Solutions to Chapter 10 Checkpoint Questions

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1. What begins the process of writing an effective business document?
   \(Answer:\) Writing effective business documents is a process that begins with planning.
2. What are the four C’s of communication?
   \(Answer:\) Clear, concise, courteous, and correct.

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1. When should the direct approach be used?
   \(Answer:\) When you write messages that contain positive news or straightforward information that is neutral, a direct approach is usually the best choice.
2. Which approach should be used to deliver a negative message?
   \(Answer:\) It is better to use the indirect approach when the reader will not be happy to receive the information.
3. What is the purpose of a confirmation message?
   \(Answer:\) Confirmation messages are a guard against miscommunication.
4. How is a transmittal message used?
   \(Answer:\) A transmittal message is used as a way to record when something is sent, or to provide a description of the materials or any relevant information that the reader needs.

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1. What is the difference between instructions and directions?
   \(Answer:\) Instructions can usually be carried out in any order, while directions, whether simple or complex, must be followed in sequence.
2. Which format is best for instructions and directions?
   \(Answer:\) Both are best written in list format.

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1. What is the purpose of a technical document?
   \(Answer:\) Technical documents inform the reader and are often instructions or directions.
2. Why is it important to understand the knowledge of the reader when creating a technical document?
   \(Answer:\) The language you choose must be accessible to the reader.
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1. What is the difference between a routine request and a special request?

   Answer: Routine requests are expected by the reader. Special requests are more complex and require explanation.

2. What is diplomacy?

   Answer: Diplomacy is the tactful handling of a situation to avoid offending the reader or arousing hostility.

3. Why would you need to provide background information?

   Answer: You might receive a negative response or no response if the reader does not feel comfortable about fulfilling your request. When you supply background information, the reader can also be more helpful.

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1. What does FAQ stand for?

   Answer: FAQ stands for frequently asked questions.

2. What is the purpose of a courtesy response?

   Answer: A courtesy response is written to confirm that a message was received and action was taken.

3. Describe a nonroutine response.

   Answer: A response that does not fit a set pattern.

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1. What is the purpose of a persuasive message?

   Answer: The primary goal of a persuasive message is to convince the reader to take a certain course of action.

2. List the five elements critical to an effective persuasive message.

   Answer: Attract the reader’s attention, build the reader’s interest, create desire for the product or service, anticipate questions and objections, and encourage the reader to take action.

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1. What is the key difference between a sales message and other persuasive messages?

   Answer: A persuasive message attempts to convince the reader to take a certain course of action, but a sales message must persuade the reader to spend money for a product or service, either immediately or later.
2. What are the five elements critical to an effective sales message?

*Answer:* Attract the reader’s attention, build the reader’s interest, create desire for the product or service, anticipate questions and objections, and encourage the reader to take action.