeks 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.

Correct Answer : A

69 : *When selecting a communication channel, you should follow two tips: use richer media for persuasive or personal messages 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.

Correct Answer : A

70 : **You are selecting a channel for sending your message. Which of the following is an important 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 : You should consider all of these.

Correct Answer : D

71 : 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.

Correct Answer : A

72 : 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 receivers shoes to adapt the message to the receivers needs.
C : appealing to the audience by using a sender focus.
D : formatting documents to meet business standards.

Correct Answer : B

73 : Which of the following sentences best focuses on the audience?
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.

Correct Answer : C

74 : 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.

Correct Answer : C

75 : 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 Samanthas application?
A : I have not approved your August vacation because you applied too late.
B : We didnt 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.

Correct Answer : C

76 : **Business messages are most effective when they convey which type of tone?
A : Authoritative
B : Conversational
C : Inquisitive
D : Formal

Correct Answer : B

77 : *Which of the following sentences demonstrates conversational business writing?
A : Your return policy is the worst.
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.

Correct Answer : B

78 : **Which of the following sentences is written in active voice?
A : You will be given your password upon completing the form.
B : We will provide your password after you have completed the form.
C : Your password will be given to you after you complete the form.
D : All of the sentences use active voice.

Correct Answer : B

79 : **Which of the following is the best example of bias-free language?
A : Two firemen will collect the toy donations.
B : Every flight attendant must submit her security clearance card before boarding.
C : All managers and their wives are invited to Fridays cocktail party.
D : The servers at Cafe Divine are always professional.

Correct Answer : D

80 : **Positive language in business messages
A : is an attempt to mislead readers.
B : conveys less information than negative language.
C : grants the reader all requests or demands.
D : tells what is and what can be done.

Correct Answer : D

81 : 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.

Correct Answer : D

82 : 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.

Correct Answer : D

83 : **Which of the following would help to create a conversational but professional tone in a business message?
A : Headings for skim value

B : Technical terms to establish the writers industry knowledge
C : Familiar words and personal pronouns
D : Frequent abbreviations such as IMHO and BTW

Correct Answer : C

84 : 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.

Correct Answer : D

85 : 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.

Correct Answer : C

86 : 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.

Correct Answer : C

87 : 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.

Correct Answer : D

88 : 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.
D : Jargon should be used only when the audience will understand it.

Correct Answer : D

89 : 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.

Correct Answer : D

90 : **The richest mode of communication among the following would be
A : an e-mail, because the message can be retrieved and added to quickly if necessary
B : a wiki, because readers can make their own changes to a group document
C : a letter, because it provides more formality and a printed record
D : a face-to-face interaction, because it provides both verbal and nonverbal messages

Correct Answer : D

FILL IN THE BLANK

91 : _____ is the transmission of information and meaning from a sender to a receiver.

Correct Answer : Communication

92 : The verbal and nonverbal responses from a receiver are called _____.

Correct Answer : feedback

93 : During the _____ phase of the writing process, the writer analyzes the audience and the purpose for writing.

Correct Answer : prewriting

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.

Correct Answer : drafting

95 : **_____ voice is generally preferred in business writing because it specifies who is doing the acting.

Correct Answer : Active

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.

Correct Answer : richness

97 : **A helpful acronym to remember when considering audience benefits is _____.

Correct Answer : WIIFM

98 : Putting yourself in the receivers shoes to better adapt your message to that persons needs is called _____.

Correct Answer : empathy

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

Correct Answer : positive

100 : _____ describes technical or specialized terms within a field.

Correct Answer : Jargon