Multiple Choice Quiz

CH1

1. Which of the following does NOT involve communicating in the workplace?

    A) Answering customer letters

    B) Listening to instructions

    C) <u>Lifting heavy boxes</u>

    D) Working on a team project

2. Which of the following is an example of nonverbal communication?

    A) An online blog where employees in different cities can share ideas

    B) <u>A company logo designed to project the organization's image</u>

    C) An e-mail message reminding employees of an upcoming staff meeting

    D) A phone call from an attorney to a client

3. Effective business communication

    A) decreases the number of positive responses to requests on the first try.

    B) increases reading time.

    C) increases the time that it takes disagreements to surface.

    D) <u>builds a positive image of your organization.</u>

4. Which of the following is an example of an internal document?

    A) A performance appraisal of an employee after his first six months on the job

    B) A corporation's annual report released at the end of the year

    C) A claims adjustment letter that grants a refund to a customer for a faulty product

    D) <u>A price quote for the purchase of new computers</u>

5. Which of the following is an external audience of an organization?

    A) Peers

    B) Superiors

    C) Subordinates

    D) <u>Stockholders</u>

6. Organizations expect writing to be professional and free from typographical and grammatical errors, so it makes sense to

    A) rely exclusively on spell check software programs.

    B) depend on secretaries to do all of your writing.

    C) <u>edit and proofread your written documents carefully and more than once</u>.

    D) have documents sent out to a professional printer to have copies made

7. Writing skills for professionals in the workplace

    A) are rarely used because the Internet has significantly reduced the need to write

    B) are not required because secretaries do most of the writing for professionals.

    C) are not necessary since form letters and pre-designed templates are now available.

    D) <u>are a key job requirement that is frequently listed in professional job descriptions.</u>

8. When writing is not as good as it could be, you and your organization pay the price in all of the following EXCEPT:

    A) Ineffective results

    B) <u>Reduced workload</u>

    C) Wasted time

    D) Lost goodwill

9. The primary purpose of a document that is written to convince readers to change their opinions is to

    A) answer a question

    B) building goodwill

    C) <u>persuade</u>

    D) inform

10. Which of the following is NOT an important aspect of working in teams?

A) Drawing on each team member's strengths

B) Resolving conflicts constructively

C) Cooperating with others

D) <u>Assigning your work to others</u>

11. Which of the following is NOT a reason that people typically put things in writing?

A) To give themselves visibility within the organization

B) <u>To brainstorm ideas for a group decision</u>

C) To make the information convenient for the audience to access

D) To create a record

12. Which of the following is a technical error in a written document rather than a weakness in the document's style?

A) <u>Misspelled word</u>

B) Vague request

C) Legalistic language

D) Selfish tone

13. Every business organization that has many employees has

A) a flat communication structure.

B) stockholder.

C) <u>a grapevine</u>

D) an intranet.

14. In a business setting, conventions

A) are non-routine practices that employees must learn.

B) include unusual occurrences in a business that are outside of the norms.

C) <u>are routine, widely accepted ways of thinking and doing things.</u>

D) are new ways of conducting business as a result of enhanced technologies.

15. As more people compete for fewer jobs, the ones who will build successful careers are those who

A) learn to delegate well when working in groups.

B) <u>communicate well with customers and colleagues.</u>

C) actively work to change an organization's conventions.

D) are able to work well alone most of the time.

<u>**CH2**</u>

1. The primary audience for a business message is made up of

A) people who represent the opinions of the majority.

B) everyone who receives it.

C) <u>decision makers in an organization</u>

D) individuals with the highest status in an organization

2. The type of audience who has the power to stop your message instead of sending it on to the primary audience is

A) <u>a gatekeeper</u>

B) a watchdog audience

C) an auxiliary audience

D) a secondary audience

3. Which of the following methods is NOT a useful way of analyzing an individual who is your audience?

A) Talk to other people who know this individual.

B) <u>Assume this individual thinks the same way as someone you know who has similar demographic characteristics.</u>

C) Watch and observe this individual on the job.

D) Rely on what you already know about this individual through your previous experiences with him or her.

4. The ability to feel compassion and understanding for another person's situation is

A) <u>empathy</u>

B) common sense

C) professionalism

D) audience analysis

5. Which of the following is NOT measured by the Myers-Briggs Type Indicator?

    A) The ways people differ

    B) Stylistic preferences that people tend to have

    C) Personality types

    D) <u>Demographic facts about people</u>

6. Which of the following does NOT involve a demographic characteristic of potential customers that you will meet at a trade show?

    A) <u>Over 75% of the individuals own or work for companies that could use your product</u>

    B) At least 40% of the individuals are nearing retirement age

    C) Nearly 25% of the individuals are from South Carolina and Georgia.

    D) Only about 30% the individuals are college graduates

7. Many organizational situations involve an audience that consists of a group of people. Which is an appropriate approach to analyzing this type of audience?

    A) Avoid making any generalizations at all since group members are individuals.

    B) <u>Identify things that members of the group have in common.</u>

    C) Disregard all demographic information to avoid stereotyping people

    D) Rely on the fact that generalizations are true for all members of a group.

8. Which of the following practices indicates that an organizational culture does NOT value equality and individualism?

    A) You are encouraged to contribute and discuss ideas.

    B) There is a great deal of interaction between upper management and line employees

    C) <u>You may only report concerns and issues to your immediate supervisor</u>

    D) There does not seem to be a strict chain of command

9. The question "What's in it for me?" in a business message relates most closely to

    A) the level of formality

    B) a description of the features of a product or policy

    C) the hierarchy of needs

    D) <u>audience benefit</u>

10. Which of the following is an example that would relate to a discourse community?

    A) Employees are rewarded with bonuses for contributing good ideas that save money or time

    B) The higher-level managers have the largest offices on the top floor of the building

    C) There are very few levels of management between the company president and the front-line workers in a service business.

    D) <u>Extensive evidence and documentation is required to convince a manager to deviate from a company routine</u>

11. A written message is preferable to an oral one when you want to

    A) modify plans

    B) <u>present extensive and complex data</u>

    C) resolve conflicts and build consensus

    D) get immediate action or response.

12. According to Maslow's hierarchy of needs, which of the following is an *Esteem/Recognition* need?

    A) Having friends and working with people you like

    B) Being the best you can be

    C) Being treated fairly

    D) <u>Being promoted to a position of responsibility</u>

13. If an audience is resistant to a change you are suggesting, a good approach is to

    A) deliver all aspects and details about the message at once to get it all out in the open

    B) be as ambiguous as possible to avoid offending the members of the audience

    C) <u>begin the message with something both you and the audience can agree upon</u>

    D) try to convince the audience that you have the only perfect solution

14. Developing logic and suggesting reader benefits is MOST essential when you are writing to someone who

    A) you have a very strong, positive relationship with

    B) is neutral about the message you are delivering

    C) <u>has had a negative experience with the organization you work for</u>

    D) agrees with what you are saying.

15. Which is not an example of a psychographic characteristic of an individual?

    A) A manager values open, honest communication in business dealings

    B) An employee has set high goals for improving herself both personally and professionally

    C) A worker believes that in exchange for his wages, he owes his company an honest day's labor.

    D) <u>An executive earns $120,000 per year and receives an annual performance bonus</u>

CH3

1. The desirable tone for business writing is all of the following EXCEPT

    A) professional but not stiff.

    B) friendly but not phony

    C) polite but not groveling

    D) <u>arrogant but not confident</u>

2. The you-attitude is a style of communication that

    A) disregards the audience's ego

    B) <u>looks at things from the audience's point of view.</u>

    C) emphasizes what the writer wants the audience to know

    D) at times questions the audience's intelligence

3. Which of the following is a principle for achieving you-attitude?

    A) Refer to a customer's order in general terms if he always buys the same thing

    B) Use the word "you" in negative situations to protect the audience's ego.

    C) Make assumptions about how the audience feels about a situation in order to show empathy

    D) <u>Use passive verbs and impersonal expressions to avoid assigning blame</u>

4. Which of the following statements MOST effectively applies the you-attitude?

    A) "We will have your cabinets ready by August 18th."

    B) "Your order for cabinets is in production."

    C) <u>"Your cabinets will be delivered to you on August 18th."</u>

    D) "We began working on your cabinets a few days ago."

5. "You will be thrilled to hear that your department is going to move to the newly-renovated office space up on the fifth floor." Does this sentence properly apply the you-attitude?

    A) <u>No, because it is presumptuous and degrading to assume that the audience will be pleased with this decision</u>

    B) Yes, because the audience is being offered an opportunity that others would consider highly desirable

    C) No, because there was no mention of who will be moving the furnishings and equipment

    D) Yes, because being located on a higher floor is a nonverbal indication of prestige and importance

6. Which of the following is a way to deemphasize negative information?

A) Mention the negative information only once in the message

B) Put the negative information in the last sentence of a paragraph at the bottom of the page.

C) Put the negative information in a vertical list.

D) Give the negative information plenty of space.

7. Which of the following should NOT be used in a negative situation where you wish to avoid blaming the audience?

A) the you-attitude

B) hidden negatives

C) impersonal expressions

D) passive verbs

8. "Each pilot must pass through airport security and show his identification card, just like the passengers do." This sentence is

A) grammatically correct and bias-free.

B) grammatically correct but not bias-free.

C) neither grammatically correct nor bias-free.

D) bias-free but not grammatically correct.

9. Which of the following is a sexist job title?

A) Fireman

B) Pilot

C) Nurse

D) Manager

10. All of the following are techniques for creating positive emphasis EXCEPT

A) justifying negative information by providing reasons and explanations.

B) focusing on what the audience can do rather than on limitations.

C) avoiding words with negative connotations.

D) putting bad news at the beginning of a message to get it over with.

11. In which of the following situations would using the word "you" typically NOT be appropriate?

A) When commending an employee for a job well done

B) When congratulating a colleague on a promotion

C) When correcting a subordinate for not completing a task properly

D) When requesting budget information from the accounting department

12. Which of the following sentences would be considered the HIGHEST level of politeness?

A) Submit your budget request to me by January 31st.

B) Please submit your budget request to me by January 31st.

C) Your budget request must be on my desk by January 31st.

D) Would you please submit your budget request to me by January 31st?

13. Which of the following is NOT an example of a hidden negative?

A) Please be patient while we work to resolve this issue.

B) "But" after a negative statement

C) You look in better shape since you have been going to the gym.

D) "However" after a positive statement

14. "You will never regret your decision to insure your company with Equity Mutual Co." What is the primary flaw in this sentence?

A) It contains a hidden negative.

B) It is not bias-free.

C) It is insulting and condescending.

D) It contains a double negative.

15. "I have made an arrangement with the distributor so that I can offer customers a free printer with every new computer that you purchase this week." Indicate

the alternative that both correctly evaluates the sentence and correctly explains the reason for the evaluation.

A) Good you-attitude because it contains a reader benefit

B) Good you-attitude because focuses on what the reader will do

C) Lacks you-attitude because it focuses on what the writer has done or will do

D) Lacks you-attitude because it does not mention what the writer has done or will do

CH4

1. A sentence that sounds like an afterthought might begin with which of the following?

A) And we have a new training program…

B) Furthermore, the tax laws are in our favor…

C) Moreover, it is getting increasing difficult…

D) But in the future we will try to…

2. Which of the following will help make your business writing easy to read?

A) Using nouns rather than verbs to carry the weight of sentences

B) Increasing wordiness

C) Using transition words that link ideas

D) Using passive verbs more often than active verbs

3. Which of the following is NOT a consideration when choosing words to communicate an idea?

A) the words you used so far in the message

B) whether the message will be printed or sent via e-mail

C) the audience you are addressing

D) the situation that you are dealing with

4. Which is an indication that a writer is confident?

A) The writer presents a good deal of information before stating the main idea.

B) The writer gets right to the point, wasting as few words as possible.

C) The presentation style is very indirect.

D) The writer relies more on nouns than verbs to carry the weight of sentences.

5. Reports that will be read at later dates by people from different backgrounds should

A) be written very informally

B) use personal pronouns

C) use contractions

D) spell out acronyms the first time they appear in the document

6. In which situation would it be appropriate to use technical jargon in a document?

A) In a job application letter for a highly specialized position

B) In a brochure targeted at the general public

C) In a memo to the accounting department in your company

D) In a press release announcing that the company has hired a new executive

7. Passive verbs would NOT be used if the goal is to

A) emphasize the object receiving the action, not the agent.

B) make it clear who is responsible for doing the action when there is no agent in the sentence.

C) provide coherence within a paragraph.

D) avoid assigning blame.

8. A topic sentence in a paragraph

A) forecasts the structure, but not the content, of a paragraph.

B) is only used for paragraphs that contain more than one idea.

C) is most effective when it is very explicit.

D) appears at the end of the paragraph as a summary statement.

9. "The members of SIFE are actively involved in business-related community service work" is a

sentence that appeared in the local newspaper. The problem with it is

    A) SIFE is an informal contraction.

    B) <u>SIFE is an unfamiliar acronym.</u>

    C) SIFE is an emotionally charged term.

    D) SIFE's work was all done outside of the local community

10. Transition words that indicate cause and effect include

    A) To illustrate

    B) On the other hand

    C) <u>For this reason</u>

    D) In addition

11. Which of the following will help make your business writing easy to read?

    A) Consistent sentence length for all sentences

    B) Wordiness

    C) Business jargon

    D) <u>Parallel structure</u>

12. Which of the following sentences that begin a letter is appropriate for contemporary business communication?

    A) <u>"Here are the contracts you requested."</u>

    B) "Pursuant to your request, we are forwarding you the contracts you requested."

    C) "Your contracts are enclosed herewith."

    D) "Enclosed please find the contracts you requested."

13. Which of the following makes business writing effective if used consistently?

    A) Sentence fragments

    B) <u>Active verbs</u>

    C) Short words with highly technical meanings

    D) Short choppy sentences

14. When compared to research papers prepared for college courses, business and administrative writing is

    A) more formal.

    B) less friendly.

    C) less concerned about technical errors.

    D) <u>more personal.</u>

15. Warren Bent is preparing a brief memo to his staff to explain a new policy. Which of the following should NOT be included in the memo?

    A) Personal pronouns

    B) Contractions

    C) Gerunds

    D) <u>Minor grammatical lapses</u>

CH5

1. Good writers are likely to

    A) use one writing strategy for all situations.

    B) adhere strictly to a set of established rules for writing.

    C) <u>carefully analyze the initial problem before beginning a draft.</u>

    D) edit documents during the process of writing the first draft.

2. Which of the following would be considered a planning activity when writing a report?

    A) Evaluating your work

    B) <u>Defining the purpose</u>

    C) Rearranging content

    D) Checking for grammar and spelling errors

3. Which of the following would NOT be an example of revising a written document?

    A) Correcting several spelling and punctuation errors

    B) Deleting several statements that seem repetitive

C) Replacing financial information that was originally used in the report with more current data that just became available

D) Rearranging the order of several paragraphs to enhance the flow of ideas

4. Maria realizes that she has used the word "their" when she meant "there," so she replaces her original word with the correct term. What part of the writing process does this activity represent?

    A) Planning

    B) Gathering

    C) Revising

    D) <u>Editing</u>

5. If you ask your co-worker Steve to give you feedback on a document, he might address all of the following questions with you EXCEPT:

    A) <u>How many hours did you spend on the actual writing?</u>

    B) Is your pattern of organization appropriate?

    C) Did a revision that you made solve an earlier problem?

    D) Is the writing style clear and easy to follow?

6. If you have time to do only a light revision, you ask yourself all of the following questions, EXCEPT

    A) <u>Is each sentence worded clearly?</u>

    B) Is the information sufficient for readers to understand and act?

    C) Are the first and last paragraphs effective?

    D) Is the logic clear and convincing?

7. If a reader claims that some of the statements in a written document are false, the writer should NOT

    A) provide additional information.

    B) cite the sources of the information.

    C) <u>remove the statements from the document.</u>

    D) rephrase sentences within the document.

8. Proven ways to overcome writer's block include all of the following EXCEPT:

    A) Practice writing regularly and in moderation

    B) <u>Talk harshly to yourself</u>

    C) Talk about writing to other people

    D) Eliminate distractions

9. If you spent 12 hours analyzing the situation and your audience, gathering information, and organizing what you have to say AND 12 hours evaluating, revising, editing, and proofreading a written document, about how long should you have spent actually writing the content in the document?

    A) 6 hours

    B) <u>12 hours</u>

    C) 18 hours

    D) 24 hours

10. What technique for generating ideas involves writing down ideas, circling them, and looking for patterns or repeated ideas?

    A) storyboarding

    B) freewriting

    C) <u>clustering</u>

    D) brainstorming

11. Katherine is preparing to write a proposal to upper management that suggests the need to establish a new position within the company. To generate ideas quickly, Katherine is freewriting. This involves

    A) talking to audiences to help involve readers in the planning process

    B) writing down ideas a topic suggests, circling them, and looking for patterns or repeated ideas

    C) thinking of all the ideas she can, without judging them

    D) <u>making herself write, without stopping, for 10 minutes</u>

12. Which of the following would a spell checker catch as an error?

    A) <u>Typing "occured" instead of "occurred."</u>

    B) Typing "papers" instead of "paper's."

    C) Typing "your" instead of "you're."

D) Typing "affect" instead of "effect."

13. In which part of the writing process is it most important to know the rules of grammar and punctuation?

    A) Planning

    B) Editing

    C) Gathering

    D) Revising

14. When writing to a new audience or having to solve a particularly difficult problem, a writer should revise the draft at least three times. What should the writer look for in the SECOND revision of the draft?

    A) Spelling and grammar errors

    B) Content and completeness

    C) Style and tone

    D) Organization, layout, and reasoning

15. Which is NOT a question you would ask when revising your document for content and clarity?

    A) Does your document meet the needs of the organization and of the reader?

    B) Have you given readers all the information they need to understand and act on your message?

    C) Does the design of the document make it easy for readers to find the information they need?

    D) Are generalizations and benefits backed up with adequate supporting detail?

CH6

1. The design of a document can communicate all of the following EXCEPT

    A) the relationship the writer wants to have with the reader.

    B) the level of professionalism of the writer.

    C) the level of formality of the document.

    D) the quality of the written content in the document.

2. Good document design is particularly important for

    A) Post-it notes

    B) Text messages

    C) Brochures

    D) E-mail messages

3. Which of the following would be considered a violation of a convention?

    A) A sales letter is computer generated on preprinted letterhead.

    B) Clipart is included in a PowerPoint presentation.

    C) A business report is printed on legal-size paper.

    D) A resume is sent in an electronic format

4. Which of the following is an example of the *inter* level of communication design described by Communications Professor Charles Kostelnick?

    A) A report from the human resources department includes an organizational chart.

    B) A brochure uses a large bold font for its headings.

    C) A policy and procedures manual uses a consistent design, layout, and color theme on all the pages of the document.

    D) A bullet list is inserted in the middle of a printed page to present a series of five key recommendations.

5. A company's business plan includes four graphs, one diagram, and several photos that are strategically placed within the document. This is example of which of Communications Professor Charles Kostelnick's levels of communication design?

    A) Extra

    B) Intra

    C) Supra

    D) Inte

6. Which of the following is NOT an advantage of headings?

    A) They make a document shorter.

    B) They break up the page, making it look less formidable and more interesting.

C) They enable your reader to see how the document is organized at a glance.

D) They help your reader to turn quickly to sections of special interest.

7. Kelly made one design error in the business document she just prepared. What is the mistake?

A) She used white space to separate and emphasize points.

B) She typed the document in all capital letters.

C) She only used two different fonts.

D) She put the most important element in the top left quadrant of the page.

8. Which of the following is a way to effectively create white space?

A) Use paragraphs of uniform length.

B) Avoid using lists.

C) Increase the font size.

D) Insert headings where topics change

9. You are preparing a one-page handout for a business presentation that will include a small photo of a new prototype you hope to design. So that the photo gets maximum emphasis on a page otherwise filled with text, place it

A) in the top left quadrant of the page

B) in the bottom left quadrant of the page.

C) in the center of the page

D) on the back of the page

10. A company's total budget is allocated among six departments in unequal amounts. The best visual to show the proportionate share that each department will receive is a

A) table

B) bar chart

C) line graph

D) pie chart

11. Which of the following is NOT a design issue to address when creating visually attractive documents?

A) Headings

B) Grammatical errors

C) White space

D) Font styles

12. When you are presenting a series of numbers in a business document, you should use a

A) line graph

B) table

C) pie chart

D) bar chart

13. For which situation would a bar chart NOT be an appropriate visual?

A) Presenting the sum of the components of an item

B) Comparing a segment of a whole to another segment of the whole

C) Comparing items over time

D) Comparing a segment of a whole to the whole

14. Which would mean that headings are in parallel format?

A) All headings appear in all capital letters.

B) All headings are either a question or a phrase.

C) All headings are in 16 pt. red Veranda font.

D) All headings are a complete sentence.

15. Which of the following would be characteristic of an effective marketing brochure?

A) Right justified text on all the inside panels

B) Use of lists

C) Use of six different fonts

D) Long paragraphs of descriptive text

CH7

1. Which of the following will NOT help students become more aware of the job requirements in a particular field?

A) Getting summer internships

B) Attending job fairs and job seminars

C) Joining student clubs and organizations in the field

D) Participating in intramural sports activities

2. A skills résumé

A) summarizes what a person did in a reverse time sequence order.

B) can showcase abilities and strengths through a series of unrelated jobs.

C) emphasizes degrees, job titles, and dates.

D) is appropriate when a person's education and experience are a logical preparation for a position.

3. Which of the following should NOT be included in a professional résumé?

A) Technical jargon

B) Marital status

C) Names of honor societies

D) Personality traits

4. A chronological résumé is appropriate when

A) you want to emphasize degrees, job titles, and dates.

B) you are changing fields.

C) you want to show competence in a field by combining experience from paid jobs, activities or volunteer work, and courses.

D) your education and experience are not the usual route to the position

5. Which is of the following should be omitted from the résumé of a 30-year-old female finance manager who is applying for a similar but higher-paying position at another firm?

A) Served as Treasurer of a regional professional organization for the last three years

B) Started at the company as an accounts payable clerk and was promoted twice to her current position

C) Completed additional college coursework beyond her MBA degree

D) Selected as high school cheerleading captain two consecutive years

6. Which of the following should be included in a professional résumé?

A) Photos

B) Military service

C) Controversial activities

D) Social security number

7. Which of the following is a way that employers perceive or use résumés?

A) Employers use résumés to disqualify applicants from the job.

B) Employers assume that a résumé is too short to be indicative of what the applicant's work is like.

C) Employers read every word in résumés to be thorough

D) Employers place very little emphasis on résumés when evaluating candidates for a job.

8. Employers will be MOST likely to reject résumés that

A) are more the one page long.

B) do not include the name of the company the person is applying to.

C) contain grammatical or spelling errors.

D) present experience and credentials in reverse chronological order

9. Which of the following is a technique for emphasizing material in a résumé?

A) Presenting it in vertical lists

B) Including it as part of a lengthy paragraph

C) Using very little white space around it

D) Positioning it in the middle of a page

10. You have written the following description of your work as a retail store manager: "Attend corporate meetings, prepare employee work schedules, account for daily sales, train new managers, and clean the store." On your résumé, the phrase "clean the store" should be

A) put first in the series to emphasize it.

B) <u>put in the middle of the series to deemphasize it.</u>

C) kept where it is to deemphasize it.

D) kept where it is to emphasize it.

11. Which of the following should NOT be included in a résumé?

A) Complete sentences

B) <u>The word "I"</u>

C) Sentence fragments

D) Gerunds, which are verbs that end in "ing"

12. Which of the following is NOT appropriate for the design and layout of a résumé?

A) Additional white space to offset important information

B) Placing the Education section before the Work Experience section

C) <u>Using several colors to point out sections and sub-sections</u>

D) Including bullet lists to showcase a series of related pieces of information

13. John has had five unrelated jobs with time lapses in between. In each of these jobs, he was involved in some capacity with working with computer hardware and became quite good at it. He also volunteered to set up the computer at his church. Choose the alternative that indicates the kind(s) of résumés, if any, that is/are appropriate for John.

A) Chronological résumés

B) <u>Skills résumés</u>

C) Both chronological and skills résumés

D) Neither chronological nor skills résumés

14. Which should NOT be included as a heading in a chronological résumé?

A) Honors and Awards

B) Work Experience

C) Community Service

D) <u>Education and Experience</u>

15. An applicant who has no volunteer work experience thinks that it will be important to the organization where he is applying. On his résumé, he should

A) <u>explain why he has not time for volunteer experience.</u>

B) include the names of several non-profit organizations where he plans to volunteer.

C) name an organization and provide dates when he volunteered.

D) omit any reference to volunteer work.

<u>CH8</u>

1. A résumé is different from a job application letter in that

A) it shows that the job candidate has knowledge of the organization.

B) <u>it uses short, parallel phrases and sentence fragments.</u>

C) it is adapted to the needs of a particular organization rather than to a position.

D) it explains controversial material in a positive way.

2. Which of the following would NOT be helpful in finding out about job opportunities?

A) Searching the Web for job listings

B) Conducting a referral interview

C) <u>Preparing a job application letter</u>

D) Taking an internship in the field of interest

3. To create a good application letter, you should do all of the following EXCEPT:

A) <u>indicate the department you would like to work in, but not a specific position</u>

B) explain how your experience and skills match major requirements of the job

C) address the letter to a specific person

D) discuss your writing, speaking, and interpersonal skills

4. Which of the following questions is NOT appropriate for an information interview?

A) <u>When will you be retiring?</u>

B) How do you spend your typical day?

C) What do you like least about your job?

D) What courses would you recommend as preparation for this kind of work?

5. The purpose of a job application letter is

A) to get a job offer.

B) to get an interview.

C) to get information about what the day-to-day work involved in a specific position.

D) to substitute for a résumé.

6. To adapt your job application letter to a specific organization, you will need to know all of the following EXCEPT:

A) what the specific position that you are applying for involves.

B) facts about what the organization does and what its mission is.

C) the name and address of the person who should receive the letter

D) information about other people who are applying for the job.

7. Which of the following is NOT acceptable during a referral interview?

A) Asking for help on what to include in your job application letter

B) Asking for the job you are interested in

C) Asking the interviewer to offer suggestions on how you might improve your résumé

D) Asking the interviewer for names of other people in the company you could call for information

8. You should write a solicited job application letter when you

A) know the company is not hiring.

B) are trying to tap into the hidden job market.

C) have seen a position advertised on the company's website.

D) have read in a trade journal that the company is downsizing.

9. A prospecting job application letter

A) is the appropriate type of letter if you are responding to a job announcement.

B) should follow the direct writing plan for persuasive messages.

C) should not name a specific position for which you are applying since you do not know what job openings the company has.

D) should not begin by asking for the job in the first paragraph.

10. Which of the following should be included in a solicited but NOT a prospecting job application letter?

A) a complete discussion of the writer's skills and qualifications

B) a opening statement that you are applying for a particular advertised position

C) dates and times that you are available for an interview

D) a request for an interview

11. Which of the following should NOT be included in BOTH a solicited and a prospecting job application letter?

A) Discussion of your leadership experience

B) Information that makes it clear that you are knowledgeable about the organization

C) A request for an interview for a specific job

D) An opening statement that captures the reader's attention

12. Which one of the following is NOT a Web site whose primary purpose is to provide job listings for many companies and industries?

A) eBay.com

B) CareerBuilder.com

C) Monster.com

D) Careers.org

13. Which of the following is appropriate to include in a job application letter?

A) Negative information about yourself

B) Pleading statements

C) Technical jargon

D) Apologies

14. Which is an appropriate statement to include in a job application letter?

A) "I have learned everything there is to know about your company."

B) "I am anxious to meet with meet with you to talk about this opportunity."

C) "You can check my references if you need to verify what I have said in this letter."

D) "My responsibilities as President of the Free Enterprise Club included organizing job fairs."

15. Which of the following is NOT a good practice for formatting job application letters?

A) Use several paragraphs with one idea in each rather than one long paragraph.

B) Keep the first and last paragraphs fairly short.

C) Go on to a second page as long as you have at least two lines of body text on the second page.

D) Have at least three paragraphs.

CH9

1. Today many employers expect interviewees to do more than just answer standard questions, including all of the following EXCEPT:

a. be creative in the process rather than following instructions that the company has issued.

b. participate in a role-playing exercise.

c. take aptitude tests to help predict how good a match the interviewee is for the job.

d. interview via videoconference with a team of people from the company.

2. The chances that an interview will be successful increase if you do all of the following EXCEPT:

a. prepare by researching the company and learning about the interviewer

b. learn about the process of interviewing

c. wait for the interviewer to contact you with a decision

d. listen actively to the interviewer

3. All of the following are recommended in the job interview process EXCEPT:

a. bringing a notebook and pen in a briefcase to the interview in case you decide to take notes.

b. preparing a practice video of yourself ahead of time and handing it over to the interviewer when you arrive.

c. bringing extra copies of your resume to the interview even if the company already has the copy you mailed to them.

d. finding out what employees wear at the organization where you are applying and dress just one level above that.

4. A job applicant should prepare a list of questions to ask during the interview. Which of the following is an appropriate question?

a. What salary are you offering for this position?

b. How profitable has the company been over the last five years?

c. What type of training opportunities are there for keeping current in the field?

d. How many sick days would I be allotted each year?

5. All of the following are examples of traditional interview questions EXCEPT:

a. Where do you see yourself in thirty years?

b. What have you read recently?

c. What makes you think you are qualified to work for this company?

d. What is your greatest weakness?

6. The best time to begin discussing salary and benefits is

a. during the job interview.

b. after you have the job offer.

c. in the follow-up letter after the job interview.

d. in the job application letter.

7. All of the following are good ways to prepare for salary negotiations EXCEPT

   a. researching on the Web.

   b. contacting friends who are now in the workforce to find out what they are making.

   c. <u>asking the interviewer what the average rate is for the job.</u>

   d. checking trade journals.

8. If you have more than one job offer, it is imperative to determine what is most important to you. All of the following are good questions to ask yourself EXCEPT:

   a. Am I willing to take work home?

   b. Am I willing to travel?

   c. Where do I want to live?

   d. <u>Will this position give me time to look for another job?</u>

9. Which is NOT typical behavior of a successful interviewee?

   a. Making eye contact often with the interviewer

   b. Using technical jargon that only people in the company would be familiar with

   c. <u>Asking questions about what the company does and who its competition is</u>

   d. Personalizing the questions asked and relating them to the job

10. Your interviewer calls you into his office at 11:30 for your 11:00 interview and points to a low chair across from his large desk. He looks at you but says nothing for at least one minute. Finally he asks, "What are you doing here?" You are probably in a

    a. <u>stress interview.</u>

    b. situational interview.

    c. behavioral interview.

    d. second interview.

11. In a job interview you are asked to discuss a crisis situation that you were involved in at a previous job and to talk about how you worked as part of a group in dealing with it. You are probably in a

    a. stress interview.

    b. second interview.

    c. <u>behavioral interview.</u>

    d. situational interview.

12. During a job interview you are asked to organize and prioritize tasks that are listed in the inbox of an e-mail account. You are probably in a

    a. second interview.

    b. <u>situational interview.</u>

    c. behavioral interview.

    d. stress interview.

13. Your interviewer asks you "Why in the world would you apply for this job when your only experience is coaching a high school basketball team?" Your best response is to

    a. say "You are just defensive about basketball because you are so short."

    b. say "I know what you're doing. You're trying to see how I respond to stressful questions. Let's move on to something else."

    c. get up and walk out.

    d. <u>say "You're asking if my experience working with and managing a team can help your company with its committee work, and of course those skills will transfer over."</u>

14. During an interview, it is recommended that you

    a. <u>watch for cues from the interviewer that indicate he or she is ready to move on to another question.</u>

    b. be honest about how difficult and incapable your previous employer was.

    c. only take cell phone calls if they are extremely important.

    d. contain your enthusiasm for the job so that you do not seem desperate.

15. Which of the following should you NOT do in the close of a job interview?

    a. Show enthusiasm for the job.

    b. Ask the interviewer when the company plans to make a hiring decision.

    c. <u>Give a final explanation for a weakness that you have.</u>

    d. State why you are a good match for the job.

<u>CH10</u>

1. Information overload

    A. keeps people well informed and up to date

    B. <u>forces people to be selective about the messages they open and read.</u>

    C. is a primary purpose of informative and positive messages.

    D. ensures that people get all the important information that they need

2. Which of the following would be considered an informative or positive message?

    A. Convincing the local tax commissioner that your property tax hike is too high

    B. Advising your staff that there is no money in the budget for raises this year

    C. Requesting information from a supplier about a new product on the market

    D. <u>Letting customers know that your company can now accept orders online</u>

3. Which of the following is NOT a desired outcome of an informative or positive message?

    A. The reader accepts the message and does not respond

    B. The reader fully understands the message

    C. <u>The reader responds in writing with a few questions</u>

    D. The reader is left with a good impression of the writer and his or her organization.

4. Patrick is puzzled by how an informative message from a colleague in the same office building was delivered to him. What may have happened?

    A. Patrick received an e-mail without a subject line

    B. Patrick received an interoffice memo with yesterday's date

    C. <u>Patrick received a Federal Express overnight document package at 10:30 a.m.</u>

    D. Patrick received a voice mail because he was away from his desk when the call came in.

5. One of the primary purposes of simple informative messages is to

    A. meet the needs of the writer.

    B. <u>communicate information to the reader.</u>

    C. emphasize negative elements of a situation

    D. request a response from the reader.

6. Which would NOT be an appropriate reason for meeting with colleagues face to face?

    A. <u>You need a permanent record of your discussion for the file.</u>

    B. Your colleagues' signatures are required on the final document.

    C. You will be working together on a complex project and you have never met before.

    D. You need to brainstorm to reach a rather quick decision.

7. Which is appropriate for an e-mail message?

    A. A somewhat degrading comment about a colleague's writing abilities

    B. <u>An urgent notice to committee members letting them know of a change in location for their afternoon meeting</u>

    C. Sarcasm because your boss, who was late to work this morning, reminds the staff to return from breaks on time

    D. Gossip that your friend at another company would love to hear

8. of business writing does NOT

    A. indicate that the writer is familiar with writing conventions.

    B. make writing more effective.

    C. <u>limit writers in terms of what they can say.</u>

    D. make writing quicker.

9. Which statement presents a negative element in a positive way?

    A. We don't give refunds on electronic equipment if the box has been opened.

B. This box has been opened, so you will just have to keep the equipment.

C. We have a policy here that just cannot be violated.

D. <u>You can only return the equipment in exchange for a store gift card of equal value.</u>

10. Which of the following would be the BEST strategy to follow in the opening paragraph of a memo announcing the decision to upgrade all of the computers in the sales department?

A. Build goodwill by apologizing for the fact that employees will be inconvenienced because they will have to back up all of their data.

B. Explain the reason for the decision so employees will have the necessary background to understand the decision itself.

C. Stress that the decision has been made to benefit the employees.

D. <u>State that the computers will be replaced and give the date when the new ones will be installed.</u>

11. A subject line for an informational or positive message

A. <u>should tell readers why they need to read the document.</u>

B. will ensure that readers will respond to the message.

C. should be significantly different from the first paragraph.

D. should be lengthy so that it provides a framework in which to set what you are about to say.

12. A company will announce to its salespeople who travel that they will receive a 40% discount on hotel rooms at the ComeOn Inn during September. Which of the following is the BEST subject line?

A. Policy on Overnight Stays

B. ComeOn Inn, the Water's Fine

C. <u>New Discount on Hotel Rooms</u>

D. New Policy Granting a 40% Discount for XYZ Employees on Hotel Rooms Rented from ComeOn Inn for Regular Business, Occasional Business, or Personal Use

13. Which of the following is an appropriate goodwill ending to a letter to a new customer that you have met only once?

A. "Thank you for your business. Say hello to the wife for me."

B. "Please don't hesitate to call me with any questions you may have."

C. <u>"You made an excellent choice - this is most cost efficient equipment on the market for a medium-sized business like yours."</u>

D. "This equipment will do it all for you. You obviously can't say the same for your treadmill…"

14. To build goodwill in a letter granting a claim, state that you are giving the customer what she wants

A. <u>in the first sentence of the letter.</u>

B. after you explain how you made the decision to grant her request.

C. after you clarify that she is the only one who has had a problem of this type.

D. after you let her know that it was the supplier's fault for selling a defective part.

15. When writing informative and positive messages, you should include reader benefits when

A. the benefits are so obvious that to restate them insults the reader's intelligence.

B. <u>you are presenting policies.</u>

C. stressing benefits may make the reader sound selfish.

D. you are presenting factual information only.

<u>CH11:</u>

1. Which of the following is NOT a primary purpose of a negative message?

A. To have the reader read, understand, and accept the message

B. <u>To encourage the reader to contact you again about the same subject</u>

C. To give the reader the bad news

D. To maintain as much goodwill as possible

2. A buffer must should

   A. state the bad news.

   B. <u>put the reader in a good frame of mind.</u>

   C. imply that a positive response will follow.

   D. be completely unrelated to the bad news that will follow.

3. Which would NOT be used as a buffer to a negative message?

   A. Good news

   B. Chronologies of events

   C. Thanks

   D. <u>Reasons for the refusal</u>

4. Which of the following is a negative message?

   A. An acknowledgement

   B. A letter that accompanies an order

   C. <u>A disciplinary notice</u>

   D. A job application letter

5. Which of the following would NOT be an audience response to a negative message?

   A. <u>It doesn't matter one way or the other.</u>

   B. I am really disappointed in your company's service.

   C. We'll be taking our business elsewhere next time.

   D. You'll be hearing from my attorney!"

6. Writers may disappoint or upset readers when delivering bad news, and the situation may become even worse if

   A. they feel they have been taken seriously.

   B. they were in the same position, they would have made the same decision.

   C. <u>the decision was different for other people.</u>

   D. the decision is reasonable in light of current circumstances.

7. Which is an appropriate way for a subordinate to begin a message to her supervisor letting him know that an important shipment that was due to arrive this morning has been lost in transit?

   A. After yesterday, I did not think things could get any worse!

   B. We received most of the items we were expecting in this morning's delivery.

   C. <u>I just learned that our order has been misdirected and won't be here today.</u>

   D. We need to think about using a different shipping company.

8. In a bad news memo to subordinates, you should open with

   A. a buffer.

   B. an alternative.

   C. an apology.

   D. <u>a clear statement of the problem.</u>

9. Offering the audience an alternative when you cannot comply with their original request

   A. <u>gives the audience another way to get what they want.</u>

   B. is a way of handling the situation without having to deliver the bad news at all.

   C. is a cowardly way of avoiding the issue.

   D. indicates that you do not care very much about the audience.

10. An effective refusal in a negative message

   A. is emphasized as much as possible for clarity.

   B. is stated just before the valid reasons that the writer will present.

   C. is vague so that readers do not become unnecessarily upset.

   D. <u>can be implied rather than stated directly.</u>

11. Which of the following is a negative subject line?

   A. <u>"Reduction of Travel Benefits"</u>

   B. "Change in Personal Leave Policy"

   C. "Improving On-Time Performance"

   D. "Results of Customer Service Survey"

12. Which of the following should be mentioned to defend a decision to deny an audience something they requested?

   A. Company policy

   B. All possible reasons, both weak and strong

   C. A strong reason even though it makes the company look bad

   D. <u>An audience benefit in spite of the decision</u>

13. Which sentence is MOST appropriate to include in a negative message?

   A. "I know you will agree that it makes sense to relocate to the south side of the city."

   B. <u>"Fortunately, there are some benefits to relocating that may make the move easier."</u>

   C. "I am sorry to tell you that things are going to change around here."

   D. "I am afraid that it has become too expensive to continue to rent this office space."

14. In negative messages, the best endings

   A. look to the past.

   B. mention the bad news one final time.

   C. assume that the message in the letter was actually good news.

   D. <u>look to the future.</u>

15. In which of the following sentences is the refusal implied rather than directly stated?

   A. We cannot accept your application because we received it after the deadline.

   B. If you had submitted your application on time, we would not have rejected it.

   C. <u>Since the first deadline has passed, you may want to submit your application again next month</u>.

   D. We accepted all applications that were submitted on time, but yours wasn't one of them.

<u>CH12:</u>

1. Which of the following is a persuasive business message?

   A. A sales report that lists revenues by region for the last three months

   B. A progress report from a committee researching real estate options

   C. A memo that describes procedures for logging in to the new computer system

   D. <u>A business plan designed to attract potential investors</u>

2. The strength of your case in a persuasive message is based on three aspects of persuasion, which include all of the following EXCEPT

   A. credibility.

   B. argument.

   C. <u>threats.</u>

   D. emotional appeal.

3. Ken works for a design company and is looking for ways to attract new clients to the firm. When developing his persuasive strategy, which of the following is NOT a question that needs to be considered?

   A. What objections will the audience have?

   B. <u>What kind of persuasion will best help me achieve my personal goals?</u>

   C. What do we want people to do?

   D. How strong a case can we make?

4. Which of the following questions or statements is appropriate for learning about objections your audience may have to your proposal?

   A. <u>What suggestions do you have for improving this plan?</u>

   B. Can you find anything in this proposal you can't live with?

   C. You DO like it, yes?

   D. Do you have any problems with it?

5. Which is the LEAST effective way to understand a corporation's culture?

   A. Solicit advice from colleagues and supervisors.

   B. <u>Read business articles on the Internet about corporate culture.</u>

C. Learn who the role models are in the company.

D. Observe how upper management interacts with employees.

6. Which of the following statements is a typical result of using threats to motivate people in the workplace?

A. <u>Threats undermine working relationships.</u>

B. Threats ease tensions.

C. Threats produce permanent change.

D. Threats ensure that appropriate actions that already are being taken continue.

7. Which is NOT a source of credibility in the workplace?

A. Image

B. Knowledge

C. <u>Emotional appeal</u>

D. Relationships

8. Which pattern is most effective to deliver a persuasive message when the audience may resist doing as you ask and you expect logic to be more important than emotion in the decision?

A. Sales pattern

B. <u>Problem-solving pattern</u>

C. Direct request pattern

D. Threat pattern

9. An effective common ground

A. <u>can be a negative.</u>

B. promotes a me-against-you attitude.

C. is general rather than specific.

D. is clearly manipulative.

10. Which of the following is recommended in the direct request, the problem-solving message, AND the sales message writing patterns?

A. Putting the request in the first paragraph

B. Including reader benefits

C. Beginning with a negative statement

D. <u>Ending by telling readers what they should now do after reading the message</u>

11. An effective opener to a sales or persuasive letter may include all of the following EXCEPT

A. Narrations or anecdotes

B. Questions

C. Startling statements

D. <u>Statement of what readers should do</u>

12. In a sales letter, the exact price of a product should

A. not be mentioned at all.

B. be stated right at the beginning, since this is what customers are interested in.

C. be stated in the middle, to bury this information.

D. <u>be stated toward the end, after the reader wants the product.</u>

13. Performance appraisals should NOT

A. contain specific suggestions for improvement.

B. <u>include inferences about an employee's general conduct and effectiveness.</u>

C. cite specific observations of employee performance.

D. identify the two or three areas that the worker should focus on in the near future.

14. A good action close to a persuasive or sales letter does NOT

A. <u>include an opener such a question, narration, startling statement, or quotation.</u>

B. end with a reader benefit or positive image.

C. give readers a reason for acting promptly.

D. tell readers what to do.

15. Fund-raising letters

A. are relatively long since it takes a good deal of information to convince readers to give.

B. should be centered around vicarious participation, an emotional strategy relevant to securing donors.

C. should focus on problems that can be solved or alleviated so that potential donors feel that their contributions will make a difference.

D. <u>should never suggest a monetary amount that donors should contribute since that is bold and presumptuous and may offend potential donors.</u>

CH13:

1. Which is NOT true about cultural differences?

   A. <u>People in the same culture all have the same values.</u>

   B. People in different cultures have many different beliefs.

   C. People in different cultures have different norms of behavior.

   D. Being culturally different does not mean that someone is bad or inferior.

2. Successful intercultural communicators should be all of the following EXCEPT

   A. flexible and open to change.

   B. sensitive to differences in verbal and nonverbal behaviors.

   C. aware of the values, beliefs, and practices in other cultures.

   D. <u>dedicated to changing what people from other cultures believe and how they do things.</u>

3. Which of the following would NOT be a source of diversity in the workplace?

   A. ethnicity

   B. sexual orientation

   C. national origin

   D. <u>job title</u>

4. All of the following are current global business practices EXCEPT:

   A. Many U.S. jobs are outsourced to other countries

   B. Many U. S. consumer products are imported from foreign countries.

   C. Many U.S. companies depend on vendors or operations in other countries.

D. <u>Company executives and managers remain in the U.S. and have to find creative ways to manage migrant workers from a distance.</u>

5. Diversity in the workforce tends to

   A. reduce company profits.

   B. limit new perspectives and thinking.

   C. <u>help companies adapt to the different segments of the global economy.</u>

   D. force women and minorities into low-status, low-paying jobs.

6. In low-context cultures, which of the following would rate as HIGH when compared to high-context cultures?

   A. Use of nonverbal signs to communicate

   B. Importance of relationships

   C. <u>Reliance on words to communicate</u>

   D. Preference for an indirect communication strategy

7. Which of the following is characteristic of a high-context culture?

   A. Agreements made in writing are binding.

   B. <u>Relationships are more important than immediate results.</u>

   C. Clarity and confrontation are valued.

   D. Attention to detail is extremely important.

8. Business communication practices in the Saudi Arabia place importance on politeness, ambiguity, and relationships, indicating that this culture

   A. is polychronic.

   B. is monochronic.

   C. has low-context preferences.

   D. <u>has high-context preferences.</u>

9. Japanese business people are more likely than U.S business people to

   A. compete with one another.

   B. enforce a written agreement.

   C. <u>sit quietly for periods of time.</u>

D. maintain direct eye contact when speaking to superiors.

10. Which of the following is NOT a possible nonverbal message that a person may send when he refuses maintain eye contact with you?

    A. He lacks confidence in himself.

    B. He is lying.

    C. He is visually impaired.

    D. He does not respect you.

11. Which of the following does NOT demonstrate nonverbally that the president of a company has power and status?

    A. His office is the largest and is located on the top floor.

    B. No one says anything when he keeps them waiting for an appointment.

    C. He nods his head and smiles frequently during a videoconference with the overseas office.

    D. He sits at the head of the boardroom table at meetings.

12. Learning about nonverbal language is valuable for all of the following EXCEPT

    A. helping us project the image we want.

    B. making us aware of the signals we are interpreting in other people.

    C. preventing us from sending any unintended negative messages in the future.

    D. giving us more control over the symbols and cues we communicate to others.

13. In which type of culture do people tend to tend to schedule their time and do one task at a time?

    A. Polychromic

    B. Monochronic

    C. High-context

    D. Low-context

14. You will be presenting for 20 minutes to an audience at a professional conference. Which is a good combination when considering how your voice can be most effective in conveying professionalism?

    A. Frequent long pauses, unvaried tone, average volume

    B. Very loud volume, very low pitch, clear enunciation

    C. High pitch, very rapid pace, unvaried tone

    D. Varied pitch, varied tone, varied volume

15. In China, the color red is associated with

    A. youth

    B. good fortune

    C. the new year

    D. death

CH14:

1. Positive roles and actions of individuals that help a group build loyalty, resolve conflicts, and function smoothly include

    A. planning work, giving directions, and fitting together contributions of group members.

    B. being silent in meetings and not contributing.

    C. showing group members that they have been heard and that their ideas are being taken seriously.

    D. identifying gaps in the group's knowledge.

2. Negative roles and actions that hurt the group's product and process include all of the following EXCEPT

    A. Overspeaking

    B. Summarizing

    C. Blocking

    D. Dominating

3. Effective groups balance three kinds of leadership, which parallel the three group dimensions: Which of the following is NOT one of the three group dimensions?

    A. Informational leaders generate and evaluate ideas and text.

    B. Interpersonal leaders monitor the group's process, check people's feelings, and resolve conflicts.

C. Procedural leaders set the agenda, make sure that everyone knows what is due for the next meeting, communicate with absent group members, and check to be sure that assignments are carried out.

D. Internalized leaders rely on group members to handle all tasks independently and opt not to participate in written presentations or oral reports.

4. To reduce the number of conflicts in a group, you should do all of the following EXCEPT:

A. Make responsibilities and ground rules clear in the beginning.

B. Discuss problems as they arise.

C. Determine who in the group would make a poor leader and keep that person from performing leadership tasks.

D. Realize that group members are not responsible for each other's happiness.

5. Which of the following is NOT a cause of listening errors?

A. Inattention

B. Misinterpretation

C. Mirroring feelings

D. Emotions

6. Which of the following is a type of active listening response?

A. Paraphrasing what the speaker has said

B. Criticizing

C. Offering advice

D. Minimizing the problem

7. The success of which phase in the life of a task group determines how well the group's decision will be implemented?

A. Anticipation

B. Formation

C. Formalization

D. Coordination

8. Which is NOT a question that would be asked as part of the procedural dimension of group interaction?

A. When will assignments be due?

B. Who will do what?

C. How will the group make decisions?

D. How is everyone getting along?

9. Dot planning is

A. a stage in the life of a task group.

B. a decision making strategy.

C. a leadership style

D. a negative role that individuals play in the group process.

10. Which of the following is a danger of groupthink?

A. The group will take longer to reach a decision than is necessary.

B. Each person will believe that he or she is right, making it impossible to agree.

C. A full range of alternatives will never emerge, resulting in a poor decision.

D. Too many alternatives will emerge, making it impossible to come to a consensus.

11. Which of the following is a characteristic of the "relating" conversational style?

A. Expecting new comments to acknowledge the last speaker's comment and connect directly to it

B. Seeing aggressiveness as a way to organize the flow of conversation

C. Seeing questions as requests for information

D. Offering immediate advice and solutions when someone shares a problem

12. Unsuccessful groups are more likely than successful groups to

A. meet frequently.

B. rationalize criticism.

C. deal directly with conflicts that emerge.

D. make important decisions together.

13. Buying time with limited agreement is a useful strategy when you

   A. agree completely with the other person.

   B. want to check to see how the other person is feeling.

   C. know that the presenting problem is not the real problem, and you want to wait until you know the real problem.

   D. <u>do not agree with the other person but want to avoid escalating a conflict.</u>

14. Which of the following would NOT be considered a collaborative writing assignment?

   A. <u>One person writes a document and several others proofread it</u>

   B. Several people work together on all sections simultaneously

   C. One person writes a document with others providing input and feedback

   D. Several people each assume responsibility for a section of the document

15. "I can't seem to get a direct answer on whether or not we have funds in the budget to cover this purchase." Which of the following checks for feelings?

   A. You think that we are avoiding the issue.

   B. We don't have any money.

   C. I received your voice mail but did not respond to it yet.

   D. <u>You seem upset about this situation.</u>

<u>CH15:</u>

1. Which of the following is a formal report?

   A. A two-page document justifying why new equipment is needed

   B. <u>A long document with a title page, a transmittal, and a table of contents</u>

   C. A three-page document that summarizes quarterly sales figures

   D. PowerPoint slides printed out and bound together

2. Which of the following types of reports does NOT provide a recommendation?

   A. A justification report

   B. A feasibility report

   C. A problem-solving report

   D. <u>An annual report</u>

3. A proposal for a student report will include a section on feasibility that will address which of the following questions?

   A. How will you get answers to your questions?

   B. <u>Are you sure that a solution can be found in the time available?</u>

   C. What organizational problem exists?

   D. Who in the organization would have the power to implement your recommendation?

4. A good report problem in business meets all EXCEPT which of the following criteria?

   A. The audience for the report able to implement the recommended action.

   B. It is narrow, yet challenging.

   C. <u>The data, evidence and facts are sufficient but unavailable to you.</u>

   D. The facts are sufficient to show that the recommendation will solve the problem.

5. Which of the following is NOT needed in the purpose statement of a report?

   A. The problem that the organization is experiencing

   B. The specific technical questions which must be solved

   C. The rhetorical purpose of the report

   D. <u>The conclusion that will be delivered in the report</u>

6. Which of the following would NOT be goal of a proposal?

   A. <u>To report on the progress of a project that has already been implemented</u>

   B. To get the person making the proposal accepted to do the job proposed

C. To implement a change that has already been agreed upon

D. To help an organization decide whether to change

7. In which of the following sections of a proposal for a class research project would you be MOST likely to include a draft of your survey questions?

A. Topics to Investigate

B. Problem

C. <u>Methods</u>

D. Call to Action

8. Which is appropriate for a sales proposal?

A. Limiting the length of the document to one page

B. Summarizing eight to ten major benefits that you offer

C. <u>Ending the document by suggesting that the reader approve your proposal</u>

D. Planning ways to avoid discussing any objections the reader may have

9. Which of the following is NOT recommended when preparing a budget for a proposal for funding?

A. Figure your numbers conservatively.

B. Present estimates using specific amounts.

C. Ask for a little more than you think you need so you appear realistic.

D. <u>Do not mention any other funding sources, if there are any.</u>

10. Which of the following is an effective summary of your progress on a project?

A. I am really doing a lot better than I thought I could.

B. I have had a few delays and am working to catch up.

C. <u>I have finished phase 1 and have completed 40% of phase 2.</u>

D. I am making some real progress, I think.

11. What type of progress report would you write if you want to cancel a project that is not working out?

A. <u>Recommendation progress report</u>

B. Final progress report

C. Chronological progress report

D. Task progress report

12. Which of the following is a recommendation for designing good questions in surveys and interviews?

A. Make assumptions about the respondent to determine the wording.

B. Ask for several things in one question to save time.

C. <u>Phrase them neutrally.</u>

D. Select language that means the different things to different people.

13. You are conducting a rough pretest of a survey to determine whether people would buy a new flavor of ice cream you could offer. You create a brief survey and give it to your first 40 customers. The sample you are using is called a

A. A random sample

B. A judgment sample

C. A simple sample

D. <u>A convenience sample</u>

14. "You must have had an experience with an irate customer. Tell me know you handled the situation." In an interview, this is an example of a

A. mirror question

B. probe

C. hypothetical question

D. <u>critical incident</u>

15. "If you could make one major change in your department, what would it be?" This is an example of

A. a branching question

B. a closed question

C. <u>an open question</u>

D. a mirror question

CH16:

1. Which of the following must be written after the research is complete and the data are analyzed?

   A. <u>Recommendations</u>

   B. Methods

   C. Scope

   D. Definitions

2. Patterns that help draw meaning from data include all of the following EXCEPT

   A. demographics.

   B. differences.

   C. how things have changed over time.

   D. <u>word choice.</u>

3. If your experiment disproves your hypothesis, you can still write a meaningful report by doing all of the following EXCEPT:

   A. <u>change your hypothesis to match your results.</u>

   B. divide the discussion to show what part of the test succeeded.

   C. identify changes that might yield a different result.

   D. discuss circumstances that may have affected the results

4. Which data is MOST appropriate for the appendix of a report rather than the body?

   A. A quarter-page data table that relates to the discussion on page 44

   B. The conclusions that resulted from the research

   C. Information that is crucial to the proof

   D. <u>A copy of the survey you administered</u>

5. In a comparison-contrast report, it is best to use the criteria rather than the alternatives when

   A. One alternative is clearly superior.

   B. <u>The reader wants to compare and contrast the options independently of your recommendation.</u>

   C. The reader will intuitively grasp the alternative as a whole rather than as the sum of its parts.

   D. The criteria are hard to separate.

6. The pattern that is LEAST effective when you want to deemphasize the disadvantages of a proposed solution because it does not permit you to bury the disadvantages between neutral or positive material is the

   A. problem-solution.

   B. eliminating alternatives.

   C. general to particular.

   D. <u>pro and con.</u>

7. You are writing a report that recommends renovation projects at each of your three locations in the city. The most appropriate organizational pattern would be

   A. pro and con.

   B. functional.

   C. <u>geographic.</u>

   D. chronological.

8. Which of the following is MOST likely to evaluate several alternatives?

   A. <u>Feasibility report</u>

   B. Annual report

   C. Closure report

   D. Sales report

9. If you want to recommend that your company upgrade its equipment, it would be MOST likely that you would write a

   A. feasibility report.

   B. closure report.

   C. <u>justification report.</u>

   D. formal proposal.

10. Which of the following is appropriate for reports?

    A. Avoid using headings and transitions.

    B. <u>Introduce the visuals in the document</u>.

C. Use a very formal style to impress readers.

D. Use slang and contractions.

11. Which of the following is likely to help readers follow your report easily?

A. Contractions

B. Repetition

C. <u>Topic sentences</u>

D. Prepositions

12. Which of the following parts of the formal report would be the BEST place to include proof for the recommendations?

A. <u>Body</u>

B. Methods

C. Conclusion

D. Purpose

13. You are writing a report on the level of customer satisfaction at each of your three locations. Which of the following is the BEST title for your report?

A. Why Customers Are Dissatisfied at our Oakland Branch

B. Not All Customers Are Happy With Our Service

C. Customers Have Interesting Things to Say

D. <u>Results of Customer Service Survey at Three Locations</u>

14. You have finished a report that you prepared as an outside consultant to a firm. When you send it out, the report will be accompanied by

A. an e-mail acknowledgement.

B. <u>a letter of transmittal.</u>

C. a self-addressed, stamped envelope.

D. a thank-you letter.

15. Which of the following parts of the formal report would be LEAST likely to give the writer's recommendation?

A. Abstract

B. Title

C. Methods

D. Transmittal

<u>CH17:</u>

1. Which is NOT one of the three purposes for giving oral presentations?

A. To persuade

B. <u>To debate</u>

C. To build goodwill

D. To inform

2. Which of the following is an informative presentation?

A. Promoting a new service that your company is offering

B. Convincing customers to upgrade to a higher level of service

C. <u>Demonstrating three successful sales techniques to new employees</u>

D. Entertaining the audience to stroke the customers' egos

3. A presentation designed to entertain and validate the audience is a(n)

A. persuasive presentation.

B. informative presentation.

C. oral presentation.

D. <u>goodwill presentation.</u>

4. All of the following would be examples of persuasive presentations EXCEPT

A. selling a company's service to a new client.

B. changing an audience's opinion to secure enough votes for an innovative new policy.

C. <u>stroking the audience's egos to validate their commitment to the organization.</u>

D. convincing upper management to accept a proposal for hiring additional personnel.

5. Which of the following purposes of an oral presentation is specific in nature?

    A. "This presentation will cover interpersonal skills, telephone etiquette, and upselling."

    B. "This presentation will show that some departments are not providing high levels of customer service."

    C. "This presentation will cover customer service."

    D. "This presentation will explain why customers are so important to the success of the company."

6. An oral message is preferable to a written one when one of the goals is to

    A. report many specific details of a law, policy, or procedure.

    B. present extensive or complex financial data.

    C. modify a proposal that may not be acceptable in its original form.

    D. minimize undesirable emotions.

7. The speaker presents questions or issues that both speaker and audience have agreed on in advance. This is characteristic of a(n)

    A. PowerPoint presentation.

    B. guided presentation.

    C. interactive presentation.

    D. monologue presentation.

8. Good strategies for planning oral presentations include all of the following EXCEPT

    A. learning about the physical conditions in which you will be speaking.

    B. analyzing the audience and adapting the message to them.

    C. incorporating proper headings and paragraph indentation.

    D. simplifying what you want to say.

9. Which of the following is a way to make ideas relevant to the audience?

    A. Stating why you are passionate about the subject

    B. Linking what you say to their experiences

    C. Showing them how the topic affects the company

    D. Letting them know the topic is part of the company policy

10. Which of the following is NOT one of the modes for openers in oral presentations?

    A. Quotation

    B. Anecdote

    C. Question

    D. Conclusion

11. You are giving a 30-minute presentation to potential investors in your new business. Which of the following should you write out and memorize before speaking, rather than putting it on note cards?

    A. Answers to all the questions the audience may ask

    B. The quotation you will use in the opening

    C. The entire presentation

    D. Names of the audience members

12. Which of the following would be appropriate for the end of an oral presentation?

    A. Telling the audience what to do to now that they have heard the presentation

    B. Repeating one of the key sections in the body of the presentation

    C. Omitting the close altogether

    D. Telling a joke directed at the audience

13. Which of the following is recommended for an effective PowerPoint presentation?

    A. Make seven to ten points on each slide.

    B. Use a light background if the lights will be turned on during the presentation.

    C. Customize your slides with your organization's logo.

    D. Use a different background design for each slide in the presentation.

14. Which of the following is NOT an example of a signpost?

    A. Saying "We have one last point to cover now."

    B. <u>Saying "This is a growing problem that affects all of us."</u>

    C. Saying "The conclusion we can draw from all of this is…"

    D. Changing the PowerPoint slide to indicate a new topic

15. How many points should you limit yourself to in a typical presentation?

    A. One

    B. <u>Three</u>

    C. Eight

    D. There is no limit.