

# **Test Bank**

*For*

## **Workplace Communications: The Basics**

**Eighth Edition**

**George J. Searles, *Mohawk Valley Community College***

*Prepared by*

**Kathy Riley**



**Pearson**



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## CHAPTER 1

### The Keys to Successful Communication: Purpose, Audience, Tone, and Ethics

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

1. Which purpose would be served by a memo asking for supplier prices on a frequently purchased item?
- persuasion
  - creating a record
  - providing information
  - requesting information

Correct Answer: D

2. Which of the following questions is related to purpose?
- “Am I writing primarily to create a record, to request or provide information, or to persuade?”
  - “Who will read what I have written?”
  - “What factors might influence the readers’ response to this message?”
  - “Am I writing to one person or more than one?”

Correct Answer: A

3. Which of the following questions relates to ethics?
- “Am I writing primarily to create a record, to request or provide information, or to persuade?”
  - “Is what I am writing factually correct?”
  - “What factors might influence the readers’ response to this message?”
  - “What do the readers already know about this specific situation?”

Correct Answer: B

4. Which of the following is part of the prewriting stage of the writing process?
- considering the organization of the content
  - creating a first draft, concentrating on content
  - adjusting the tone to suit the audience
  - identifying the purpose and intended audience

Correct Answer: D

5. Which of the following questions can be used to tailor a piece of writing to a particular audience?
- “What are the readers’ job titles or responsibilities?”
  - “Am I writing primarily to create a record, to request or provide information, or to persuade?”
  - “What factors might influence my skill as a writer?”
  - “Have I credited my information sources?”

Correct Answer: A

6. Which of the following is part of the rewriting stage of the writing process?
- checking for ethical validity
  - creating a first draft, concentrating on content
  - deciding what needs to be said
  - choosing the most appropriate format

Correct Answer: A

7. Which of the following is an accurate statement about workplace communication?
- The memo has now been almost totally replaced by texting.
  - Every instance of workplace writing occurs for a specific reason.
  - Every instance of workplace writing is intended for a general audience.
  - Workplace writing should avoid personal pronouns such as *I* and *you*.

Correct Answer: B

8. Which of the following is an example of reader-centered perspective?
- A public-opinion survey describes 55 percent of the respondents as a “substantial majority.”
  - An employee assigned to prepare a report submits a similar report written by someone at another company and downloaded from the Internet.
  - A writer uses *please*, *thank you*, and other polite terms.
  - A writer provides detailed statistical information in a report for a general audience.

Correct Answer: C

9. What is the main problem with the Fin & Feather Pet Supplies letter in Exercise 1.3 in the text, in which the writer discusses a malfunctioning heating unit?
- The writer fails to use polite language.
  - The writer fails to tell the reader what action is required.
  - The letter uses incorrect formatting for a business letter.
  - The writer provides inappropriate details about the situation.

Correct Answer: D

10. What is the main problem with the e-mail to Mr. Rhodes in Exercise 1.2 in the text, in which the writer explains why she missed a day of work?
- The writer fails to apologize for an inappropriate action.
  - The writer should have used a business letter rather than an e-mail.
  - The writer provides inappropriate details about the situation.
  - The subject line is not accurate.

Correct Answer: C

11. Which of the following is an example of a “softening” word or phrase? a. *furthermore*

- b. *actually*
- c. *if you wish*
- d. *OTOH (meaning on the other hand)*

Correct Answer: C

12. Which of the following strategies would be appropriate when a problem has been caused by an error or oversight on your part?
- a. Don't mention the error.
  - b. State specifically what your mistake was.
  - c. Explain how the situation will be corrected.
  - d. Create an excuse for the mistake.

Correct Answer: C

13. Which of the following statements is true about whistle-blowing?
- a. Retaliation against the whistle-blower is easy to prove.
  - b. The whistle-blower may return to a hostile work environment.
  - c. Blacklisting rarely affects the whistle-blower's future job search.
  - d. A worker's primary obligation is to follow an employer's directions, even if they seem unethical.

Correct Answer: B

14. Using terms deliberately chosen for their ambiguity (e.g., "customary service charges") may create \_\_\_\_\_.
- a. a high-context communication
  - b. a hostile tone
  - c. unethical communication
  - d. upward communication

Correct Answer: C

15. Which of the following raises ethical concerns in writing?
- a. documenting sources
  - b. expressing regret about a mistake
  - c. full disclosure of information
  - d. conflict of interest

Correct Answer: D

16. Which of the following is true of idioms?
- a. They are recommended when communicating with international audiences.
  - b. They defy direct translation.
  - c. They are uniformly understood when communicating across varieties of the same language (e.g., American, British, and Canadian English).
  - d. They are recommended for highly formal communication.

Correct Answer: B

17. Which of the following follows a strategy for a positive tone?
- a. "Your case has been closed and will not be reopened unless you file a new claim."
  - b. "Don't call us after 3:00 p.m. on Fridays."
  - c. "Thank you for purchasing our product and for taking the time to contact us about it."
  - d. "We feel certain that the unsatisfactory performance of your recent purchase was caused by something you did."

Correct Answer: C

18. Which of the following indicates a reader quality that places that person higher on the pecking order?
- a. an introverted personality
  - b. more education
  - c. less access to information
  - d. greater need

Correct Answer: B

19. Which of the following is true of a casual tone?
- a. It should not be adopted with equals.
  - b. It should not be adopted with subordinates.
  - c. It should maintain a "business is business" attitude.
  - d. It may be perceived as combative.

Correct Answer: C

20. Which of the following is true of a casual tone?
- a. An excessively conversational tone should be avoided.
  - b. It is appropriate to adopt with superiors.
  - c. It is appropriate to include personal information, for example about leisure activities.
  - d. Personal pronouns should be avoided.

Correct Answer: A

21. Which of the following best describes a writer from the United States communicating with a reader from the Middle East?
- a. The writer is from a high-context culture, while the reader is from a low-context culture.
  - b. The writer is from a low-context culture, while the reader is from a high-context culture.
  - c. Both the writer and reader are from high-context cultures.
  - d. Both the writer and reader are from low-context cultures.

Correct Answer: B

22. Which of the following best describes a writer from Asia communicating with a reader from the South America?
- a. The writer is from a high-context culture, while the reader is from a low-context culture.
  - b. The writer is from a low-context culture, while the reader is from a high-context culture.
  - c. Both the writer and reader are from high-context cultures.
  - d. Both the writer and reader are from low-context cultures.

Correct Answer: C

23. What purpose would be served by a memo apologizing for a missing part on a recently shipped order and giving the reader a tracking number for a replacement part?
- a. persuasion
  - b. providing information
  - c. obtaining information
  - d. requesting information

Correct Answer: B

24. Which of the following is true of business and technical communications in low-context cultures?
- a. They emphasize background information.
  - b. They often contain an interpersonal component.
  - c. They de-emphasize background information.
  - d. They are often long-winded.

Correct Answer: C

25. What is the best description of the writer-audience relationship in the letter from the claims adjustor at Southeast Insurance Company in Exercise 1.1 in the text?
- a. The writer holds a superior position to the reader.
  - b. The writer holds a subordinate position to the reader.
  - c. The writer is a peer (equal) of the reader.
  - d. The writer doesn't know who the reader is.

Correct Answer: A

26. Which of the following is true of acronyms and abbreviations frequently used in social media and text messaging (e.g., *OTOH* for *on the other hand*)?
- a. Most are appropriate for workplace communication.
  - b. They will usually be readily understood by readers for whom English is not their native language.
  - c. They may not be readily understood by older readers.
  - d. They will usually be readily understood by older readers.

Correct Answer: C

27. Which of the following is true of technical acronyms specific to particular businesses and occupations?
- a. Most are inappropriate for workplace communication.
  - b. They may facilitate dialogue among employees in those fields.
  - c. They may not be readily understood by older readers.
  - d. They may facilitate communication with a lay audience.

Correct Answer: B

28. Which of the following is true of business and technical communications in high-context cultures?
- a. They emphasize background information.
  - b. They avoid an interpersonal component.
  - c. They de-emphasize background information.
  - d. They are relatively concise, compared to low-context communications.

Correct Answer: A

29. Which of the following is true of an executive reader?
- a. The reader has decision-making power.
  - b. The reader does not possess significant prior knowledge of the field.
  - c. The reader should be addressed using strategies appropriate for those outside your workplace.
  - d. The reader doesn't have the authority to make decisions.

Correct Answer: A

30. Which of the following types of communication is intended for those at your own level in the hierarchy?
- a. upward communication
  - b. lateral communication
  - c. downward communication
  - d. outward communication

Correct Answer: B

31. Which of the following types of communication best describes a letter to someone at a company with which you do business?
- a. upward communication
  - b. lateral communication
  - c. downward communication
  - d. outward communication

Correct Answer: D

32. Which of the following types of communication best describes an e-mail to an intern you've been assigned to train?
- a. upward communication
  - b. lateral communication

- c. downward communication
- d. outward communication

Correct Answer: C

33. Which of the following types of communication best describes a text message replying to a question from your supervisor?
- a. upward communication
  - b. lateral communication
  - c. downward communication
  - d. outward communication

Correct Answer: A

34. Which of the following types of communication best describes a voicemail to a coworker in your department?
- a. upward communication
  - b. lateral communication
  - c. downward communication
  - d. outward communication

Correct Answer: B

35. Which of the following tactics might cause a document to fail an ethics test?
- a. The writer shares relevant information with coworkers.
  - b. The writer gives credit for others' ideas, findings, or written material.
  - c. The writer uses terms deliberately chosen for their clarity and precision.
  - d. The writer downplays negative aspects of a situation in order to create the desired impression.

Correct Answer: D

**SHORT ESSAY. Answer the questions below using what you read in the book to help you formulate your answers.**

36. Explain three strategies for making a piece of writing more reader-oriented, and give an example of each.
37. Explain the advantages and disadvantages of sending business correspondence by e-mail rather than by a traditional, mailed letter.
38. Analyze the e-mail from the Chief of Campus Security in Exercise 1.1 in the text in terms of the principles about good tone that it violates.
39. You are reviewing a memo written by an intern whom you supervise and discover that the writer has included a paragraph from a competitor's website (without any attribution). How would you proceed?