

**chapter 2**

*Indicate whether the statement is true or false.*

1. The most effective messages focus on the needs of the writer.
  - a. True
  - b. False
  
2. The text cites business writer Don Tapscott, who says that business writers frequently choose instant messaging as a channel because it allows for a faster response.
  - a. True
  - b. False
  
3. The definition given in the text of an empathetic writer is one who strives to write messages that exclude rather than include individuals.
  - a. True
  - b. False
  
4. The text states that in order to emphasize the benefit of a business message for the reader, we need to eliminate all first-person pronouns such as *I, my, we, and us*.
  - a. True
  - b. False
  
5. Because newer and increasingly popular technologies such as instant messaging and texting strongly encourage writers to keep messages short, the text recommends that we use the kind of casual, abbreviated language we would use in a text message to a friend.
  - a. True
  - b. False
  
6. You are more likely to achieve your communication goals if you profile your audience before writing.
  - a. True
  - b. False
  
7. Readers are more impressed by longer messages with a formal tone, even for simple, routine messages.
  - a. True
  - b. False
  
8. According to the text, anticipating how an audience will react to your message happens mostly in the prewriting phase.
  - a. True
  - b. False
  
9. The three-phase writing process outlined in the text places organizing your message in the second (writing) phase.
  - a. True
  - b. False

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10. The text says that instant messaging has replaced e-mail as the channel of choice in some organizations, but that e-mail is still the most widely used channel.

- a. True
- b. False

11. Business e-mails are less formal than traditional letters or memos, so planning and organization are less important.

- a. True
- b. False

12. The text says that you should anticipate and profile the audience for your message, including a possible secondary audience.

- a. True
- b. False

13. Business writing should be audience-oriented, purposeful, and as long as possible.

- a. True
- b. False

14. According to the text, it isn't necessary to plan and organize most business messages, because they will normally be fairly short and informal.

- a. True
- b. False

15. The text recommends replacing a command with a rhetorical question as one way to make a business message more courteous.

- a. True
- b. False

16. The ability to prepare concise, audience-centred, professional, and purposeful messages comes naturally to most people.

- a. True
- b. False

*Indicate the answer choice that best completes the statement or answers the question.*

**Sport Chek**

You work as a buyer for Sport Chek at its head office in Toronto. The regional manager, your boss, has asked you to collaborate with Hans, a co-worker in Sport Chek's Winnipeg office, to write a report comparing the costs, retail prices, features, customer reviews, sales histories, and other data of the various bicycles that Sport Chek sells. You and Hans agree to work on different sections of the report and then combine the two sections. Hans agrees to get his portion to you a week before the manager has asked for the completed report.

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17. You begin by trying to estimate roughly how long you will need to spend on each phase of your portion of the report. According to the text, which of the following should you allow the most time for?
- researching, organizing, and composing the report
  - anticipating and profiling the audience for the report
  - selecting the best channel for the report
  - revising, proofreading, and evaluating the report
18. Hans has written the following message for the regional manager as a cover letter to the report you both have completed: *Pursuant to your request, we have fulfilled the task of completing the sales report.* According to the text, what is the main issue with this statement?
- It is too sender focused.
  - It employs the “I/We” view.
  - It is unprofessional.
  - It is too formal.
19. You have been asked to replace the note in the office kitchen asking employees to place their dishes in the dishwasher when they have finished using them. Which of the following notes employs the most effective, bias-free language?
- Each employee should place his or her dishes in the dishwasher when he or she is done using them.*
  - Each employee should place his dishes in the dishwasher when he is done using them.*
  - Each employee should place their dishes in the dishwasher when they are done using them.*
  - Employees should place their dishes in the dishwasher when they are done using them.*
20. Which of the following sentences illustrates effective business writing, as described in the text?
- We can sell you a wireless phone that we are very proud of.*
  - Our company is proud to have you as one of our customers.*
  - We ask that you send our signed signature card back to us immediately.*
  - You will be pleased to know that your premiums will decrease by 10 percent next year.*

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21. Eric, the general manager at Parelli’s Gym, has asked you to research and prepare a report on the previous year’s personal training policies by Monday. He told you that he anticipates the project will take you approximately four hours to complete. Since you have a limited amount of time to write the report, you decide to schedule the writing process ahead of time. Which of the following schedules reflects the writing process described in the text?
- Spend 1 hour prewriting, 1 hour writing, and 2 hours revising.
  - Spend half an hour prewriting, 1 hour writing, and 3 and a half hours revising.
  - Spending half an hour prewriting, 3 hours writing, and half an hour revising.
  - Spend an hour and a half prewriting, an hour and a half writing, and 1 hour revising.

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22. Which adaptive technique should you use to avoid stereotypes in your writing?
- Use inclusive language.
  - Develop the “you” view.
  - Highlight reader benefits.
  - Follow the traditional grammatical rule called “common gender.”
23. According to the text, which of the following will likely improve the clarity and tone of a message?
- using lots of adverbs
  - using positive rather than negative language
  - incorporating the latest slang into your message
  - including words that will impress your reader, such as *hereinafter* and *theretofore*

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24. After you have finished the first draft of your section of the report, you revise it, shortening some sentences and paragraphs and adding tables, bullets, and numbered lists to communicate some of the information more clearly and concisely. Which of the following characteristics, according to the text, will likely describe your message after you make these changes?
- It will be more purposeful.
  - It will be more economical.
  - It will be more professional.
  - It will be more audience-oriented.
25. When a writer uses adaptive techniques, such as highlighting reader benefits and using inclusive language, which aspect of the message does the text say the writer is improving?
- the tone
  - the length
  - the “you” attitude
  - reader comprehension

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26. You and Hans finish your report on time and your boss is happy with the results. He asks you to discuss some of your recommendations with the senior-level managers so that they can provide their feedback. Which will most likely be the communication channel you will select now?

- a. letter
- b. e-mail
- c. report
- d. in-person meeting

27. You work in the business office of Parelli's Gym, a popular fitness centre. You receive an irate letter from a customer demanding that you cancel his two-year contract because, shortly after he joined, he used a piece of equipment that caused a knee injury. Which of the following sentences best demonstrates what the text calls a courteous tone?

a *There's nothing we can do to cancel your membership now. You should have asked us to do so within the 14 days allowed according to the contract.*

b *We at Parelli's Gym would lose too much money if we allowed customers to back out on their signed contracts.*

c *You must honour your signed agreement with Parelli's Gym.*

d *Although the cancellation period has passed, if you come in to the gym, one of our certified fitness consultants will be pleased to develop an individualized workout plan that will increase your fitness and will rehabilitate and strengthen your knees.*

28. You notice that you need to revise several sentences in your e-mail that may offend either Hans or your boss. Which of the following sentences, according to the information in the text, should you probably reword, when you consider using only courteous language?

- a. *You have to send me your portion of the report by tomorrow.*
- b. *I won't have time to finish the report if I don't have your portion by tomorrow.*
- c. *Pertaining to your portion of the report, please forward it to me without delay.*
- d. *You have neglected to send me your portion of the report as we agreed.*

29. A colleague asks you to read and comment on the first draft of a letter that she is sending to a client. You come to a sentence that reads as follows: *Pursuant to the request you indicated in your letter of March 14, I will expedite the mailing of the information forthwith.* You suggest that she should revise this sentence. What kind of language has your colleague used?

- a. unprofessional
- b. conversational
- c. pretentious
- d. slang

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30. Which of the following statements sums up the advice given in the text about the appropriate language to use in most business messages?

- a *Because businesses are about topics that would otherwise be part of a conversation, we should use the same slang and informal diction that we would use in a text message to a friend.*
- b *We should use natural, mid-level diction.*
- c *We should use indirect, ambiguous language so that the reader can interpret the message to suit him/herself.*
- d *We should use elevated diction that will impress the reader with our educated vocabulary.*

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31. You are manager of human resources for a local branch of Staples, and you have volunteered to organize a retirement party for one of your colleagues. According to the theory of media richness described in the text, which of the following will likely be the richest channel that you could choose to communicate the details of the party to your staff, and ask to receive an RSVP?

- a. a document posted on the human resources page of the Staples Web site
- b. an e-mail to all staff
- c. a meeting for all staff before the store opens
- d. an announcement posted on the bulletin board in the staff lunch room

32. You have been asked to contact an overseas supplier. According to the text, which of the following channels would be the most cost-efficient?

- a. fax
- b. e-mail
- c. phone call
- d. face-to-face meeting

33. You made a decision to send an e-mail message to Hans and your boss rather than phoning them because you wanted the message to be slightly more formal and permanent than a phone call. Which stage of the writing process described in the text were you engaged in when you made this decision?

- a. profiling the audience
- b. analyzing the audience
- c. identifying your purpose
- d. selecting the appropriate channel

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34. You re-read the first draft of your report carefully, checking for grammar, spelling, and punctuation errors. According to the writing process described in the text, what are you doing at this point?

- a. anticipating how your boss will receive your message
- b. deciding on the purpose of your report
- c. collecting the information about the various bicycles that you need to include
- d. proofreading your report

35. When you arrived at work this morning, you checked your calendar. It showed that, as well as your bicycle report, you have several other tasks to complete in the next few days. According to the text, which of the following messages will likely require that you spend the greatest amount of time profiling your audience?

- a You need to prepare an article on bike maintenance and post it to your company's Web page.
- b You need to write an email to a sales representative for Diamondback bikes, with whom you have worked closely for several years, asking him to send some more brochures for display in your stores.
- c You need to fill in and submit an online form to your human resources department to book two weeks of the holidays you have earned.
- d You need to telephone a co-worker to find out if she has registered for an upcoming trade show that you will be attending.

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36. It is now three days before you and Hans have to submit the report to your manager. You have finished your section, but you have received nothing from Hans. You decide to send Hans an e-mail asking him when you will get his work. You copy the message to your manager. What is the most likely secondary purpose of your message?

- a. to present a revised work schedule
- b. to let your boss know that Hans hasn't done what he promised
- c. to find out when you can expect Hans's part of the report
- d. to find out what difficulties Hans is having with his portion of the project

37. According to the text, what does it mean to be "purposeful" when you write?

- a. You are able to view your message from the reader's perspective.
- b. You do your best to entertain your audience.
- c. You write to convey information to your reader.
- d. You use professional language.

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38. Which of the following sentences best represents effective business writing, as discussed in the text?
- a. *Your order will be shipped on June 30.*
  - b. *Your order cannot be delivered until June 30.*
  - c. *We regret that we must reject your loan application.*
  - d. *You will not be sorry that you purchased your computer from us.*
39. According to the three-phase writing process described in the text, which of the following activities would you perform in the prewriting phase?
- a. Collect enough information to compose the message.
  - b. Describe a problem, present your evidence, and end with a solution.
  - c. Anticipate audience reaction to the message.
  - d. Evaluate the entire message.

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40. As human resources manager for Staples, you must tell an employee that his position is being terminated. What is the best communication channel for this message?
- a. telephone call
  - b. text message
  - c. e-mail
  - d. in-person meeting

*Enter the appropriate word(s) to complete the statement.*

41. Emphasizing \_\_\_\_\_ (two words) can help readers see how the message affects them personally.
42. \_\_\_\_\_ has become the communication channel of choice for corporate communicators.
43. An example of \_\_\_\_\_ language would be to write *consultants will use their knowledge to help marketing teams* rather than *a consultant will use his knowledge to help the marketing team*.
44. The text calls trying to view a message from the receiver's perspective rather than your own being \_\_\_\_\_.
45. You are re-reading an e-mail you have written, evaluating the message's clarity and conciseness and your choice of words. You are in the \_\_\_\_\_ phase of the writing process outlined in the text.
46. \_\_\_\_\_ your audience before writing helps you adapt the language and tone of the message.
47. During the \_\_\_\_\_ phase of the writing process, the writer will research, organize, and compose the message.



Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

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48. Even if we have to deliver a negative message, using \_\_\_\_\_ language will be better received by the reader.

49. Emphasizing second-person pronouns (*you, your*) means that the writer is using the \_\_\_\_\_ view.

50. Emphasizing a person's age in a message when it is not necessary might be seen as \_\_\_\_\_.

Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

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**Answer Key**

1. False

2. True

3. False

4. False

5. False

6. True

7. False

8. True

9. True

10. True

11. False

12. True

13. False

14. False

15. True

16. False

17. d

18. d

19. d

20. d

21. a

22. a

23. b

24. b

25. a

26. d

Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

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- 27. d
- 28. a
- 29. c
- 30. b
- 31. b
- 32. b
- 33. d
- 34. d
- 35. a
- 36. b
- 37. c
- 38. a
- 39. c
- 40. d
- 41. reader benefits
- 42. E-mail
- 43. inclusive
- 44. audience-oriented
- 45. revising
- 46. Profiling
- 47. writing
- 48. courteous
- 49. you
- 50. age-biased