

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.