

Unit 04: Effective Business Writing

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1. Unit 04: Effective Business Writing

4. Chapter: Unit 04: Effective Business Writing

1. Unit 04: Effective Business Writing Questions

4.1.1. A politician claims that he created over 100,000 jobs during his te...

Author: P. Wynn Norman

A politician claims that he created over 100,000 jobs during his tenure as mayor, but Nancy, who would do anything to keep the politician out of office, knows that the state actually lost jobs during the politician's term in office. Will Nancy be in legal trouble if she creates and distributes T-shirts which label the politician as a lying autocrat? Why, or why not?

Please choose only one answer:

- No, because she can use the truth as her defense.
- Yes, because she cannot be sure that her source of data is the same as his.
- No, because he is a public figure and different standards apply.
- No, because printing on T-shirts is not the same as publishing.
- Yes, because Nancy's desire to keep the politician out of office establishes her intent to do harm.

Check the answer of this question online at QuizOver.com:

Question: [A politician claims that he created over P. Wynn Norman @South Corporate](#)

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4.1.2. According to the textbook, "formal [writing] style[s] tend to use a...

Author: P. Wynn Norman

According to the textbook, "formal [writing] style[s] tend to use a more sophisticated vocabulary—a greater variety of words, and more words with multiple syllables...to enhance the formal mood of the document." Which of the following writing samples demonstrates these qualities the most?

A. With the use of personal electronic gadgets becoming so widespread, Angela Harmon has asked me to remind you of Tantallon Woodwork's policy: employees are not to use their cell phones, iPods, MP3 players or any other non-work related, electronic items while on the machine floor or while operating company vehicles, including automobiles. In its efforts to keep you healthy and safe, the company would like you to consider the following facts about the impact these gadgets can have on your perception and dexterity.

B. Andy, because of the constant reminders I have had to give you about when you can and cannot take breaks and also about our dress standards, I can't give you a character reference or any kind of reference. You should ask one of your co-workers or maybe someone who knows you but doesn't work for this company.

C. With seven product lines and more in development, we have shown that we are committed to providing products that our retail partners can sell proudly under their unique brand names. We strive to offer quality and effectiveness comparable to higher-priced products at significant cost savings to consumers.

D. Got ur msg need 2 chk w BD 4 info & @ deliv date re tallonbolt will fax results 2 u

Please choose only one answer:

- A
- B
- C
- D
- E

Check the answer of this question online at QuizOver.com:

Question: [According to the textbook formal writing P. Wynn Norman @South Corporate](#)

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4.1.3. After lunch, your boss says, "Make sure that file gets updated. It'...

Author: P. Wynn Norman

After lunch, your boss says, "Make sure that file gets updated. It's very important," and the next morning, he angrily demands, "Why didn't you update that file like I told you to yesterday?" You are mortified, because you did not realize that his order meant "immediately." Your misunderstanding of his intended meaning is an example of what communication problem?

Please choose only one answer:

- Poor targeting
- Bypassing
- Reciprocity
- Reflection
- Insufficient optimization

Check the answer of this question online at QuizOver.com:

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4.1.4. Enrique has no training in writing press releases to promote his bu...

Author: P. Wynn Norman

Enrique has no training in writing press releases to promote his business. However, after reading news stories in the publications he wants to send his press release to, he manages to write an effective story about the re-opening of his restaurant after the fire that destroyed its kitchen. The resulting press release is picked up and printed as news by many local publications. Which of the following elements of good writing best illustrates Enrique's success?

Please choose only one answer:

- Promotional writing is easy, even if you do not have formal training.
- Reading enables you to recognize the conventions of writing for a specific genre.
- Persuasive writing is acceptable, if it fulfills readers' expectations.
- Reading and writing are more effective, if they are produced to achieve a specific goal.
- All of the above

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4.1.5. Good writing meets readers' expectations. Which rhetorical strategy...

Author: P. Wynn Norman

Good writing meets readers' expectations. Which rhetorical strategy is most closely associated with that trait?

Please choose only one answer:

- Logos
- Pathos
- Ethos
- Chronos
- None of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Good writing meets readers' expectations P. Wynn Norman @South Corporate](#)

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4.1.6. How does the textbook define "fidelity?"

Author: P. Wynn Norman

How does the textbook define "fidelity?"

Please choose only one answer:

- "Accurately communicating all the intended information with a minimum of signal or message breakdown or misinterpretation"
- "Understanding of the writing assignment and its purpose [so that it] will help you to meet reader expectations"
- "Appeal[ing] to readers with short, punchy sentences and catchy phrases"
- "Understanding the purpose, goals, and desired results of your writing assignment"
- "Following the rules of language and correct writing"

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4.1.7. In advance of a meeting, you e-mail to participants an agenda that ...

Author: P. Wynn Norman

In advance of a meeting, you e-mail to participants an agenda that lists the topics which will be covered. Moreover, you emphasize in your e-mail that the meeting will not deviate from the topics or their order, but time will be reserved at the end of the meeting for other business. Which combination of rhetorical elements and cognate strategies did your memo fulfill?

Please choose only one answer:

- Logos: conciseness and arrangement
- Logos: ethos and pathos
- Ethos: clarity and conciseness
- Ethos: arrangement and credibility
- Logos: ethos and emphasis

Check the answer of this question online at QuizOver.com:

Question: [In advance of a meeting you e-mail to P. Wynn Norman @South Corporate](#)

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4.1.8. In the United States, which of the following breaks neither normati...

Author: P. Wynn Norman

In the United States, which of the following breaks neither normative nor legal standards?

Please choose only one answer:

- "Our food is finger-lickin' good."
- "Their windows don't last. Ours do."
- "We employ only U.S. citizens."
- "Our widgets are guaranteed for 30 days."
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [In the United States which of the following P. Wynn @South University](#)

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4.1.9. Of the following traits of good writing, which is MOST apparent in ...

Author: P. Wynn Norman

Of the following traits of good writing, which is MOST apparent in the first paragraph of the business writing sample presented below?

ERROR: Infinite table loop

Please choose only one answer:

- It meets the reader's expectations.
- It is efficient and effective.
- It gets to the point quickly.
- It uses appropriate writing conventions.
- It attracts the reader's attention.

Check the answer of this question online at QuizOver.com:

Question: [Of the following traits of good writing P. Wynn Norman @South Corporate](#)

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4.1.10. Regardless of whether a student is listening to the recording of a ...

Author: P. Wynn Norman

Regardless of whether a student is listening to the recording of a lecture or reading another student's notes on that lecture, which of the following can represent the communication environment?

Please choose only one answer:

- The student is on a bus headed back to his dorm room.
- Because she is worried about paying her rent, the student is unable to concentrate on the material.
- The lecturer is a very good speaker.
- The lecture is lengthy and complex.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Regardless of whether a student is listening P. Wynn @South Corporate](#)

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4.1.11. Sanjay and Eileen are planning a fundraising event. Eileen prepares...

Author: P. Wynn Norman

Sanjay and Eileen are planning a fundraising event. Eileen prepares a timeline of activities and e-mails it for Sanjay's approval before she proceeds. Unfortunately, the e-mail gets deposited into Sanjay's "junk" mail folder instead of his "inbox," so Sanjay never responds to it. As a result, their fundraising plans are delayed. Which of the essential elements of communication identified in the textbook were the sources of the problem that Sanjay and Eileen encountered?

Please choose only one answer:

- The message (the timeline) and the channel (e-mail)
- The source (Eileen) and the receiver (Sanjay)
- The channel (e-mail) and the context (Eileen's expectation of an answer from Sanjay)
- The context (Eileen's expectation of an answer from Sanjay) and the interference (the e-mail system's e-mail routing error)
- The receiver (Sanjay) and the feedback (Sanjay's failure to respond)

Check the answer of this question online at QuizOver.com:

Question: [Sanjay and Eileen are planning a fundraising P. Wynn @South Corporate](#)

Flashcards:

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4.1.12. Sanjay and Eileen are planning a fundraising event. Eileen prepares...

Author: P. Wynn Norman

Sanjay and Eileen are planning a fundraising event. Eileen prepares a timeline of activities and e-mails it for Sanjay's approval before she proceeds. Unfortunately, the e-mail gets deposited into Sanjay's "junk" mail folder instead of his "inbox," so Sanjay never responds to it. Eventually, Eileen calls Sanjay to ask him why he has not responded. Which of the following elements of communication is NOT represented by Eileen's call and its contents?

Please choose only one answer:

- Feedback
- Message
- Channel
- Interference
- Context

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Sanjay and Eileen are planning a fundraising P. Wynn @South Corporate](#)

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4.1.13. Temporary layoffs are coming, but most employees will be hired back...

Author: P. Wynn Norman

Temporary layoffs are coming, but most employees will be hired back eventually. To maintain morale and loyalty, which nonverbal aspect of communication would be the BEST way to circulate the layoff/rehire message?

Please choose only one answer:

- Distribute a memo to everyone.
- Mail personalized letters.
- Post the message on department bulletin boards.
- Use a headline in the employee newsletter that announces in boldface: "LAYOFFS COMING, BUT REHIRING LIKELY."
- Send an impersonal e-mail to a listserve of employees

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4.1.14. The President of the United States recently appeared to be scolding...

Author: P. Wynn Norman

The President of the United States recently appeared to be scolding the Supreme Court of the United States concerning the potential "judicial activism" the court would exhibit, if it did not rule in favor of complex legislation the president had signed into law. From this description only, what can you definitively identify as the rhetorical element(s), strategy, and focus which characterized the president's comments?

Please choose only one answer:

- Pathos: tone and expression
- Pathos: emphasis and relevance
- Pathos: engagement and relationship
- All of the above
- None of the above

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Question: [The President of the United States recently P. Wynn @South University](#)

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4.1.15. The writing in which of the samples below reflects a style that is ...

Author: P. Wynn Norman

The writing in which of the samples below reflects a style that is NOT appropriate given its context as well as its content?

A. With the use of personal electronic gadgets becoming so widespread, Angela Harmon has asked me to remind you of Tantallon Woodwork's policy: employees are not to use their cell phones, iPods, MP3 players or any other non-work related, electronic items while on the machine floor or while operating company vehicles, including automobiles. In its efforts to keep you healthy and safe, the company would like you to consider the following facts about the impact these gadgets can have on your perception and dexterity.

B. Andy, because of the constant reminders I have had to give you about when you can and cannot take breaks and also about our dress standards, I can't give you a character reference or any kind of reference. You should ask one of your co-workers or maybe someone who knows you but doesn't work for this company.

C. With seven product lines and more in development, we have shown that we are committed to providing products that our retail partners can sell proudly under their unique brand names. We strive to offer quality and effectiveness comparable to higher-priced products at significant cost savings to consumers.

D. Got ur msg need 2 chk w BD 4 info & @ deliv date re tallonbolt will fax results 2 u

Please choose only one answer:

- A
- B
- C
- D
- none of the above

Check the answer of this question online at QuizOver.com:

Question: [The writing in which of the samples below P. Wynn Norman @South Corporate](http://www.quizover.com/question/the-writing-in-which-of-the-samples-below-p-wynn-norman-south-corporat?pdf=1509)

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Interactive Question:

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4.1.16. Under what conditions is it reasonable to use colloquial language i...

Author: P. Wynn Norman

Under what conditions is it reasonable to use colloquial language in business communication?

Please choose only one answer:

- When colleagues discuss roll-out plans for a new product
- When marketing a regionally limited product that is associated with informality
- When expressing confidence concerning an important outcome involving personnel from a specific division
- When attempting to encourage a new group of business partners to invest in a project
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Under what conditions is it reasonable to P. Wynn Norman @South Corporate](#)

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4.1.17. What is "writing that succeeds in accomplishing its purpose," accor...

Author: P. Wynn Norman

What is "writing that succeeds in accomplishing its purpose," according to the textbook?

Please choose only one answer:

- Efficient writing
- Situational writing
- Concise writing
- Rhetorical writing
- Effective writing

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [What is writing that succeeds in accomplishing P. Wynn @South Corporate](#)

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4.1.18. What qualities of good business writing does the following statemen...

Author: P. Wynn Norman

What qualities of good business writing does the following statement lack? "Despite the fact that Mrs. Armadio will not be present at the commencement of her kitchen renovation project, as her legal representative, I am authorized to coordinate with the foreman of the construction crew how the project will proceed."

Please choose only one answer:

- Clarity
- Conciseness
- Efficiency
- Both A and B
- Both B and C

Check the answer of this question online at QuizOver.com:

Question: [What qualities of good business writing P. Wynn Norman @South Corporate](#)

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4.1.19. What strategy does the sample business letter below use to attract ...

Author: P. Wynn Norman

What strategy does the sample business letter below use to attract the reader's attention?

ERROR: Infinite table loop

Please choose only one answer:

- "Who did it when?"
- "What's in it for me?"
- "The 5-Ws: Who, what, where, when, and why?"
- "The Tell'em Cubed Principle"
- "When will we want what?"

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4.1.20. Which of the following defines "libel?"

Author: P. Wynn Norman

Which of the following defines "libel?"

Please choose only one answer:

- It is the written form of defamation.
- It is a false statement.
- It is a statement that damages a reputation.
- None of the above
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following defines libel P. Wynn Norman @South University](http://www.quizover.com/question/which-of-the-following-defines-libel-p-wynn-norman-south-university?pdf=1509)

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4.1.21. Which of the following is an example of critical thinking?

Author: P. Wynn Norman

Which of the following is an example of critical thinking?

Please choose only one answer:

- Miriam shows Jessie her résumé and then revises it based on his criticisms.
- Jessie examines the headings used in Miriam's résumé and points out that they have not been formatted consistently.
- Miriam decides to emphasize her computer skills by describing them in her résumé before listing her work experience.
- Jessie suggests that Miriam use light blue stationary to print and mail her résumé, because most employers are men and like blue.
- Miriam tells Jessie that she formatted her résumé by copying a template.

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4.1.22. Which of the following is something that written and oral communica...

Author: P. Wynn Norman

Which of the following is something that written and oral communication always have in common?

Please choose only one answer:

- Verbal communication
- Nonverbal communication
- Immediate feedback
- Delayed feedback
- None of the above

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Question: [Which of the following is something that P. Wynn Norman @South Corporate](#)

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4.1.23. Which of the following is the most difficult communication barrier ...

Author: P. Wynn Norman

Which of the following is the most difficult communication barrier to anticipate?

Please choose only one answer:

- Using words that contribute to poor grammar
- Using words that exhibit poor spelling
- Using words that can be misinterpreted culturally or contextually
- Using words whose presentation is distracting
- Using words that are delivered in an inappropriate format

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is the most difficult P. Wynn @South Corporate](#)

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4.1.24. Which of the following samples exhibits a colloquial style of writing?

Author: P. Wynn Norman

Which of the following samples exhibits a colloquial style of writing?

A. With the use of personal electronic gadgets becoming so widespread, Angela Harmon has asked me to remind you of Tantallon Woodwork's policy: employees are not to use their cell phones, iPods, MP3 players or any other non-work related, electronic items while on the machine floor or while operating company vehicles, including automobiles. In its efforts to keep you healthy and safe, the company would like you to consider the following facts about the impact these gadgets can have on your perception and dexterity.

B. Andy, because of the constant reminders I have had to give you about when you can and cannot take breaks and also about our dress standards, I can't give you a character reference or any kind of reference. You should ask one of your co-workers or maybe someone who knows you but doesn't work for this company.

C. With seven product lines and more in development, we have shown that we are committed to providing products that our retail partners can sell proudly under their unique brand names. We strive to offer quality and effectiveness comparable to higher-priced products at significant cost savings to consumers.

D. Got ur msg need 2 chk w BD 4 info & @ deliv date re tallonbolt will fax results 2 u

Please choose only one answer:

- A
- B
- C
- D
- E

Check the answer of this question online at QuizOver.com:

Question: [Which of the following samples exhibits P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-samples-exhibits-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-samples-exhibits-p-wynn-norman-south-corporate?pdf=1509>

4.1.25. Which of the following written material supports the cognate strate...

Author: P. Wynn Norman

Which of the following written material supports the cognate strategy of conciseness?

Please choose only one answer:

- An organizational chart
- A sales letter
- An meeting agenda
- A thank-you e-mail
- A business proposal

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following written material P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-written-material-p-wynn-norman-south-corporate?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-written-material-p-wynn-norman-south-corporate?pdf=1509>

4.1.26. Which pairing of rhetorical element(s) and cognate strategies does ...

Author: P. Wynn Norman

Which pairing of rhetorical element(s) and cognate strategies does the business letter shown below rely on the LEAST?

ERROR: Infinite table loop

Please choose only one answer:

- Pathos: tone and emphasis
- Ethos: expectation and reference
- Logos: clarity and arrangement
- Ethos and pathos
- Ethos and logos

Check the answer of this question online at QuizOver.com:

Question: [Which pairing of rhetorical elements and P. Wynn Norman @South Corporate](#)

Flashcards:

<http://www.quizover.com/flashcards/which-pairing-of-rhetorical-element-s-and-p-wynn-norman-south-corporat?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/which-pairing-of-rhetorical-element-s-and-p-wynn-norman-south-corporat?pdf=1509>

4.1.27. You are planning communication to a select group of city politician...

Author: P. Wynn Norman

You are planning communication to a select group of city politicians and bureaucrats that will invite and encourage them to attend the grand opening of your new franchise. Which of the following would use non-verbal message traits to enhance the invitation's effectiveness?

Please choose only one answer:

- Meet with each invitee in person and smile a lot.
- Send the invitation by personal courier, accompanied by a product sample.
- Print the invitation on top quality, scented paper and mail it.
- Call the invitees personally, making the call early in the week before they have settled their weekend plans.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [You are planning communication to a select P. Wynn Norman @South](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-planning-communication-to-a-select-p-wynn-norman-south?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/you-are-planning-communication-to-a-select-p-wynn-norman-south?pdf=1509>

4.1.28. Your textbook notes that, "Promoting understanding and limiting mis..."

Author: P. Wynn Norman

Your textbook notes that, "Promoting understanding and limiting misinterpretations are key goals of an effective business communicator." If you use that information in a brochure about the public relations services your company offers, is the following form of that information acceptable to use without crediting its original source: "We will help your business communicate effectively by promoting understanding and limiting misinterpretations between you and your clients?"

Please choose only one answer:

- Yes, it is acceptable, because it rephrases the original.
- No, it is not acceptable, because it still copies someone else's words without giving them credit.
- Yes, it is acceptable, because it changes words and uses them in a different context.
- No, it is not acceptable, because it uses several pairs of words that are the same as the original.
- Yes, it is acceptable. Because the statement does not mean the same thing as the original.

Check the answer of this question online at QuizOver.com:

Question: [Your textbook notes that Promoting P. Wynn Norman @South University](#)

Flashcards:

<http://www.quizover.com/flashcards/your-textbook-notes-that-promoting-p-wynn-norman-south-university?pdf=1509>

Interactive Question:

<http://www.quizover.com/question/your-textbook-notes-that-promoting-p-wynn-norman-south-university?pdf=1509>