

Fundamentals of Business Communication © 2012
Chapter 10: Writing Effective Business Communication—Interactive Quiz Questions

- _____ 1. To begin planning, ask yourself all of the following questions *except*:
- A. What ideas do you want to communicate?
 - B. Where will the message be sent?
 - C. Who is your audience?
 - D. Why are you writing?
- _____ 2. The two general approaches to writing a message are _____.
- A. courtesy and persuasive
 - B. direct and indirect
 - C. routine and special
 - D. technical and sales
- _____ 3. A sound organizational plan for writing a positive message includes each of the following *except* _____.
- A. begin with an explanation
 - B. state reason for writing
 - C. provide the information
 - D. close courteously
- _____ 4. When making a request, you should be clear, specific, and accurate. Each of the following concepts will help to do this *except* _____.
- A. if you have more than one item or question, use bullets to list them
 - B. plainly state what you want
 - C. avoid anticipating any questions the reader may have
 - D. put yourself in the reader's place
- _____ 5. When making a request, it is important to provide adequate information for a response. Each of the following concepts will help to do this *except* _____.
- A. if the request must be fulfilled in a hurry, phone or e-mail before sending the request
 - B. let the reader know exactly when the request needs to be fulfilled
 - C. plan your request in advance to allow enough time for the reader to fulfill the request without being pressured
 - D. allow the reader to assume the specifics of your request
- _____ 6. When making a request, remember to be reasonable. Each of the following concepts will help to do this *except* _____.
- A. do not request the reader to do something outside of their normal job function
 - B. do not request the reader to do something unethical
 - C. inform the reader that their contribution will be acknowledged
 - D. balance your request with courtesy and background information

- _____ 7. When making a request, it is important to be courteous. Each of the following concepts will help to do this *except* _____.
- A. avoid being too extreme
 - B. be sincere
 - C. provide all necessary information
 - D. use the words *please* and *thank you*
- _____ 8. Which of the following statements is *not* a guideline for using form responses?
- A. Communicate that the request is important.
 - B. Tell the reader how to get additional information or assistance.
 - C. Address the response to the entire group of recipients.
 - D. Use language that expresses warmth and friendliness.
- _____ 9. A courtesy response may be used in each of the following situations *except* _____.
- A. to remind a colleague of a previous request that has yet to be fulfilled
 - B. to confirm that an online order has been received and will be shipped
 - C. to let a customer know that you received a request and will need some additional time to respond.
 - D. to thank a colleague for fulfilling your request
- _____ 10. Which of the following statements is *not* a guideline for crafting a nonroutine response?
- A. Consider readability.
 - B. Always use the direct approach.
 - C. Open with a positive comment.
 - D. Be complete and specific.