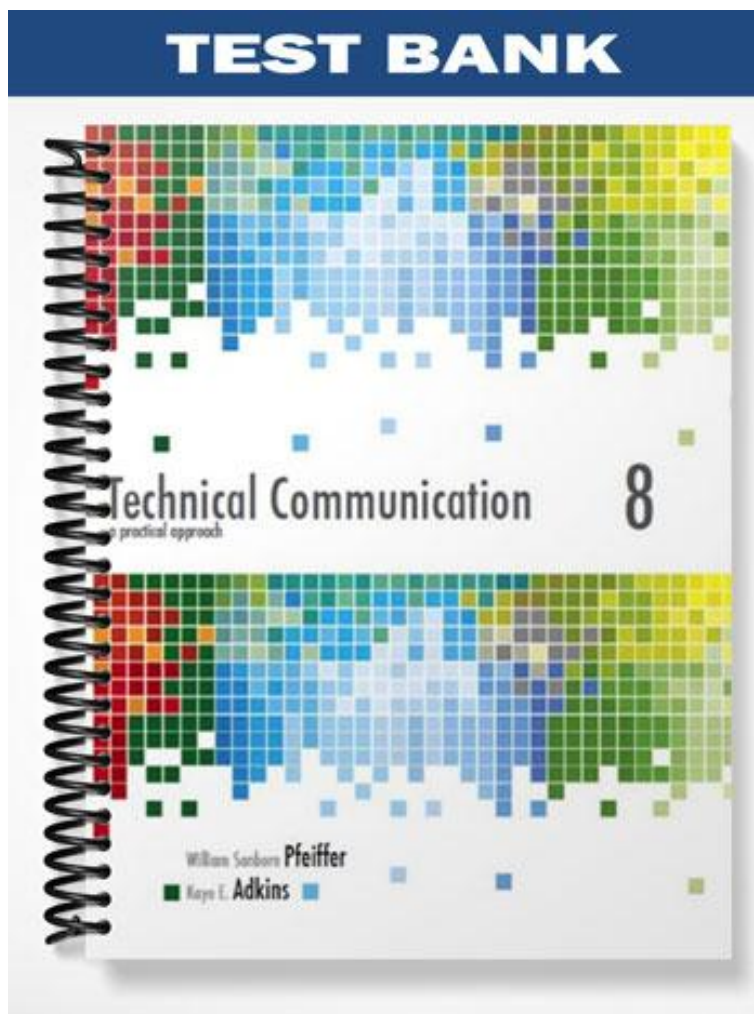


TEST BANK



Technical Communication

8

A Practical Approach

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TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 1) A company's culture is influenced by the firm's history, type of business, management style, values, attitude toward customers, and attitude toward its own employees. 1) _____
- 2) Companies should run according to a rigid hierarchy, with all decisions coming from the top. 2) _____
- 3) In considering issues of the international workplace, one should disregard the religious and philosophical beliefs of those with whom one is dealing. 3) _____
- 4) Knowledge of other cultures can translate into success in the international workplace. 4) _____
- 5) Intercultural awareness does not require that you leave behind your own ethics, customs, or standards. 5) _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 6) From the "quality" perspective, which of the following are considered "customers" of a technical document? 6) _____
A) Internal readers. B) External readers.
C) Neither A nor B. D) Both A and B.
- 7) Which one of the following is not a guideline for effective cross-cultural fluency? 7) _____
A) Be judgmental about the business at hand.
B) Be flexible.
C) Be able to take turns.
D) Be respectful.
- 8) When communicating internationally, you should _____ to reduce the risk of misunderstanding. 8) _____
A) Simplify grammar.
B) Use simple verb tenses.
C) Avoid using visuals.
D) All of the above.
E) A and B.
- 9) Which of the following is not an ethical guideline to follow? 9) _____
A) Be honest.
B) Do no harm.
C) Be independent.
D) All of the above are ethical guidelines.
E) A and B.
- 10) With a lab report, should you mention a small, possibly insignificant percentage of the data that was not collected but doesn't support your conclusion? 10) _____
A) Yes. B) No.
- 11) If cost is not a strong point of your proposal, should you include cost information anyway? 11) _____
A) Yes. B) No.
- 12) Do you have to acknowledge ideas you derived from another article, even though you quoted no information from the piece? 12) _____
A) Yes. B) No.

- 13) Acting ethically means _____. 13) _____
A) Writing as though your professional reputation depends upon it.
B) Remembering that what you write could have a long shelf life.
C) Constantly thinking about the way in which people will be influenced by what you say.
D) All of the above.
- 14) Where was M-Global, Inc. founded? 14) _____
A) Cleveland, Ohio. B) Baltimore, Maryland.
C) Pittsburgh, Pennsylvania. D) Phoenix, Arizona.
- 15) After 50 years of business, how many employees does M-Global have? 15) _____
A) 2,500. B) 10,000. C) 7,500. D) 5,000.
- 16) Which of the following is a service or product that M-Global, Inc. does not provide? 16) _____
A) Soils work on land. B) Soils work at sea.
C) Environmental management. D) Nuclear power.
- 17) In addition to its corporate headquarters, how many branch offices does M-Global, Inc. have? 17) _____
A) 30. B) 5. C) 7. D) 15.
- 18) Which of the following fields is not handled by M-Global's Human Resources Department? 18) _____
A) Benefits. B) Marketing. C) Employment. D) Compensation.
- 19) Which of the following is not a responsibility of M-Global's Financial Services Division? 19) _____
A) Employee education. B) Internal and external financial reporting.
C) General accounting. D) Budgeting.
- 20) Which of the following would more than likely not be included in M-Global's corporate library? 20) _____
A) *Engineering Index*. B) *Hamlet*.
C) *Business Week* magazine. D) *Time* magazine.
- 21) Which of the following M-Global positions would not be labeled "technical professional"? 21) _____
A) Project manager. B) Technical writer.
C) Department manager. D) Field engineer.
- 22) Which of the following is a type of training that M-Global performs? 22) _____
A) In-house courses.
B) External training for clients.
C) Exchange programs with other companies.
D) All of the above.
E) A and B.
- 23) One of M-Global's main products is a 23) _____
A) Book. B) Portfolio. C) Report. D) Journal.
- 24) If you are writing a memo about a change in office procedure, this is an example of _____ writing. 24) _____
A) External.
B) Internal.
C) Neither external nor internal.

- 25) A complaint letter from a warehouse supervisor to a supplier would be an example of _____ 25) _____
writing.
- A) External.
 - B) Internal.
 - C) Neither external nor internal.

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 26) List five examples of internal writing and five examples of external writing. How do they differ from one another? 26) _____
- 27) You have worked for M-Global for six years. You have just been promoted to a branch manager position in the area of marketing. What is a primary responsibility of the marketing division? Also, at each branch, what are the four different categories that employees are grouped into? 27) _____
- 28) As a new employee at a global publishing firm, you have joined a team that consists of four other individuals. Your team has been assigned the task of improving communications between departments and with international clients. What are some things to consider when thinking of your international clients' "culture"? 28) _____

- 1) TRUE
- 2) FALSE
- 3) FALSE
- 4) TRUE
- 5) TRUE
- 6) D
- 7) A
- 8) E
- 9) D
- 10) A
- 11) A
- 12) A
- 13) D
- 14) B
- 15) A
- 16) D
- 17) D
- 18) B
- 19) A
- 20) B
- 21) B
- 22) E
- 23) C
- 24) B
- 25) A
- 26)
- 27)
- 28)