

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

- 1) Which of the following is true about business communication? 1) _____
- A) We cannot achieve success in communication unless and until we meet the other person's wants.
 - B) Idioms should be used while communicating with non-English speakers.
 - C) Careers do not depend upon skillful communication.
 - D) It is important to remember that buzzwords should be used in office conversation.

Answer: A

- Explanation: A)
B)
C)
D)

- 2) The primary purpose of business messages is to: 2) _____
- A) get exposure.
 - B) request.
 - C) create goodwill.
 - D) always get a response

Answer: C

- Explanation: A)
B)
C)
D)

- 3) Which of the following is an example of a company's internal audience? 3) _____
- A) Union leader
 - B) Supplier
 - C) Office manager
 - D) Shareholder

Answer: C

- Explanation: A)
B)
C)
D)

- 4) Which of the following would be an external audience for a corporate accountant working at a company's head office? 4) _____
- A) Vice-President, Sales
 - B) Manager, Branch Office
 - C) Stockholders
 - D) Clerk, Accounts Receivable

Answer: C

- Explanation: A)
B)
C)
D)

5) Which of the following questions BEST answers if maximum privacy is ensured when a message is confidential? 5) _____
A) When will the communication happen?
B) What's my purpose?
C) Where will the communication happen?
D) Who's my audience?

Answer: C

Explanation: A)
B)
C)
D)

6) Which of the following is NOT essential for employment? 6) _____
A) Advertising skills B) Comprehension
C) Working in groups D) Interpersonal skills

Answer: A

Explanation: A)
B)
C)
D)

7) Which of the following is NOT a feature of poor writing? 7) _____
A) It delays action. B) It irritates the reader.
C) It requires more time for revisions. D) It is always concise.

Answer: D

Explanation: A)
B)
C)
D)

8) We know a message is correct when: 8) _____
A) it is free of errors in punctuation, spelling, grammar, word order, and sentence structure.
B) the writer conveys maximum meaning using as few words as possible.
C) the style, organization, and visual impact of the message help the reader to read, understand, and act.
D) the reader has enough information to evaluate the message and act on it.

Answer: A

Explanation: A)
B)
C)
D)

- 9) Which of the following is true about lateral thinking? 9) _____
- A) It prevents flexible thinking.
 - B) It enables one to think creatively.
 - C) It cannot be learned with practice.
 - D) It provides the most obvious solution to a problem.

Answer: B

- Explanation: A)
B)
C)
D)

- 10) Which of the following is NOT a feature of business communication? 10) _____
- A) To be efficient, a message must get through the first time.
 - B) Different organizational patterns can confuse and mislead people.
 - C) Effective business communication conforms to the writer's expectations.
 - D) Messages are becoming more complicated.

Answer: C

- Explanation: A)
B)
C)
D)

- 11) Good writing: 11) _____
- A) projects the image of the writer as an intelligent person.
 - B) helps hide disagreements.
 - C) presents the reader's point of view.
 - D) increases the number of requests answered negatively.

Answer: A

- Explanation: A)
B)
C)
D)

- 12) Which of the following factors would you NOT consider as part of your analysis of a communication situation? 12) _____
- A) Your audience's wants and needs
 - B) Your own feelings about the topic
 - C) Where and when the communication will take place
 - D) What you want to happen as a result of the communication

Answer: B

- Explanation: A)
B)
C)
D)

13) Which of the following is NOT a conventional tone of the North American style of business communication? 13) _____

- A) Presumptuous B) Polite C) Friendly D) Neutral

Answer: A

Explanation: A)
B)
C)
D)

14) Which of the following is a feature of the company grapevine? 14) _____

- A) Interpersonal communications skills connect you to the grapevine.
B) It is a formal source of organizational information.
C) It is always a good place to look for feedback.
D) It is crucial to developing positive relationships.

Answer: A

Explanation: A)
B)
C)
D)

15) Which of the following is NOT a characteristic of good business communication? 15) _____

- A) Comprehensive B) Casual
C) Clear D) Concise

Answer: B

Explanation: A)
B)
C)
D)

16) Employers do NOT expect graduates in entry-level positions to: 16) _____

- A) interpret comments from informal channels.
B) be unable to work independently or as a team member.
C) speak effectively to customers and colleagues.
D) write well.

Answer: B

Explanation: A)
B)
C)
D)

- 17) Which of the following is true about good writing? 17) _____
- A) It presents the reader's point of view.
 - B) It increases the number of requests answered negatively.
 - C) It shows that the writer is capable.
 - D) It helps hide disagreements.

Answer: C

- Explanation: A)
B)
C)
D)

- 18) Which of the following factors would you NOT consider as part of your analysis of a communication situation? 18) _____
- A) The writer's needs and values
 - B) When the communication will take place
 - C) Where the communication will take place
 - D) Your audience's wants and needs

Answer: A

- Explanation: A)
B)
C)
D)

- 19) The process of "cycling" a document back and forth between different people several times: 19) _____
- A) is important to give approval for external documents.
 - B) speeds up communication because several people are made aware of the message before it is released.
 - C) increases the cost of correspondence.
 - D) is a way of making sure that several people "own" the message.

Answer: C

- Explanation: A)
B)
C)
D)

- 20) Generating every possible idea on a topic, no matter how silly or far-fetched, is known as 20) _____
- A) Paraphrasing
 - B) Groupthink
 - C) Brainstorming
 - D) Acculturation

Answer: C

- Explanation: A)
B)
C)
D)

- 21) A message is comprehensive if the: 21) _____
- A) writer conveys maximum meaning using as few words as possible.
 - B) information in the message is accurate and is free of errors in punctuation, spelling, grammar, word order, and sentence structure.
 - C) style, organization, and visual impact of the message help the reader to read, understand, and act.
 - D) writer chooses the facts-and the organization and language to convey those facts-that enable the reader to get the meaning that the writer intended.

Answer: C

Explanation: A)
B)
C)
D)

- 22) Which of the following is NOT a conventional style of the North American style of business communication? 22) _____
- A) Short sentences and paragraphs
 - B) White space for emphasis
 - C) Abstract language
 - D) Salutation

Answer: C

Explanation: A)
B)
C)
D)

- 23) More than any other type of communication, business communication puts particular emphasis on: 23) _____
- A) complex topics.
 - B) efficiency.
 - C) extensive details.
 - D) technical language.

Answer: B

Explanation: A)
B)
C)
D)

- 24) Analyzing the context of business communication: 24) _____
- A) takes a lot of time, and is therefore not justified.
 - B) should be left only to senior management.
 - C) means too many people will be involved in creating the communication.
 - D) helps us make a favourable impression.

Answer: D

Explanation: A)
B)
C)
D)

- 25) Which of the following is NOT a convention of the North American style of business communication? 25) _____
- A) Memos go to internal audiences
 - B) Memos go to external audiences
 - C) Format is decided by the organizational culture
 - D) Format is decided by software application

Answer: B

Explanation: A)
B)
C)
D)

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

- 26) What are IBM's tips for creativity? 26) _____
- Answer: IBM's tips for creativity are very diverse:

1. Have an argument.
2. Brainstorm with someone 10 years older and someone 10 years younger.
3. Clean your desk.
4. Come in early and enjoy the quiet.
5. Leave the office. Sit with a pencil and a pad of paper. See what happens.

Explanation:

- 27) What is PAIBOC? Briefly explain each of its components. 27) _____
- Answer: The PAIBOC questions should be used to analyze business communication problems:

- P-What are your purposes in writing?
- A-Who is your audience? How do members of your audience differ? What audience characteristics are relevant to this particular message?
- I-What information must your message include?
- B-What reasons or reader benefits can you use to support your position?
- O-What objections can you expect your readers to have? What negative elements of your message must you de-emphasize or overcome?
- C-How will the context affect the reader's response? Think about your relationship to the reader, the morale in the organization, the economy, the time of year, and any special circumstances.

Explanation:

- 28) According to employers, what are the business basics that Canadian professionals need in order to be competitive in the global market? 28) _____
- Answer: To remain competitive in the global market, according to employers, Canadian professionals need business basics that include communications, team building, report writing and preparing presentations.

Explanation:

29) List the problems caused by poor writing. 29) _____

Answer: The problems caused by poor writing are:

1. It takes more time to read and interpret.
2. It requires more time for revisions.
3. It confuses and irritates the reader.
4. It delays action while the reader requests more information, or tries to figure out the meaning.

Explanation:

30) What are the features of successful messages? 30) _____

Answer: Successful messages build goodwill by focusing on the reader. An effective, reader-centred business message meets five criteria:

1. The message is clear: the writer chooses the facts-and the organization and language to convey those facts-that enable the reader to get the meaning that the writer intended.
2. The message is concise: the writer conveys maximum meaning using as few words as possible.
3. The message is comprehensive: the style, organization, and visual impact of the message help the reader to read, understand, and act.
4. The message is complete: the reader has enough information to evaluate the message and act on it.
5. The message is correct: the information in the message is accurate and is free of errors in punctuation, spelling, grammar, word order, and sentence structure.

Explanation:

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

31) We communicate most successfully when we take the time to consider what results we want. 31) _____

Answer: True False

Explanation:

32) When you communicate with non-English speakers, try to use idioms and buzzwords used in office conversation. 32) _____

Answer: True False

Explanation:

33) Successful communication usually includes persuasion. 33) _____

Answer: True False

Explanation:

- 34) To analyze a business communication situation, you need to know only your audience and your purpose. 34) _____
Answer: True False
Explanation:
- 35) Engineers with excellent writing skills have a competitive advantage. 35) _____
Answer: True False
Explanation:
- 36) In the North American style of business communication conventions, emails need to be polite but neutral. 36) _____
Answer: True False
Explanation:
- 37) An entry-level professional job requires employees to write memos and email messages. 37) _____
Answer: True False
Explanation:
- 38) Most messages have a single purpose. 38) _____
Answer: True False
Explanation:
- 39) Today's employers expect graduates to work well in small groups. 39) _____
Answer: True False
Explanation:
- 40) An effective, reader-centred business message must be concise. 40) _____
Answer: True False
Explanation:
- 41) To include information without laying emphasis on it, put it at the bottom of the first page. 41) _____
Answer: True False
Explanation:
- 42) Business communication uses specific conventions for communication. 42) _____
Answer: True False
Explanation:
- 43) The "C" in the PAIBOC analysis refers to the challenges a writer faces while communicating with the audience. 43) _____
Answer: True False
Explanation:

44) Creative thinking is a genetic trait, like blue eyes, rather than something that can be learned. 44) _____

Answer: True False

Explanation:

45) Business correspondence does not cost money. 45) _____

Answer: True False

Explanation:

- 1) A
- 2) C
- 3) C
- 4) C
- 5) C
- 6) A
- 7) D
- 8) A
- 9) B
- 10) C
- 11) A
- 12) B
- 13) A
- 14) A
- 15) B
- 16) B
- 17) C
- 18) A
- 19) C
- 20) C
- 21) C
- 22) C
- 23) B
- 24) D
- 25) B
- 26) IBM's tips for creativity are very diverse:

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 5. The message is correct: the information in the message is accurate and is free of errors in punctuation, spelling, grammar, word order, and sentence structure.
- 31) TRUE
32) FALSE
33) TRUE
34) FALSE
35) TRUE
36) TRUE
37) TRUE
38) FALSE
39) TRUE
40) TRUE
41) FALSE
42) TRUE
43) FALSE
44) FALSE
45) FALSE