

Solutions to Chapter 10 Checkpoint Questions

Page 219

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.

Page 225

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.

Page 228

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.

Page 229

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.

Page 235

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.

Page 239

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.

Page 243

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.

Page 246

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.