Contemporary Business
Report Writing

Kuiper 4e

Contemporary Business Report Writing, 4th Edition
TEST BANK—Chapter 2

A. True/False - For the following items, write T for true statements and F for false ones.

1. A brief report does not require a plan. (F)

2. The spatial structure uses time as the organizational component of the message. (F)

3. Planning is less important for a report addressed to employees than for one addressed to a customer. (F)

4. In a report outline, one division may have more topics and subtopics than another. (T)

5. Potential secondary readers are of minor importance as you identify the audience for your report. (F)

6. The psychological environment of the communication often influences the writer's choice of report structure. (T)

7. The psychological context for a report is less important than the physical context. (F)

8. Report content may be influenced by the report environment. (T)

9. An effective guide for selecting report content is to include all information the receiver must know, not necessarily all the writer knows about the situation. (T)

10. Medium selection should be based primarily on the writer's preferences. (F)

11. Face-to-face communication is a lean medium because it usually involves little written material. (F)

12. Few reports, especially long ones, employ a single organizing structure. (T)

13. A formal report outline is of value to the writer, not to the reader(s).   (F)

14. In progressing from the forming stage to the performing stage, groups often regress to an earlier stage-- norming to storming, for example. (T)

15. The report planning model does not apply to collaborative writing. (F)

B. Multiple Choice – For the following items, select the most appropriate choice (a-d).

1. Which group of factors BEST represents effective report planning? (d)

   a. Identify purpose, identify audience, modify purpose, identify context, select medium, and choose report structure
   b. Identify purpose, identify audience, identify context, identify content, modify content, and select medium
   c. Identify purpose, identify audience, identify context, identify content, select medium, and get approval for medium
   d. Identify purpose, identify audience, identify context, identify content, select medium, and choose report structure

2. Which choice is the BEST example of an interactive medium? (b)

   a. An announcement posted on a bulletin board
   b. A telephone message left on voice mail
   c. A memo
   d. A letter

3. Which statement accurately describes the relationship between media richness and communication success or failure? (b)

   a. A lean medium is likely to fail in a nonroutine situation because it has sufficient data and no excess cues to distract the reader.
   b. A lean medium is likely to fail in a nonroutine situation because it has too little data, and cues tend to downplay significance of the message.
   c. A rich medium is likely to fail in routine situation because it data is lacking and excess cues cause confusion and distort meaning.
   d. A rich medium is likely to fail in a nonroutine situation because it has too much data and too many cues.

4. Select the BEST description of an effective, logical outline. (d)

   a. One or more divisions may have fewer than two parts; divisions are balanced; divisions help the reader focus quickly on important content; division headings are concise; and division topics appear in non-parallel grammatical form.
   b. Every division and subdivision has two or more parts; divisions are balanced; divisions help the reader focus quickly on important content; division headings are lengthy and descriptive; division topics appear in parallel form.
   c. One or more division may have fewer than two parts; divisions need not be balanced; divisions help the reader focus quickly on important content; division headings are concise; and division topics appear in parallel grammatical form.
   d. Every division and subdivision has at least two parts, divisions are balanced;, divisions help the reader focus quickly on important content; division headings are concise; division topics appear in parallel grammatical form.

5. Which statement best describes an ethical decision reached during a collaborative writing project? (a)

    a. I will take public responsibility for my actions related to the project.
    b. All information on the Internet is in the public domain, and I may use it without acknowledging the source.
    c. I will not concern myself with grammatical accuracy because other group members will correct my errors.
    d. I will not finish my part of the assignment; other group members will take up the slack.

C. Essay Topics - <u>Explain</u> each of the following statements, using <u>examples</u> to support your discussion. (Answers will vary.)

1. Reports can be classified according to their general purposes: production, innovation, or maintenance.

2. Use deductive structure when the reader needs little psychological preparation for the main point of the message.

3. Because of the strong focus on task during a team's norming stage, the threat of "groupthink" exists at this stage.