TEST BANK

Mary Ellen Guffey's

ESSENTIALS OF

BUSINESS
COMMUNICATION

7
EDITION

Chapter 2—Test Bank

Creating Business Messages

DIFFICULTY (DIF)	TYPE	OTHER CODES
5 – Most difficult	App – Application question	ANS – Answer
3 – Average difficulty	Con – Conceptual question	REF – Page Reference
1 – Least difficult	Def – Definition	TOP – Chapter Topic
		NOT – Note (Feedback/ explanation)

*Question used in Web chapter review

Multiple Choice

*1. When you prepare a business message or oral presentation, you should be certain that your writing is audience-oriented, purposeful, and
   a. economical.
   b. creative.
   c. lengthy.
   d. formal.

   ANS: a   REF: p. 33   TYPE: Con   DIF: 3
   TOP: The Basics of Business Writing
   NOT: Business writers must strive to present ideas clearly but concisely. This type of writing is economical. The formality and creativity of the writing will vary based on the audience and the purpose of the message.

2. 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. identify a definite purpose to fulfill in the message.
   c. present ideas clearly but concisely.
   d. concentrate on looking at the problem from the receiver's perspective.

   ANS: d   REF: p. 33   TYPE: Def   DIF: 1
   TOP: The Basics of Business Writing
   NOT: Business messages are audience-oriented when the writer concentrates on the reader's perspective. Of course, the other skills listed are also important qualities of your business writing, but they do not represent audience orientation.

3. 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. No answer choice is correct.

   ANS: c   REF: p. 33   TYPE: Def   DIF: 1
   TOP: The Basics of Business Writing
   NOT: Business writing should be clear, concise, and written from the receiver's perspective; but "purposeful" identifies the reason for the writing, which is to solve a problem or convey information.

4. 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. selecting the least expensive channel to convey the information.

   ANS: a   REF: p. 33   TYPE: Def   DIF: 1
   TOP: The Basics of Business Writing
   NOT: Business writing should solve a problem, use the appropriate channel, and be written from the receiver's perspective; but "economical" identifies the qualities of conciseness and clarity. The appropriate channel may not be the least expensive.

5. Which of the following statements about business writing is accurate?
   a. A message should be long because quantity enhances quality.
   b. Business writers have a definite purpose to fulfill in each message.
   c. Preparing concise and purposeful messages comes naturally to most writers.
   d. Each business message requires you to search your imagination for creative topics.

   ANS: b   REF: p. 33   TYPE: Con   DIF: 3
   TOP: The Basics of Business Writing
   NOT: Business messages have a definite purpose to fulfill; that purpose and the audience for the message determine the message length and the need for creativity.

6. Three parts of the writing process are
   a. audience orientation, purpose, and economy.
   b. oral presentation, written presentation, and technology-mediated presentation.
   c. persuasion, entertainment, and education.
   d. prewriting, writing, and revising.

ANS: d   REF: p. 33   TYPE: Con   DIF: 3
TOP: The Writing Process for Business Messages and Oral Presentations
NOT: The writing process begins with analyzing audience and purpose in the prewriting stage; proceeds to the writing phase of collecting and organizing information and writing the message; and ends with revising for clarity, conciseness, and readability.

7. During the writing stage of the writing process, you write the message and
   a. clarify the audience demographics and edit word choices.
   b. anticipate audience reaction and adapt the message.
   c. research the information and organize the message.
   d. evaluate message effectiveness and recast content.

   ANS: c   REF: p. 34   TYPE: Con   DIF: 3
   TOP: Writing
   NOT: During the writing stage you will research and organize your message; then you write the message. Developing knowledge of the audience occurs in the first stage (prewriting), and evaluating and editing occur in the final stage (revising).

8. The first phase of the writing process involves
   a. researching background information.
   b. selecting precise words to express your purpose.
   c. analyzing the audience for and the purpose of the message.
   d. looking for previous company reports on the topic.

   ANS: c   REF: p. 34   TYPE: Con   DIF: 3
   TOP: Prewriting
   NOT: Many beginning business writers forget to complete the first phase of analyzing the audience for and purpose of the message before they begin the research and word selection. By analyzing the audience and purpose first, you can focus your research; and you will find word selection to be easier.

*9. Experts say that writers should spend the most time in the _____ stage of the writing process.
   a. prewriting
   b. writing
   c. revising
   d. creating

   ANS: c   REF: p. 35   TYPE: Con   DIF: 3
   TOP: Scheduling the Writing Process
   NOT: Beginning writers often neglect the last stage of revising their documents for clarity, conciseness, tone, and readability; but experts know that the best business messages require extensive work in the revising stage to be certain the document best meets the audience's needs and the purpose of the message.

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

    ANS: a   REF: p. 34   TYPE: Con   DIF: 3
    TOP: Revising
    NOT: The last step of the writing process is evaluation, which is part of the revising stage.

11. The primary purpose of business writing is to inform or persuade; the secondary purpose is to
    a. promote goodwill.
    b. concentrate on the receiver's problem and perspective.
    c. create documentation and legal records.
    d. present ideas clearly and concisely.

    ANS: a   REF: p. 35   TYPE: Con   DIF: 3
    TOP: Identifying Your Purpose
    NOT: In addition to informing and persuading, your effective business message will promote goodwill. Maintaining the goodwill of customers and employees is essential to business growth and your career advancement.

12. Before organizing and writing your message, you 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. *Have I collected all of the information I need?*
    d. *Do I have enough time and financial resources to complete the work?*

    ANS: b   REF: p. 35   TYPE: App   DIF: 5
    TOP: Identifying Your Purpose
    NOT: All workers may question their boss's decision, their resources, and their information; but to determine the best organization and presentation, they must focus upon the reason for sending the message and this question: "What do I hope to achieve with this message?"

*13. Elena must determine the channel for an important business message. In this context, *channel* refers to the
    a. personnel and department who receive the message.
    b. degree of formality required.
    c. medium through which the message is sent.
    d. tone and approach needed to accomplish her purpose.

ANS: c   REF: p. 35   TYPE: Def   DIF: 1
TOP: Selecting the Best Channel
NOT: The channel refers to the medium through which Elena will send her message.

14. As technology and competition accelerate the pace of business, companies increasingly choose communication channels that are
    a. fast, persuasive, and legal.
    b. fast, permanent, and electronic.
    c. fast, cheap, and easy.
    d. No answer choice is correct.

    ANS: c   REF: p. 36   TYPE: Con   DIF: 3
    TOP: Switching to Faster Channels
    NOT: The channel of choice for today's fast-paced corporate communication is e-mail, which is fast, cheap, and easy—the three traits companies require for communication.

*15. Human Resources Manager Tom Huffcutt must inform Rashid that company job changes require him to seek retraining or lose his position. The best channel for Mr. Huffcutt to deliver this message is
    a. an e-mail.
    b. face-to-face communication.
    c. voice mail.
    d. registered mail.

    ANS: b   REF: p. 36   TYPE: App   DIF: 5
    TOP: Selecting the Best Channel
    NOT: 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 face-to-face communication. Careful writers consider the type of message in selecting the channel.

16. Chelsea usually holds team meetings on Tuesday mornings, but she needs to reschedule next week's meeting to Wednesday morning. To tell team members that the date of the next meeting has been changed, Chelsea should
    a. send an e-mail.
    b. meet briefly with each team member to explain the change.
    c. call a team meeting to announce the change.
    d. write a short team report to explain the change.

    ANS: a   REF: p. 36   TYPE: App   DIF: 5
    TOP: Selecting the Best Channel
    NOT: Routine announcements are best delivered by e-mail. Using individual meetings, a team meeting, or a short report to announce the changed meeting time would be inefficient.

17. Duncan is writing property descriptions for a new real estate brochure. To make his brochure more effective, Duncan should anticipate his audience. This means he
    a. identifies the property's 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 reader is like and how the reader will react to the message.

    ANS: d   REF: p. 37   TYPE: App   DIF: 5
    TOP: Anticipating the Audience
    NOT: When anticipating an audience, Duncan should consider what the reader is like and how the reader will react. This will assist him in writing descriptions of the properties and benefits that appeal to his audience.

18. Profiling the audience for a business message helps the writer
    a. identify the appropriate tone, language, and channel.
    b. determine the benefits of audience demographics as a writing tool.
    c. select slang and jargon the audience will recognize and appreciate.
    d. create a perfect first draft.

    ANS: a   REF: p. 37   TYPE: Con   DIF: 3
    TOP: Profiling the Audience
    NOT: Profiling the audience helps the writer develop a document that has the appropriate tone and language for that audience. It also helps the writer select a channel that will be most effective. Unfortunately, profiling will not eliminate the need for revising the document; it may, however, reduce the revisions if well done.

19. One technique that improves business writing is the use of empathy. *Empathy* refers to
    a. employing inclusive language to eliminate gender 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 that meet business standards.

    ANS: b   REF: p. 39   TYPE: Def   DIF: 1
    TOP: Audience Benefits
    NOT: Empathy involves shaping a message that appeals to the receiver. Writers can do this by putting themselves in the receiver's shoes.

20. Empathic writers strive to
    a. write concisely and clearly.
    b. help solve the sender's problems.
    c. help solve the receiver's problems.
    d. use the most economical channel to send the message.

    ANS: c   REF: p. 39   TYPE: Con   DIF: 3
    TOP: Audience Benefits
    NOT: Empathic writers think about the audience benefits of the message and consider how the audience will decode the message. They try to compose messages that help solve the receiver's problems.

21. Heather must inform Matt that he is not eligible to have an August vacation for which he recently applied. Which of the following sentences best demonstrates the "you" view Heather should use in denying Matt's application?
    a. *I have not approved your vacation for August because you applied too late.*
    b. *We didn't receive your application early enough for the August vacation schedule.*
    c. *Although the August 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 before applying now.*

    ANS: c   REF: p. 40   TYPE: App   DIF: 5
    TOP: "You" View
    NOT: Each of the messages provides similar information to Matt, but only one (You may qualify for a vacation in September if you apply now although the August schedule is full) represents effective use of the "you" view. It shows the benefits to the receiver (September vacation) without sounding accusatory.

22. Create a conversational tone in letters, e-mail messages, and memos by
    a. choosing a clear format and effective document layout.
    b. smiling and using good eye contact.
    c. using familiar words, occasional contractions, and pronouns such as *I* and *you*.
    d. No answer choice is correct.

    ANS: c   REF: pp. 40–41   TYPE: Con   DIF: 3
    TOP: Conversational but Professional
    NOT: You will have a conversational tone when you use familiar words, occasional contractions, and first- or second-person pronouns.

23. Marketing Director Rabinowitz will inform his board of directors that a competitor disapproves of CompUser's Paris Hilton ads. Which of the following is the most appropriate announcement?
    a. *Our competitors at Tech Solutions are ripping on our Paris Hilton ads.*
    b. *That company is badmouthing this great new marketing campaign; they are just jealous.*
    c. *I have received criticism on the new Paris Hilton ad from our competitors at Tech Solutions.*
    d. *Even though Tech Solutions could denigrate our strategic implementation of Paris Hilton's notoriety in this ad campaign, we should not respond.*

    ANS: c   REF: pp. 40–41   TYPE: App   DIF: 5
    TOP: Conversational but Professional
    NOT: Using the words "ripping on" and "badmouthing" is unprofessional; and "denigrate," "strategic implementation," and "notoriety" are examples of inflated language that may be unfamiliar. It is best to use the word "criticism" to describe the competition's reaction.

24. As employees conduct more business using instant messaging, they should send messages that are informal, conversational, and
    a. professional.
    b. streamlined (e.g., using abbreviations such as <u>BTW</u> for *by the way*).
    c. casual, including low-level language.
    d. All answer choices are correct.

    ANS: a   REF: p. 40   TYPE: Con   DIF: 3
    TOP: Conversational but Professional
    NOT: Of these options, only "professional" is correct. Avoid the other options because they include sloppy or unprofessional qualities.

*25. 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 full refund.*

    ANS: d   REF: p. 42   TYPE: App   DIF: 5
    TOP: Positive Language
    NOT: Of these options, only "You can return all resalable merchandise for a full refund" 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.

26. 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.*

    ANS: c   REF: p. 42   TYPE: App   DIF: 5
    TOP: Inclusive Language
    NOT: The most acceptable option is "All physicians must carry their own malpractice insurance." The use of a plural noun as antecedent (physicians) matches the plural pronoun (their) and is preferred to the singular (physician) with the awkward "his or her." Using the singular "physician" with the plural "their" is grammatically incorrect.

27. Business writers are encouraged to use plain English, which means
    a. using active-voice verbs, personal pronouns, short sentences, and familiar words.
    b. writing without weakening qualifiers.
    c. avoiding all negative expressions.
    d. including slang and low-level diction that everyone understands.

    ANS: a   REF: p. 43   TYPE: Def   DIF: 1
    TOP: Plain Language
    NOT: Plain English is the use of active-voice verbs, personal pronouns, short sentences, and familiar words. Business writers strive to use plain language and to avoid excessively formal or informal writing.

28. Dane is writing an article for the company's electronic bulletin board to encourage managers to use plain English. Which of these sentences uses an appropriate business style to express Dane's point?
    a. *If you obliterate the obfuscation in your memos, your department members will respond more appropriately.*
    b. *Employees will respond better to your memos written with familiar language and a friendly, conversational style.*
    c. *Before sending the memo to your department, run it up the flagpole to see if anyone salutes.*
    d. *Per company directives, please cease and desist from sending out incomprehensible memos to department members.*

    ANS: b   REF: p. 38   TYPE: App   DIF: 5
    TOP: Adapting to the Task and Audience
    NOT: Only "Employees will respond better to your memos written with familiar language and a friendly, conversational style" uses positive expression, plain language, and a "you" attitude.

29. Business writers who use words such as *compensate*, *remuneration*, and *terminate* are using language many readers would consider
    a. slang.
    b. legalese.
    c. jargon.
    d. unfamiliar.

    ANS: d   REF: p. 44   TYPE: Con   DIF: 3
    TOP: Familiar Words
    NOT: These words would be unfamiliar to many readers. Wise business writers use more familiar alternatives (compensate—pay, remuneration—pay, terminate—end).

30. Technology provides powerful writing tools that help today's business communicator
    a. fight writer's block.
    b. outline ideas and improve correctness.
    c. add graphics and design professional-looking documents.
    d. All answer choices are correct.

    ANS: d   REF: p. 46   TYPE: Con   DIF: 3
    TOP: Technology Improves Your Business Writing
    NOT: Computers, the Web, and software programs are examples of technology that can assist with all tasks mentioned.

True-False

1. Beginning writers are more likely to create effective messages and presentations if they follow a systematic process.

   ANS: T   REF: p. 33   TYPE: Con   DIF: 3
   TOP: The Basics of Business Writing
   NOT: The writing process is a systematic approach that helps all writers and especially benefits the beginning writer.

2. The ability to prepare concise, audience-centered, and purposeful messages comes naturally.

   ANS: F   REF: p. 33   TYPE: Con   DIF: 3
   TOP: The Basics of Business Writing
   NOT: Some natural writers do exist; but the ability to be concise, audience-centered, and purposeful in your written messages requires training.

3. An important aspect of the first phase of writing a business message is anticipating the audience's reaction to the message.

   ANS: T REF: p. 34 TYPE: Con DIF: 3
   TOP: Prewriting
   NOT: Anticipating the audience's reaction is one of the most important aspects because it assists the writer in creating a message that is more likely to be successful.

4. Bridget is writing a progress report on a stop-loss program CompUser, Inc., recently implemented. After completing the prewriting phase, Bridget should immediately organize her material and compose the report.

   ANS: F REF: p. 34 TYPE: App DIF: 5
   TOP: Writing
   NOT: Before Bridget can organize material and compose her progress report, she must collect information in the researching step of the second stage in the writing process.

5. Most writers spend equal amounts of time on each of the three phases of the writing process: prewriting, writing, and revising.

   ANS: F REF: p. 35 TYPE: Con DIF: 3
   TOP: Scheduling the Writing Process
   NOT: Writers spend the most time (about 45 percent) on the revising phase of the writing process because it is the most important part.

6. The final task in the editing stage is evaluating your message to decide whether it accomplishes your goal.

   ANS: T REF: p. 34 TYPE: App DIF: 5
   TOP: Revising
   NOT: During the prewriting and writing phases, you must consider the audience and your purpose to create an effective message. Then, you may be tempted to skip the final phase of evaluating the message; you shouldn't! Even the most carefully planned and written document can miss its intended mark. Reviewing the document as a whole to verify its effectiveness is an important task.

7. As you become a more skilled and experienced business writer, you will be more likely to alter, compress, and rearrange the writing process steps to suit your needs.

   ANS: T REF: p. 35 TYPE: Con DIF: 3
   TOP: Analyzing the Purpose and the Audience
   NOT: Beginning writers should follow the writing process described in the text carefully as they develop their skills. When they become experienced writers, they can use the writing process stages more flexibly. This growth is natural and desirable.

8. The primary purposes of most business documents are to inform and to promote goodwill; a common secondary purpose is sales growth.

   ANS: F   REF: p. 35   TYPE: Con   DIF: 3
   TOP: Identifying Your Purpose
   NOT: Persuasion and information are the primary purposes of most business documents. Goodwill is a common secondary purpose.

9. Mark needs to get input from sales representatives located across the U.S. and Europe. Because he needs to have the most interactivity and feedback possible, the best channel of communication for Mark is videoconferencing or teleconferencing.

   ANS: T   REF: p. 36   TYPE: App   DIF: 5
   TOP: Selecting the Best Channel
   NOT: Since Mark needs a media-rich channel to permit interaction, he should use videoconferencing or teleconferencing to gain information from his geographically dispersed group.

10. Today's businesses increasingly use e-mail and instant messaging for conducting business, but hard-copy memos are still written for messages that require persuasion, permanence, and formality.

    ANS: T   REF: p. 36   TYPE: Con   DIF: 3
    TOP: Switching to Faster Channels
    NOT: Although computers have increased the use of e-mail and instant messaging, it is true that business must still use hard-copy memos in cases that require persuasion, permanence, and formality.

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

    ANS: T   REF: p. 37   TYPE: Con   DIF: 3
    TOP: Anticipating the Audience
    NOT: 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.

12. 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.

    ANS: F   REF: p. 38   TYPE: Con   DIF: 3
    TOP: Responding to the Profile
    NOT: 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.

13. Tone is conveyed largely by the grammar in a message and by its format.

ANS: F   REF: p. 38   TYPE: Con   DIF: 3
TOP: Adapting to the Task and Audience
NOT: Tone is conveyed by the words used in a message. These words should spotlight audience benefits, cultivate a "you" attitude, sound conversational, and be inclusive. Skilled communicators understand the value of a positive tone in messages regardless of the purpose of the message.

14. 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.

ANS: F   REF: p. 39   TYPE: App   DIF: 5
TOP: Audience Benefits
NOT: Ben Franklin, an early American political leader, advocated stressing the benefit to the reader of a business document.

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

ANS: T   REF: p. 39   TYPE: Con   DIF: 3
TOP: Audience Benefits
NOT: 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; this increases the likelihood of success.

16. To emphasize the "you" view in an office memo, you must avoid occasional phrases that include the "I/we" view such as *I'm happy* or *We're delighted.*

ANS: F   REF: p. 40   TYPE: Con   DIF: 3
TOP: "You" View
NOT: Using the "you" view means that you stress the audience viewpoint in the document, but it does not require you to eliminate all use of first-person pronouns. In fact, the use of first-person pronouns can increase the warmth and sincerity of the message.

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

ANS: F   REF: p. 41   TYPE: App   DIF: 5
TOP: Conversational but Professional

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

18. The sentence *Your order will be delivered January 15* is a more effective business message than when stated negatively as *Your order cannot be delivered until January 15.*

    ANS: T   REF: p. 41   TYPE: App   DIF: 5
    TOP: Positive Language
    NOT: Wording messages positively by telling what can be done is more effective than wording messages negatively by telling what cannot be done.

19. The statement *Every worker has ten minutes for their morning break* is an effective example of using inclusive language.

    ANS: F   REF: p. 42   TYPE: App   DIF: 5
    TOP: Inclusive Language
    NOT: It is important to use inclusive language, but this example does so incorrectly by using a singular noun antecedent (worker) with a plural pronoun (their).

20. Inflated, unnatural writing intended to impress readers is called *plain English* or *the official style*.

    ANS: F   REF: p. 43   TYPE: Con   DIF: 3
    TOP: Plain English
    NOT: Plain English is the opposite of the official style. Plain English uses simple words and a familiar, conversational style.

21. Whenever possible in business writing, substitute short, familiar, simple words for longer, unfamiliar words.

    ANS: T   REF: p. 43   TYPE: Con   DIF: 3
    TOP: Familiar Words
    NOT: Your business messages will be more readable if you use short, familiar, simple words. And, a readable message is more likely to result in a positive response from your audience.

22. A message that is shorter and more conversational is less likely to achieve its goal than a message that is longer and more formal.

    ANS: F   REF: pp. 43–45   TYPE: Con   DIF: 3
    TOP: Familiar Words

NOT: By keeping the reader in mind, being concise, and using familiar language, the writer can create a message that is more likely to achieve its goal. A longer, more formal message is likely to be less readable and, therefore, less likely to achieve its goal.

23. The Web is an amazing information resource with links to files around the world. Some of the links are very helpful; others are worthless.

    ANS: T   REF: p. 46   TYPE: Con   DIF: 3
    TOP: Technology Improves Your Business Writing
    NOT: The Web does allow you to collect electronic information quickly and easily. Unfortunately, not all of the information available is accurate, credible, or timely.

*24. Business writers today can rely on grammar checkers and spell checkers to eliminate all writing errors from their messages.

    ANS: F   REF: p. 46   TYPE: Con   DIF: 3
    TOP: Technology Improves Your Business Writing
    NOT: Writers can use grammar checkers and spell checkers to eliminate many writing errors, but writers must also rely on their own language skills to eliminate all errors.

25. Mischa dreads writing his trip report because he always experiences writer's block. Mischa could expect fewer delays resulting from writer's block if he used a word processor.

    ANS: T   REF: p. 46   TYPE: App   DIF: 5
    TOP: Technology Improves Your Business Writing
    NOT: Because word processors enable ideas to flow almost effortlessly from the brain to the screen, Mischa could expect less writer's block by composing rapidly or sprint writing on the computer.

 Fill-in-the-Blank

1. During the _____ phase of the writing process, the writer will analyze the audience and the purpose for writing.
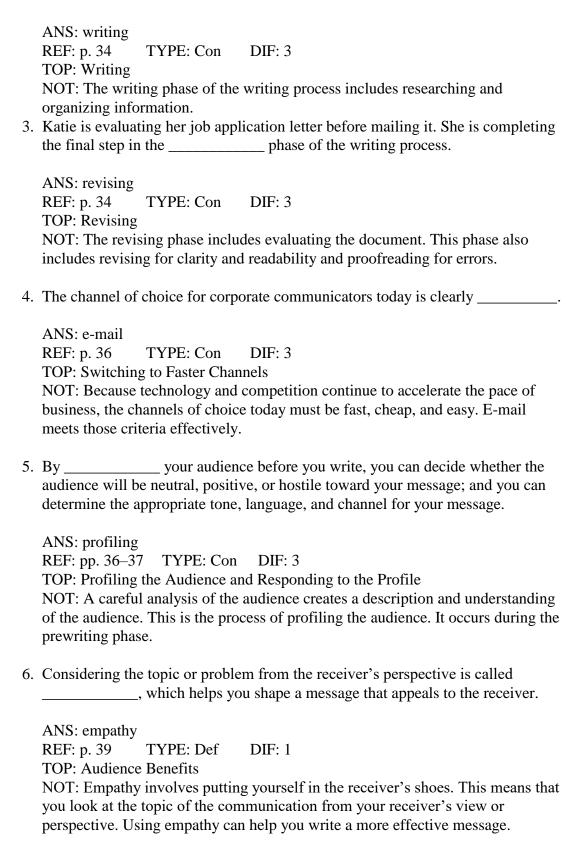
    ANS: prewriting
    REF: p. 34   TYPE: Con   DIF: 3
    TOP: Prewriting
    NOT: The prewriting phase involves analyzing the audience and the purpose for writing.

2. Zach is collecting and organizing information for a business plan he is writing. Zach is involved in the _____ phase of the writing process.

ANS: writing
REF: p. 34   TYPE: Con   DIF: 3
TOP: Writing
NOT: The writing phase of the writing process includes researching and organizing information.

3. Katie is evaluating her job application letter before mailing it. She is completing the final step in the _____ phase of the writing process.

ANS: revising
REF: p. 34   TYPE: Con   DIF: 3
TOP: Revising
NOT: The revising phase includes evaluating the document. This phase also includes revising for clarity and readability and proofreading for errors.

4. The channel of choice for corporate communicators today is clearly _____.

ANS: e-mail
REF: p. 36   TYPE: Con   DIF: 3
TOP: Switching to Faster Channels
NOT: Because technology and competition continue to accelerate the pace of business, the channels of choice today must be fast, cheap, and easy. E-mail meets those criteria effectively.

5. By _____ your audience before you write, you can decide whether the audience will be neutral, positive, or hostile toward your message; and you can determine the appropriate tone, language, and channel for your message.

ANS: profiling
REF: pp. 36–37   TYPE: Con   DIF: 3
TOP: Profiling the Audience and Responding to the Profile
NOT: A careful analysis of the audience creates a description and understanding of the audience. This is the process of profiling the audience. It occurs during the prewriting phase.

6. Considering the topic or problem from the receiver's perspective is called _____, which helps you shape a message that appeals to the receiver.

ANS: empathy
REF: p. 39   TYPE: Def   DIF: 1
TOP: Audience Benefits
NOT: Empathy involves putting yourself in the receiver's shoes. This means that you look at the topic of the communication from your receiver's view or perspective. Using empathy can help you write a more effective message.

7. Jenna must deny a customer claim for a replacement part on a stove. Jenna knows that to create goodwill and give more options to the customer she must use _____ language.

   ANS: positive
   REF: p. 41   TYPE: App   DIF: 5
   TOP: Positive Language
   NOT: Jenna must use positive language even when delivering bad news to this customer. By writing a positive message, she creates a letter that is uplifting and pleasant to read, which promotes goodwill, and, importantly, this goodwill can help ensure repeat business.

8. CompUser, Inc., CEO Melissa Peck has developed a company policy stating that all documents must be written in clear, concise language using familiar words. CEO Peck is part of the _____ _____ movement.

   ANS: Plain English
   REF: p. 43   TYPE: App   DIF: 5
   TOP: Plain English
   NOT: Within the last three decades, government agencies and consumer groups have worked together in the Plain English movement encouraging all documents to be written clearly and concisely to create easy-to-understand material. CEO Peck of CompUser, Inc., supports this Plain English movement.

9. Technology improves business writing by making many of the steps of the process easier. For example, word processors provide a tool that allows writers to divide a topic into hierarchical order using enumerated points and sub points to create a(n) _____.

   ANS: outline
   REF: p. 46   TYPE: Con   DIF: 3
   TOP: Technology Improves Your Business Writing
   NOT: Word processors frequently provide a feature to create an outline easily. Writers can easily change the hierarchical order on the word processor until the organization is most effective.

10. _____ is the name given to the collaborative software that teams use to generate, organize, and analyze ideas efficiently.

   ANS: Groupware
   REF: p. 47   TYPE: Def   DIF: 1
   TOP: Technology Improves Your Business Writing
   NOT: Collaborative software designed for team writing is called groupware. This is an especially effective tool for team writing in businesses with widely dispersed work teams.