Chapter 01

Succeeding in Business Communication

**True / False Questions**

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| 1. | Interpersonal nonverbal communication consists of e-mail messages, memos, and letters.    True    False |

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| 2. | Entry-level jobs in contrast with senior-level jobs do not require skills in reasoning, mathematics, and communicating.    True    False |

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| 3. | Oral communication is always for internal audiences in an organization whereas written communication is strictly created for external audiences.    True    False |

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| 4. | The cost of hardware in e-mail storage is much higher compared to the cost in administering and maintaining archives.    True    False |

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| 5. | How quickly a document can be read is determined by the difficulty of the subject matter and by the document's organization and writing style.    True    False |

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| 6. | Poor writing may need to be rewritten and frequently cycled to other people for help.    True    False |

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| 7. | Poor messages make an audience guess what a writer wants to convey.    True    False |

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| 8. | It is best to use a legalistic style of writing which helps create a good document.    True    False |

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| 9. | While preparing a document, it is recommended that the main point be placed in the middle of a long first paragraph which prevents a reader from skipping information.    True    False |

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| 10. | Individual communications are not liable to any legal hassles like communication by organizations.    True    False |

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| 11. | Good communication helps in making efforts more effective.    True    False |

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| 12. | Good business and administrative communication are created as quickly as possible which helps save a writer's time.    True    False |

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| 13. | Good communication treats the receiver of a document as a person, instead of as a number.    True    False |

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| 14. | A message meets the five criteria of a good business communication irrespective of the audience, the purpose of the message, and the situation.    True    False |

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| 15. | Conventions in business communication help people recognize, produce, and interpret different kinds of communications.    True    False |

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| 16. | Conventions are constant and remain unchanged over time.    True    False |

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| 17. | It is mandatory to follow the same, standard conventions in all organizations across the world.    True    False |

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| 18. | A message will be more successful if the writer focuses on his own needs instead of the larger context of shareholders, customers, and regulators.    True    False |

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| 19. | Electronic mail systems are a more formal mode of communication than presentations.    True    False |

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| 20. | Oral channels are better for group decision making, and allow misunderstandings to be cleared up more quickly.    True    False |

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| 21. | How detailed a message should be depends on the kind of message, purposes, audiences, and the corporate culture.    True    False |

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| 22. | In order to solve a problem, it is essential to develop several solutions and measure them against the audience and purposes.    True    False |

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| 23. | All characteristics of an audience are important and one should avoid eliminating some which may seem irrelevant.    True    False |

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| 24. | It is important to list all purposes of a message, including major and minor ones.    True    False |

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| 25. | The best way to place information without emphasizing it is to put it in the middle of a paragraph.    True    False |

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| 26. | Reasons for a decision and audience benefits in a message are always financial in nature.    True    False |

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| 27. | While writing a message, it is important to ensure that benefits are adapted to the needs of the audience.    True    False |

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| 28. | It is vital to use experiences and common sense to understand how the real world affects a particular issue or problem while creating a message.    True    False |

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| 29. | Using long paragraphs of more than eight lines makes a document more visually appealing.    True    False |

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| 30. | It is important to use me-attitude while creating a document which shows confidence in one's piece of writing.    True    False |

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| 31. | While receiving feedback on a message, it is important not just to know if a message succeeded or failed but also knowing the reason behind it.    True    False |

**Multiple Choice Questions**

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| 32. | Which of the following is an example of verbal communication?      |  |  | | --- | --- | | A. | Logos |  |  |  | | --- | --- | | B. | Gestures |  |  |  | | --- | --- | | C. | Eye contact |  |  |  | | --- | --- | | D. | Pictures |  |  |  | | --- | --- | | E. | Tweets | |

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| 33. | Loretta recently gave a presentation on "Over-consumerism and its Impacts" at the University of Phoenix in California. The presentation was a huge success mainly because it used a lot of nonverbal communication which drew the audience's attention and made the presentation interesting. Which of the following did Loretta most likely use?      |  |  | | --- | --- | | A. | Anecdotes |  |  |  | | --- | --- | | B. | Narrations |  |  |  | | --- | --- | | C. | Quotations |  |  |  | | --- | --- | | D. | Photographs |  |  |  | | --- | --- | | E. | Chestnuts | |

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| 34. | \_\_\_\_\_ are a type of nonverbal communication.      |  |  | | --- | --- | | A. | Pictures |  |  |  | | --- | --- | | B. | Presentations |  |  |  | | --- | --- | | C. | Electronic Mails |  |  |  | | --- | --- | | D. | Memos |  |  |  | | --- | --- | | E. | Informal Meetings | |

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| 35. | An example of an interpersonal nonverbal signal of authority would be a company executive:      |  |  | | --- | --- | | A. | sitting at the head of a conference table at a board meeting. |  |  |  | | --- | --- | | B. | speaking on behalf of the company at a community event. |  |  |  | | --- | --- | | C. | writing a progress report on a campaign activity. |  |  |  | | --- | --- | | D. | sending out an e-mail announcing a new policy. |  |  |  | | --- | --- | | E. | presenting a report on a project recently completed. | |

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| 36. | According to the survey conducted by the National Commission on Writing, \_\_\_\_\_ is considered to be a writing ability which all employees must know.      |  |  | | --- | --- | | A. | technical writing |  |  |  | | --- | --- | | B. | blogging |  |  |  | | --- | --- | | C. | instant messaging |  |  |  | | --- | --- | | D. | e-mailing |  |  |  | | --- | --- | | E. | tweeting | |

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| 37. | Which of the following is an example of an internal audience?      |  |  | | --- | --- | | A. | Suppliers |  |  |  | | --- | --- | | B. | Stockholders |  |  |  | | --- | --- | | C. | Clients |  |  |  | | --- | --- | | D. | Funders |  |  |  | | --- | --- | | E. | Peers | |

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| 38. | An example of an external audience is a \_\_\_\_\_.      |  |  | | --- | --- | | A. | human resource team |  |  |  | | --- | --- | | B. | subordinate |  |  |  | | --- | --- | | C. | supervisor and manager |  |  |  | | --- | --- | | D. | colleague |  |  |  | | --- | --- | | E. | potential employee | |

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| 39. | Pete Riley works at Rowland Bank in California. He recently gave a presentation on "Benefits of Investing in Unit Link Plans" to the subordinates in his team, the sales team, and the marketing team. He also showed the presentation to the superiors before making a few changes and presenting it to his customers. Which of the following comprises Pete's external audience?      |  |  | | --- | --- | | A. | Sales Team |  |  |  | | --- | --- | | B. | Marketing Team |  |  |  | | --- | --- | | C. | Superiors |  |  |  | | --- | --- | | D. | Customers |  |  |  | | --- | --- | | E. | Subordinates | |

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| 40. | Natalia who works for Trends, a fashion house, needs to give a presentation to her superiors on the marketing plan for the newly launched, Vogue line of clothing. Once she receives an approval on it, she will be sharing details of the launch with distributors, clients, and fashion houses with which they have tie-ups. In addition, she will also be presenting the plan to the press to spread word about the line. Which among the following is Natalia's internal audience?      |  |  | | --- | --- | | A. | Other Fashion Houses |  |  |  | | --- | --- | | B. | Clients |  |  |  | | --- | --- | | C. | Superiors |  |  |  | | --- | --- | | D. | Distributors |  |  |  | | --- | --- | | E. | Press | |

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| 41. | Ella, a human resource manager, has written a report for the organizational director on staffing needs of the company. Along with the report, she also sends a memo explaining why the document is being forwarded to him. What is this accompanying document called?      |  |  | | --- | --- | | A. | Monthly Report |  |  |  | | --- | --- | | B. | Memo of Congratulations |  |  |  | | --- | --- | | C. | Quarter Report |  |  |  | | --- | --- | | D. | Transmittal |  |  |  | | --- | --- | | E. | Policy and procedure bulletin | |

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| 42. | Evelyn Jones who works for Lobo Events, an event management company, is preparing a document on the problems faced while hosting events and revenue generated. In the report, she explains unavailability of venues for events around season time and steep charges by music bands as challenges faced by them. In addition, she explains the company's performance and that it generated revenue of $25, 00,000 in the last three months. Which of the following documents is Evelyn preparing?      |  |  | | --- | --- | | A. | Letter of transmittal |  |  |  | | --- | --- | | B. | Performance appraisal |  |  |  | | --- | --- | | C. | Quarterly report |  |  |  | | --- | --- | | D. | Formative assessment |  |  |  | | --- | --- | | E. | Summative assessment | |

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| 43. | A \_\_\_\_\_ is a statement of company rules, guidelines, and instructions with a purpose to inform, build image, and goodwill.      |  |  | | --- | --- | | A. | policy and procedure bulletin |  |  |  | | --- | --- | | B. | 10 K report |  |  |  | | --- | --- | | C. | quarterly report |  |  |  | | --- | --- | | D. | transmittal |  |  |  | | --- | --- | | E. | monthly and annual report | |

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| 44. | Which of the following does a request to deviate from policy and procedure bulletin state?      |  |  | | --- | --- | | A. | Explains that another approach is better for a specific situation rather than the standard approach |  |  |  | | --- | --- | | B. | Discusses profitability and problems during a period and how it deviates from past figures |  |  |  | | --- | --- | | C. | Summarizes financial information to be filed with the Securities and Exchange Commission |  |  |  | | --- | --- | | D. | Discusses the granting or denying of customer request to be given credit for defective goods |  |  |  | | --- | --- | | E. | Explains why an organization's statistical figures deviates or varies from external market figures | |

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| 45. | Leah, a communications manager at a travel company, needs to evaluate her team members' work in the last financial year. She needs to prepare a report on the evaluation of objectives they helped achieve. Which of the following documents is Leah preparing?      |  |  | | --- | --- | | A. | Career assessment |  |  |  | | --- | --- | | B. | Performance Appraisal |  |  |  | | --- | --- | | C. | Quarterly Report |  |  |  | | --- | --- | | D. | Memo of congratulations |  |  |  | | --- | --- | | E. | Role-based assessment | |

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| 46. | A memo of congratulations is written to:      |  |  | | --- | --- | | A. | clients who have been with a company for over 10 years. |  |  |  | | --- | --- | | B. | employees who have won awards or been promoted. |  |  |  | | --- | --- | | C. | company partners when a project is successful. |  |  |  | | --- | --- | | D. | external allies for a well implemented campaign. |  |  |  | | --- | --- | | E. | suppliers who have been loyal to a company. | |

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| 47. | Samantha Carter who owns Blaze, a fashion house in Manhattan, recently received an e-mail from her client requesting for price details of her eco-friendly line of clothing. Now she needs to write a letter to him with the requested details. Which of the following is Carter writing?      |  |  | | --- | --- | | A. | 10-K Report |  |  |  | | --- | --- | | B. | Thank-you letter |  |  |  | | --- | --- | | C. | Quotation |  |  |  | | --- | --- | | D. | Claims adjustment |  |  |  | | --- | --- | | E. | Transmittal | |

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| 48. | \_\_\_\_\_ is an external document granting or denying customer request to be given credit for damaged goods.      |  |  | | --- | --- | | A. | 10-K Report |  |  |  | | --- | --- | | B. | Quarterly report |  |  |  | | --- | --- | | C. | Policy and procedure bulletin |  |  |  | | --- | --- | | D. | Transmittal |  |  |  | | --- | --- | | E. | Claims adjustment | |

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| 49. | Every year in the month of April, Rowland and Co. files a report to the Securities and Exchange Commission of U.S.A. The report consists of details of their audited financial statements, executive compensation, and equities. Which of the following is the company filing?      |  |  | | --- | --- | | A. | Annual report |  |  |  | | --- | --- | | B. | Quarterly Report |  |  |  | | --- | --- | | C. | Claims adjustment |  |  |  | | --- | --- | | D. | 10-K report |  |  |  | | --- | --- | | E. | Quotation | |

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| 50. | Roswell, a manager at a software firm, needs to ensure that the members of his team complete work on a project that has its deadline approaching. To remind them about the deadline, he writes an email stating, "You need to complete the work by Friday so that I can deliver the product to the client on time." His email, however, involves a writing flaw because of which he does not receive the results he would have otherwise achieved. What type of writing flaw does Roswell's email have?      |  |  | | --- | --- | | A. | Selfish tone |  |  |  | | --- | --- | | B. | Vague request |  |  |  | | --- | --- | | C. | Legalistic language |  |  |  | | --- | --- | | D. | Misused words |  |  |  | | --- | --- | | E. | Confusing words | |

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| 51. | Which of the following does good writing involve?      |  |  | | --- | --- | | A. | Keeps requests ambiguous which helps avoid arguments |  |  |  | | --- | --- | | B. | Uses legalistic language to impress the readers |  |  |  | | --- | --- | | C. | Analyzes the larger context in which words may appear |  |  |  | | --- | --- | | D. | Presents the main point in the middle of a long paragraph |  |  |  | | --- | --- | | E. | Requires a reader to gather additional information | |

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| 52. | Which of the following is true of good business and administrative communication?      |  |  | | --- | --- | | A. | Makes an audience guess a message a speaker or writer has presented |  |  |  | | --- | --- | | B. | Leaves audience's questions unanswered to create challenges and interactions |  |  |  | | --- | --- | | C. | Represents messages which are free from errors in spelling and grammar |  |  |  | | --- | --- | | D. | Considers members of an audience as numbers instead of as groups of people |  |  |  | | --- | --- | | E. | Takes a long time to decipher which challenges an audience's intellect | |

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| 53. | Rebecca, who works as a human resource executive, received a letter from her manager to organize an interactive program for some of the employees of the organization. Rebecca needs to call her manager to find out the objective of the program, when it needs to be organized, and which employees need to attend the program. Which of the following is the letter characterized by?      |  |  | | --- | --- | | A. | It allows the reader to act on it instantly. |  |  |  | | --- | --- | | B. | It is incomplete in form. |  |  |  | | --- | --- | | C. | It answers all queries that the reader has. |  |  |  | | --- | --- | | D. | It saves the reader's time. |  |  |  | | --- | --- | | E. | It prevents the reader from guessing. | |

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| 54. | Which of the following is true of conventions?      |  |  | | --- | --- | | A. | They remain constant over long periods of time. |  |  |  | | --- | --- | | B. | They are practices one encounters infrequently. |  |  |  | | --- | --- | | C. | They apply to a general audience and context. |  |  |  | | --- | --- | | D. | They can be best learnt by reading annual reports. |  |  |  | | --- | --- | | E. | They are widely accepted practices. | |

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| 55. | The best way to learn conventions in a particular workplace is by:      |  |  | | --- | --- | | A. | seeing what other workers are doing. |  |  |  | | --- | --- | | B. | reading documents on office guidelines. |  |  |  | | --- | --- | | C. | interacting with the human resource department. |  |  |  | | --- | --- | | D. | getting updated by the manager or supervisor. |  |  |  | | --- | --- | | E. | researching online about the organization. | |

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| 56. | Written forms of communications are preferable over oral forms of communication when:      |  |  | | --- | --- | | A. | group decisions need to be made. |  |  |  | | --- | --- | | B. | misunderstandings need to be cleared quickly. |  |  |  | | --- | --- | | C. | communication needs to be personal. |  |  |  | | --- | --- | | D. | conflicts need to be resolved immediately. |  |  |  | | --- | --- | | E. | communication needs to be formal. | |

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| 57. | Which of the following should one do while analyzing business communication situations?      |  |  | | --- | --- | | A. | Avoid taking into account emotions of other people when stakes are high |  |  |  | | --- | --- | | B. | Take into account the needs of the organization and not those outside the organization |  |  |  | | --- | --- | | C. | Use written channels instead of oral channels for better decision making |  |  |  | | --- | --- | | D. | Use detailed instructions to understand audiences and corporate culture |  |  |  | | --- | --- | | E. | Consider one's own needs in addition to those of one's superior and audience | |

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| 58. | Which of the following should be followed while solving business communication problems?      |  |  | | --- | --- | | A. | Consciously developing one key solution instead of multiple ones |  |  |  | | --- | --- | | B. | Understanding that even irrelevant features of an audience are important |  |  |  | | --- | --- | | C. | Emphasizing information by placing it in the middle of a paragraph |  |  |  | | --- | --- | | D. | Identifying one main audience benefit if it is a persuasive message |  |  |  | | --- | --- | | E. | Ensuring that benefits are adapted well to the needs of the audience | |

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| 59. | Stella is presenting a report on "Negative Impacts of Genetic Engineering" at a conference on Food Security in Manhattan. The audience consists of scientists, government officials, and members of civil society groups of which some are skeptical about the subject. Which of the following would best help Stella handle the audience?      |  |  | | --- | --- | | A. | Present the good ideas at the end of the report |  |  |  | | --- | --- | | B. | Present the main points of the report in the middle of the report |  |  |  | | --- | --- | | C. | Approach the issue of genetic engineering indirectly |  |  |  | | --- | --- | | D. | Make the milestones achieved section clear in the first paragraph |  |  |  | | --- | --- | | E. | Identify one main audience benefit instead of several benefits | |

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| 60. | Which of the following are ways in which a document can be made more visually inviting?      |  |  | | --- | --- | | A. | Avoid using subject lines since they disorient the reader. |  |  |  | | --- | --- | | B. | Use headings to group unrelated ideas. |  |  |  | | --- | --- | | C. | Use lists and indented sections to emphasize examples. |  |  |  | | --- | --- | | D. | Avoid numbering the points to make the document look clean. |  |  |  | | --- | --- | | E. | Use long paragraphs consisting of more than ten typed lines. | |

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| 61. | Which of the following styles of writing should be followed to create a business document?      |  |  | | --- | --- | | A. | It should make the message as friendly and personal as possible. |  |  |  | | --- | --- | | B. | It should use complex words if it is being addressed to strangers. |  |  |  | | --- | --- | | C. | It should place positive information at the end of the document. |  |  |  | | --- | --- | | D. | It should focus more on what is impossible so that it can tackle the problem. |  |  |  | | --- | --- | | E. | Use me-attitude to show that one is confident about the document. | |

**Short Answer Questions**

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| 62. | Explain how verbal communication, nonverbal communication, and interpersonal nonverbal signals differ from each other. |

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| 63. | Johanna, who is going to join her first job as a software engineer, thinks that she will not need to have any writing ability for the job because she is joining as an engineer and not as a writer. Explain why this belief is flawed. |

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| 64. | Discuss some of the main costs of communication. |

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| 65. | Explain how a poor form of writing contributes to wasted time. |

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| 66. | How does poorly written document contribute to lost goodwill? Explain. |

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| 67. | How can poor communication lead to legal problems in an organization? Discuss. |

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| 68. | What are some of the benefits of improving communication? |

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| 69. | What are some of the criteria for an effective message? |

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| 70. | What are conventions and how are they best learned? |

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| 71. | What are the two modes of communication channels that one can use to communicate? |

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| 72. | Explain in brief, the process to create good messages. |

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| 73. | What are the five key questions for analysis that one should ask in order to create good questions? |

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| 74. | What are the three basic principles that one should keep in mind while organizing information to fit audiences, the purposes, and the situation? |

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| 75. | Jennifer recently gave a presentation for a group of college students on "How to choose the right career path." The presentation was a huge success and the students in their feedback form stated that the visual appeal of the presentation was a major factor that contributed to its popularity. What key guidelines did Jennifer most likely follow which helped her document be visually appealing? |

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| 76. | Explain how a friendly, positive style of writing helps in contributing toward a good business document? |

Chapter 01 Succeeding in Business Communication Answer Key

**True / False Questions**

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| 1. | Interpersonal nonverbal communication consists of e-mail messages, memos, and letters.    **FALSE**  Interpersonal nonverbal signals include how people sit at meetings, how large offices are, and how long someone keeps a visitor waiting. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 1 Easy Topic: Communication Ability = Promotability* |

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| 2. | Entry-level jobs in contrast with senior-level jobs do not require skills in reasoning, mathematics, and communicating.    **FALSE**  Entry-level jobs require high-level skills in reasoning, mathematics, and communication. Thus, communication ability often ranks first among the qualities that employers look for in college graduates. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 1 Easy Topic: Communication Ability = Promotability* |

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| 3. | Oral communication is always for internal audiences in an organization whereas written communication is strictly created for external audiences.    **FALSE**  All three forms of communication, i.e., oral, nonverbal, and written are for both internal and external audiences. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 1 Easy Topic: Communication Ability = Promotability* |

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| 4. | The cost of hardware in e-mail storage is much higher compared to the cost in administering and maintaining archives.    **FALSE**  A significant cost of communication is e-mail storage. In addition to the exponential increase in frequency, e-mails are also growing in size. Businesses are storing much of this huge load on their servers but the cost of hardware is only a part of its storage cost. A larger cost involves administering and maintaining the archives. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-02 What the costs of communication are. Level of Difficulty: 1 Easy Topic: The Cost of Communication* |

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| 5. | How quickly a document can be read is determined by the difficulty of the subject matter and by the document's organization and writing style.    **TRUE**  Bad writing takes longer to read as we struggle to understand what we are reading. How quickly we can do this is determined by the difficulty of the subject matter and by the document's organization and writing style. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 1 Easy Topic: Costs of Poor Communication* |

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| 6. | Poor writing may need to be rewritten and frequently cycled to other people for help.    **TRUE**  Bad writing may need to be rewritten and such poorly written documents are frequently cycled to other people for help. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 1 Easy Topic: Costs of Poor Communication* |

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| 7. | Poor messages make an audience guess what a writer wants to convey.    **TRUE**  Ineffective messages do not get results. A receiver who has to guess what the sender means, may guess wrong. In addition, a reader who finds a letter or memo unconvincing or insulting, may not do what the message asks. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 1 Easy Topic: Costs of Poor Communication* |

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| 8. | It is best to use a legalistic style of writing which helps create a good document.    **FALSE**  It is best to avoid a stiff and legalistic style of writing such as "Please be advised" and "herein." One should also avoid using a tone that is selfish or a request which is vague. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 1 Easy Topic: Costs of Poor Communication* |

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| 9. | While preparing a document, it is recommended that the main point be placed in the middle of a long first paragraph which prevents a reader from skipping information.    **FALSE**  While preparing a document, one should avoid placing the main point in the middle of the long first paragraph because the middle is the least emphatic part of a paragraph. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 1 Easy Topic: Costs of Poor Communication* |

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| 10. | Individual communications are not liable to any legal hassles like communication by organizations.    **FALSE**  Poor communication choices can lead to legal problems for individuals and organizations. Careful writers and speakers think about the larger social context in which their words may appear. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 1 Easy Topic: Costs of Poor Communication* |

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| 11. | Good communication helps in making efforts more effective.    **TRUE**  Good communication helps in making efforts more effective. It contributes to increasing the number of requests that are answered positively and promptly on the first request. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 1 Easy Topic: Costs of Poor Communication* |

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| 12. | Good business and administrative communication are created as quickly as possible which helps save a writer's time.    **FALSE**  Good communication is created by taking the time to write correctly. The style, organization, and visual or aural impact of the message helps the audience read or hear, understand, and act on the information as quickly as possible. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 1 Easy Topic: Costs of Poor Communication* |

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| 13. | Good communication treats the receiver of a document as a person, instead of as a number.    **TRUE**  Good communication treats the receiver as a person, not a number. It cements a good relationship between the communicator and the receiver. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 1 Easy Topic: Costs of Poor Communication* |

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| 14. | A message meets the five criteria of a good business communication irrespective of the audience, the purpose of the message, and the situation.    **FALSE**  Whether a message meets these five criteria depends on the interactions among the communicator, the audience, the purposes of the message, and the situation. No single set of words work in all possible situations. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 1 Easy Topic: Costs of Poor Communication* |

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| 15. | Conventions in business communication help people recognize, produce, and interpret different kinds of communications.    **TRUE**  Common business communications have conventions. These conventions help people recognize, produce, and interpret different kinds of communications. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 1 Easy Topic: Following Conventions* |

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| 16. | Conventions are constant and remain unchanged over time.    **FALSE**  Conventions change over time. The key to using conventions effectively, in spite of their changing nature, is to remember that they always need to be adjusted for a particular audience, context, and purpose. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 1 Easy Topic: Following Conventions* |

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| 17. | It is mandatory to follow the same, standard conventions in all organizations across the world.    **FALSE**  Every organization is unique in the conventions they follow and the best way to learn conventions in a particular workplace is to see what other workers are doing. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 1 Easy Topic: Following Conventions* |

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| 18. | A message will be more successful if the writer focuses on his own needs instead of the larger context of shareholders, customers, and regulators.    **FALSE**  While writing a message, it is vital not to think only about one's own needs but also about the concerns of one's manager and those which an audience may have. A message will be more successful if the writer focuses on the larger context of shareholders, customers, and regulators. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 1 Easy Topic: Following Conventions* |

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| 19. | Electronic mail systems are a more formal mode of communication than presentations.    **FALSE**  Paper documents and presentations are formal and gives one considerable control over a message. E-mails, texting, tweeting, phone calls, and stopping by someone's office are comparatively less formal. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 1 Easy Topic: Following Conventions* |

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| 20. | Oral channels are better for group decision making, and allow misunderstandings to be cleared up more quickly.    **TRUE**  Oral channels are better for group decision making and allow misunderstandings to be cleared up more quickly. They also make the communication seem more personal. On the other hand, paper documents and presentations are formal and give one considerable control over a message. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 1 Easy Topic: Following Conventions* |

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| 21. | How detailed a message should be depends on the kind of message, purposes, audiences, and the corporate culture.    **TRUE**  How detailed a message should be depends on the kind of message, purposes, audiences, and the corporate culture. Such details need to be figured out without detailed instructions. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 1 Easy Topic: Following Conventions* |

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| 22. | In order to solve a problem, it is essential to develop several solutions and measure them against the audience and purposes.    **TRUE**  In order to solve a problem, it is essential to gather knowledge and brainstorm solutions. One should develop several solutions and measure them against the audience and purposes. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 1 Easy Topic: How to Solve Business Communication Problems* |

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| 23. | All characteristics of an audience are important and one should avoid eliminating some which may seem irrelevant.    **FALSE**  Some characteristics of an audience will be irrelevant and one should focus on ones that matter for the message. While addressing a group, it is important to identify the economic, cultural, or situational differences that may affect how various subgroups may respond to the message. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 1 Easy Topic: How to Solve Business Communication Problems* |

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| 24. | It is important to list all purposes of a message, including major and minor ones.    **TRUE**  While creating a message, it is important to list out all purposes of the message. This includes major as well as minor purposes. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 1 Easy Topic: How to Solve Business Communication Problems* |

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| 25. | The best way to place information without emphasizing it is to put it in the middle of a paragraph.    **TRUE**  The best way to place information without emphasizing is to put it in the middle of a paragraph or document and present it as briefly as possible. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 1 Easy Topic: How to Solve Business Communication Problems* |

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| 26. | Reasons for a decision and audience benefits in a message are always financial in nature.    **FALSE**  In order to create a good message, it is important to brainstorm to develop reasons for a decision, the logic behind an argument, and possible benefits for the audience. Reasons and audience benefits do not have to be monetary. For instance, making the audience's job easier or more pleasant is a good benefit. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 1 Easy Topic: How to Solve Business Communication Problems* |

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| 27. | While writing a message, it is important to ensure that benefits are adapted to the needs of the audience.    **TRUE**  While writing a message, it is important to ensure that benefits are adapted to the needs of the audience. In an informative or persuasive message, one should identify multiple audience benefits. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 1 Easy Topic: How to Solve Business Communication Problems* |

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| 28. | It is vital to use experiences and common sense to understand how the real world affects a particular issue or problem while creating a message.    **TRUE**  While creating a message it is vital to use the real world as much as possible. One should think about the news, the economy, interest rates, and business conditions and analyze how it affects a particular problem. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 1 Easy Topic: How to Solve Business Communication Problems* |

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| 29. | Using long paragraphs of more than eight lines makes a document more visually appealing.    **FALSE**  A well-designed document is easier to read and builds goodwill. To make a document visually attractive, one should use short paragraphs of six typed lines or fewer. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 1 Easy Topic: How to Solve Business Communication Problems* |

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| 30. | It is important to use me-attitude while creating a document which shows confidence in one's piece of writing.    **FALSE**  Writing that keeps the reader in mind uses you-attitude. One should read the message as if one were in the reader's situation. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 1 Easy Topic: How to Solve Business Communication Problems* |

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| 31. | While receiving feedback on a message, it is important not just to know if a message succeeded or failed but also knowing the reason behind it.    **TRUE**  While receiving feedback on a message, one should understand whether a message failed and the reason behind it. One should analyze successes as well because it is important to know why a message worked. Knowing the reason helps create more successful messages. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 1 Easy Topic: How to Solve Business Communication Problems* |

**Multiple Choice Questions**

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| 32. | Which of the following is an example of verbal communication?      |  |  | | --- | --- | | A. | Logos |  |  |  | | --- | --- | | B. | Gestures |  |  |  | | --- | --- | | C. | Eye contact |  |  |  | | --- | --- | | D. | Pictures |  |  |  | | --- | --- | | **E.** | Tweets |   Communication may be verbal or non-verbal. Verbal communication uses words. Blogs, presentations, tweets, and text messages are examples of verbal communication. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 1 Easy Topic: Communication Ability = Promotability* |

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| 33. | Loretta recently gave a presentation on "Over-consumerism and its Impacts" at the University of Phoenix in California. The presentation was a huge success mainly because it used a lot of nonverbal communication which drew the audience's attention and made the presentation interesting. Which of the following did Loretta most likely use?      |  |  | | --- | --- | | A. | Anecdotes |  |  |  | | --- | --- | | B. | Narrations |  |  |  | | --- | --- | | C. | Quotations |  |  |  | | --- | --- | | **D.** | Photographs |  |  |  | | --- | --- | | E. | Chestnuts |   Nonverbal communication does not use words. Examples of nonverbal communication are pictures, logos, and computer graphics. |

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| *AACSB: Communication AACSB: Reflective Thinking Blooms: Apply Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 3 Hard Topic: Communication Ability = Promotability* |

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| 34. | \_\_\_\_\_ are a type of nonverbal communication.      |  |  | | --- | --- | | **A.** | Pictures |  |  |  | | --- | --- | | B. | Presentations |  |  |  | | --- | --- | | C. | Electronic Mails |  |  |  | | --- | --- | | D. | Memos |  |  |  | | --- | --- | | E. | Informal Meetings |   Nonverbal communication does not use words. Examples of such communication may be pictures, logos, photographs, and computer graphics. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 1 Easy Topic: Communication Ability = Promotability* |

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| 35. | An example of an interpersonal nonverbal signal of authority would be a company executive:      |  |  | | --- | --- | | **A.** | sitting at the head of a conference table at a board meeting. |  |  |  | | --- | --- | | B. | speaking on behalf of the company at a community event. |  |  |  | | --- | --- | | C. | writing a progress report on a campaign activity. |  |  |  | | --- | --- | | D. | sending out an e-mail announcing a new policy. |  |  |  | | --- | --- | | E. | presenting a report on a project recently completed. |   Interpersonal nonverbal communication describes how people sit at meetings, how long someone keeps a visitor waiting, or how large an office is. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 1 Easy Topic: Communication Ability = Promotability* |

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| 36. | According to the survey conducted by the National Commission on Writing, \_\_\_\_\_ is considered to be a writing ability which all employees must know.      |  |  | | --- | --- | | A. | technical writing |  |  |  | | --- | --- | | B. | blogging |  |  |  | | --- | --- | | C. | instant messaging |  |  |  | | --- | --- | | **D.** | e-mailing |  |  |  | | --- | --- | | E. | tweeting |   According to the National Commission on Writing, all employees must have the writing ability to e-mail and give presentations with visuals. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 1 Easy Topic: Communication Ability = Promotability* |

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| 37. | Which of the following is an example of an internal audience?      |  |  | | --- | --- | | A. | Suppliers |  |  |  | | --- | --- | | B. | Stockholders |  |  |  | | --- | --- | | C. | Clients |  |  |  | | --- | --- | | D. | Funders |  |  |  | | --- | --- | | **E.** | Peers |   Internal audience comprise of people within the same organization. On the other hand, people outside an organization comprise an external audience. Customers, unions, suppliers, distributors are examples of an external audience. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 1 Easy Topic: Communication Ability = Promotability* |

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| 38. | An example of an external audience is a \_\_\_\_\_.      |  |  | | --- | --- | | A. | human resource team |  |  |  | | --- | --- | | B. | subordinate |  |  |  | | --- | --- | | C. | supervisor and manager |  |  |  | | --- | --- | | D. | colleague |  |  |  | | --- | --- | | **E.** | potential employee |   People outside an organization comprise an external audience. Customers, unions, suppliers, and distributors are examples of an external audience. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 1 Easy Topic: Communication Ability = Promotability* |

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| 39. | Pete Riley works at Rowland Bank in California. He recently gave a presentation on "Benefits of Investing in Unit Link Plans" to the subordinates in his team, the sales team, and the marketing team. He also showed the presentation to the superiors before making a few changes and presenting it to his customers. Which of the following comprises Pete's external audience?      |  |  | | --- | --- | | A. | Sales Team |  |  |  | | --- | --- | | B. | Marketing Team |  |  |  | | --- | --- | | C. | Superiors |  |  |  | | --- | --- | | **D.** | Customers |  |  |  | | --- | --- | | E. | Subordinates |   Internal audience comprise of people in the same organization. On the other hand, external audiences comprise of people outside an organization. Customers, unions, suppliers, and distributors are examples of an external audience. |

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| *AACSB: Communication AACSB: Reflective Thinking Blooms: Apply Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 2 Medium Topic: Communication Ability = Promotability* |

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| 40. | Natalia who works for Trends, a fashion house, needs to give a presentation to her superiors on the marketing plan for the newly launched, Vogue line of clothing. Once she receives an approval on it, she will be sharing details of the launch with distributors, clients, and fashion houses with which they have tie-ups. In addition, she will also be presenting the plan to the press to spread word about the line. Which among the following is Natalia's internal audience?      |  |  | | --- | --- | | A. | Other Fashion Houses |  |  |  | | --- | --- | | B. | Clients |  |  |  | | --- | --- | | **C.** | Superiors |  |  |  | | --- | --- | | D. | Distributors |  |  |  | | --- | --- | | E. | Press |   Internal audience comprise of people within an organization. Superiors, peers, and subordinates are all examples of an internal audience. |

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| *AACSB: Communication AACSB: Reflective Thinking Blooms: Apply Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 2 Medium Topic: Communication Ability = Promotability* |

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| 41. | Ella, a human resource manager, has written a report for the organizational director on staffing needs of the company. Along with the report, she also sends a memo explaining why the document is being forwarded to him. What is this accompanying document called?      |  |  | | --- | --- | | A. | Monthly Report |  |  |  | | --- | --- | | B. | Memo of Congratulations |  |  |  | | --- | --- | | C. | Quarter Report |  |  |  | | --- | --- | | **D.** | Transmittal |  |  |  | | --- | --- | | E. | Policy and procedure bulletin |   A transmittal is a memo accompanying document explaining why a document is being forwarded to a receiver. Its purpose is to inform and persuade a reader to read a document and also to build image and goodwill. |

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| *AACSB: Communication AACSB: Reflective Thinking Blooms: Apply Learning Objective: 01-02 What the costs of communication are. Level of Difficulty: 3 Hard Topic: The Cost of Communication* |

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| 42. | Evelyn Jones who works for Lobo Events, an event management company, is preparing a document on the problems faced while hosting events and revenue generated. In the report, she explains unavailability of venues for events around season time and steep charges by music bands as challenges faced by them. In addition, she explains the company's performance and that it generated revenue of $25, 00,000 in the last three months. Which of the following documents is Evelyn preparing?      |  |  | | --- | --- | | A. | Letter of transmittal |  |  |  | | --- | --- | | B. | Performance appraisal |  |  |  | | --- | --- | | **C.** | Quarterly report |  |  |  | | --- | --- | | D. | Formative assessment |  |  |  | | --- | --- | | E. | Summative assessment |   A quarterly or monthly report summarizes profitability, productivity, and problems during a period. It is also used to plan activities for the next month or quarter. |

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| *AACSB: Communication AACSB: Reflective Thinking Blooms: Apply Learning Objective: 01-02 What the costs of communication are. Level of Difficulty: 3 Hard Topic: The Cost of Communication* |

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| 43. | A \_\_\_\_\_ is a statement of company rules, guidelines, and instructions with a purpose to inform, build image, and goodwill.      |  |  | | --- | --- | | **A.** | policy and procedure bulletin |  |  |  | | --- | --- | | B. | 10 K report |  |  |  | | --- | --- | | C. | quarterly report |  |  |  | | --- | --- | | D. | transmittal |  |  |  | | --- | --- | | E. | monthly and annual report |   A policy and procedure bulletin is a statement of company rules, guidelines, and instructions with a purpose to inform, build image, and goodwill. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-02 What the costs of communication are. Level of Difficulty: 1 Easy Topic: The Cost of Communication* |

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| 44. | Which of the following does a request to deviate from policy and procedure bulletin state?      |  |  | | --- | --- | | **A.** | Explains that another approach is better for a specific situation rather than the standard approach |  |  |  | | --- | --- | | B. | Discusses profitability and problems during a period and how it deviates from past figures |  |  |  | | --- | --- | | C. | Summarizes financial information to be filed with the Securities and Exchange Commission |  |  |  | | --- | --- | | D. | Discusses the granting or denying of customer request to be given credit for defective goods |  |  |  | | --- | --- | | E. | Explains why an organization's statistical figures deviates or varies from external market figures |   A request to deviate from policy and procedure bulletin is a persuasive memo arguing that another approach is better for a specific situation than the standard approach. Its purpose is to persuade, build image, and goodwill. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-02 What the costs of communication are. Level of Difficulty: 2 Medium Topic: The Cost of Communication* |

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| 45. | Leah, a communications manager at a travel company, needs to evaluate her team members' work in the last financial year. She needs to prepare a report on the evaluation of objectives they helped achieve. Which of the following documents is Leah preparing?      |  |  | | --- | --- | | A. | Career assessment |  |  |  | | --- | --- | | **B.** | Performance Appraisal |  |  |  | | --- | --- | | C. | Quarterly Report |  |  |  | | --- | --- | | D. | Memo of congratulations |  |  |  | | --- | --- | | E. | Role-based assessment |   A performance appraisal evaluates the performance of employees and encourages employees to improve work performance. |

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| *AACSB: Communication AACSB: Reflective Thinking Blooms: Apply Learning Objective: 01-02 What the costs of communication are. Level of Difficulty: 3 Hard Topic: The Cost of Communication* |

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| 46. | A memo of congratulations is written to:      |  |  | | --- | --- | | A. | clients who have been with a company for over 10 years. |  |  |  | | --- | --- | | **B.** | employees who have won awards or been promoted. |  |  |  | | --- | --- | | C. | company partners when a project is successful. |  |  |  | | --- | --- | | D. | external allies for a well implemented campaign. |  |  |  | | --- | --- | | E. | suppliers who have been loyal to a company. |   A memo of congratulations is written to employees who have won awards or been promoted. Its purpose is to build goodwill. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-02 What the costs of communication are. Level of Difficulty: 1 Easy Topic: The Cost of Communication* |

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| 47. | Samantha Carter who owns Blaze, a fashion house in Manhattan, recently received an e-mail from her client requesting for price details of her eco-friendly line of clothing. Now she needs to write a letter to him with the requested details. Which of the following is Carter writing?      |  |  | | --- | --- | | A. | 10-K Report |  |  |  | | --- | --- | | B. | Thank-you letter |  |  |  | | --- | --- | | **C.** | Quotation |  |  |  | | --- | --- | | D. | Claims adjustment |  |  |  | | --- | --- | | E. | Transmittal |   A quotation is an external document which mentions prices of a specific product or service. |

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| *AACSB: Communication AACSB: Reflective Thinking Blooms: Apply Learning Objective: 01-02 What the costs of communication are. Level of Difficulty: 2 Medium Topic: The Cost of Communication* |

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| 48. | \_\_\_\_\_ is an external document granting or denying customer request to be given credit for damaged goods.      |  |  | | --- | --- | | A. | 10-K Report |  |  |  | | --- | --- | | B. | Quarterly report |  |  |  | | --- | --- | | C. | Policy and procedure bulletin |  |  |  | | --- | --- | | D. | Transmittal |  |  |  | | --- | --- | | **E.** | Claims adjustment |   Claims adjustment is an external document granting or denying customer request to be given credit for damaged goods. It serves to inform and establish goodwill with customers. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-02 What the costs of communication are. Level of Difficulty: 1 Easy Topic: The Cost of Communication* |

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| 49. | Every year in the month of April, Rowland and Co. files a report to the Securities and Exchange Commission of U.S.A. The report consists of details of their audited financial statements, executive compensation, and equities. Which of the following is the company filing?      |  |  | | --- | --- | | A. | Annual report |  |  |  | | --- | --- | | B. | Quarterly Report |  |  |  | | --- | --- | | C. | Claims adjustment |  |  |  | | --- | --- | | **D.** | 10-K report |  |  |  | | --- | --- | | E. | Quotation |   A 10-K report is filed by a company to the Securities and Exchange Commission with details of their financial information. |

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| *AACSB: Communication Blooms: Apply Learning Objective: 01-02 What the costs of communication are. Level of Difficulty: 3 Hard Topic: The Cost of Communication* |

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| 50. | Roswell, a manager at a software firm, needs to ensure that the members of his team complete work on a project that has its deadline approaching. To remind them about the deadline, he writes an email stating, "You need to complete the work by Friday so that I can deliver the product to the client on time." His email, however, involves a writing flaw because of which he does not receive the results he would have otherwise achieved. What type of writing flaw does Roswell's email have?      |  |  | | --- | --- | | **A.** | Selfish tone |  |  |  | | --- | --- | | B. | Vague request |  |  |  | | --- | --- | | C. | Legalistic language |  |  |  | | --- | --- | | D. | Misused words |  |  |  | | --- | --- | | E. | Confusing words |   While writing business communication, it is important to avoid stiff and legalistic writing. One should avoid using a selfish tone, and vague requests. It is also vital to avoid placing the main point of a message in the middle of the first long paragraph because the middle is the least emphatic part of a paragraph. |

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| *AACSB: Communication AACSB: Reflective Thinking Blooms: Apply Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 3 Hard Topic: Costs of Poor Communication* |

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| 51. | Which of the following does good writing involve?      |  |  | | --- | --- | | A. | Keeps requests ambiguous which helps avoid arguments |  |  |  | | --- | --- | | B. | Uses legalistic language to impress the readers |  |  |  | | --- | --- | | **C.** | Analyzes the larger context in which words may appear |  |  |  | | --- | --- | | D. | Presents the main point in the middle of a long paragraph |  |  |  | | --- | --- | | E. | Requires a reader to gather additional information |   Poor communication may cost millions of dollars. It can also lead to legal problems for individuals and organizations. Thus, careful writers and speakers should think about the larger social context in which their words may appear. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 2 Medium Topic: Costs of Poor Communication* |

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| 52. | Which of the following is true of good business and administrative communication?      |  |  | | --- | --- | | A. | Makes an audience guess a message a speaker or writer has presented |  |  |  | | --- | --- | | B. | Leaves audience's questions unanswered to create challenges and interactions |  |  |  | | --- | --- | | **C.** | Represents messages which are free from errors in spelling and grammar |  |  |  | | --- | --- | | D. | Considers members of an audience as numbers instead of as groups of people |  |  |  | | --- | --- | | E. | Takes a long time to decipher which challenges an audience's intellect |   Good business and administrative communication meets five basic criteria. It is clear, complete, and correct. It saves the audience's time and builds goodwill. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 1 Easy Topic: Costs of Poor Communication* |

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| 53. | Rebecca, who works as a human resource executive, received a letter from her manager to organize an interactive program for some of the employees of the organization. Rebecca needs to call her manager to find out the objective of the program, when it needs to be organized, and which employees need to attend the program. Which of the following is the letter characterized by?      |  |  | | --- | --- | | A. | It allows the reader to act on it instantly. |  |  |  | | --- | --- | | **B.** | It is incomplete in form. |  |  |  | | --- | --- | | C. | It answers all queries that the reader has. |  |  |  | | --- | --- | | D. | It saves the reader's time. |  |  |  | | --- | --- | | E. | It prevents the reader from guessing. |   Good business and administrative communication meets five basic criteria. It is clear, complete, and correct. It saves the audience's time and builds goodwill. In addition, it answers the audience's questions and gives the audience enough information to evaluate the message and act on it. |

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| *AACSB: Communication AACSB: Reflective Thinking Blooms: Apply Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 3 Hard Topic: Costs of Poor Communication* |

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| 54. | Which of the following is true of conventions?      |  |  | | --- | --- | | A. | They remain constant over long periods of time. |  |  |  | | --- | --- | | B. | They are practices one encounters infrequently. |  |  |  | | --- | --- | | C. | They apply to a general audience and context. |  |  |  | | --- | --- | | D. | They can be best learnt by reading annual reports. |  |  |  | | --- | --- | | **E.** | They are widely accepted practices. |   Conventions are widely accepted practices one routinely encounters. They change over time and should be adjusted to a particular audience, purpose, and context. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 1 Easy Topic: Following Conventions* |

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| 55. | The best way to learn conventions in a particular workplace is by:      |  |  | | --- | --- | | **A.** | seeing what other workers are doing. |  |  |  | | --- | --- | | B. | reading documents on office guidelines. |  |  |  | | --- | --- | | C. | interacting with the human resource department. |  |  |  | | --- | --- | | D. | getting updated by the manager or supervisor. |  |  |  | | --- | --- | | E. | researching online about the organization. |   Conventions are widely accepted practices one routinely encounters in a workplace and which change over time. The best way to learn conventions in a particular workplace is to see what other workers are doing. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 1 Easy Topic: Following Conventions* |

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| 56. | Written forms of communications are preferable over oral forms of communication when:      |  |  | | --- | --- | | A. | group decisions need to be made. |  |  |  | | --- | --- | | B. | misunderstandings need to be cleared quickly. |  |  |  | | --- | --- | | C. | communication needs to be personal. |  |  |  | | --- | --- | | D. | conflicts need to be resolved immediately. |  |  |  | | --- | --- | | **E.** | communication needs to be formal. |   Formal means of communication gives one considerable control over a message. Examples of formal communication are paper documents and presentations. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 2 Medium Topic: Following Conventions* |

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| 57. | Which of the following should one do while analyzing business communication situations?      |  |  | | --- | --- | | A. | Avoid taking into account emotions of other people when stakes are high |  |  |  | | --- | --- | | B. | Take into account the needs of the organization and not those outside the organization |  |  |  | | --- | --- | | C. | Use written channels instead of oral channels for better decision making |  |  |  | | --- | --- | | D. | Use detailed instructions to understand audiences and corporate culture |  |  |  | | --- | --- | | **E.** | Consider one's own needs in addition to those of one's superior and audience |   While analyzing business communication situations, one should consider one's own needs in addition to those of superiors and the audience. It is also important to decide the content of a message based on the kind of message, its purpose, audience, and corporate culture. One should figure these details out without the help of instructions. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 2 Medium Topic: Following Conventions* |

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| 58. | Which of the following should be followed while solving business communication problems?      |  |  | | --- | --- | | A. | Consciously developing one key solution instead of multiple ones |  |  |  | | --- | --- | | B. | Understanding that even irrelevant features of an audience are important |  |  |  | | --- | --- | | C. | Emphasizing information by placing it in the middle of a paragraph |  |  |  | | --- | --- | | D. | Identifying one main audience benefit if it is a persuasive message |  |  |  | | --- | --- | | **E.** | Ensuring that benefits are adapted well to the needs of the audience |   While solving business communication problems, one should ensure that benefits are adapted well to the needs of the audience. In an informative or persuasive message, it is important to identify multiple audience benefits. Some characteristics of an audience will be irrelevant and one should focus on those which are relevant to the message. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 2 Medium Topic: How to Solve Business Communication Problems* |

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| 59. | Stella is presenting a report on "Negative Impacts of Genetic Engineering" at a conference on Food Security in Manhattan. The audience consists of scientists, government officials, and members of civil society groups of which some are skeptical about the subject. Which of the following would best help Stella handle the audience?      |  |  | | --- | --- | | A. | Present the good ideas at the end of the report |  |  |  | | --- | --- | | B. | Present the main points of the report in the middle of the report |  |  |  | | --- | --- | | **C.** | Approach the issue of genetic engineering indirectly |  |  |  | | --- | --- | | D. | Make the milestones achieved section clear in the first paragraph |  |  |  | | --- | --- | | E. | Identify one main audience benefit instead of several benefits |   While organizing information in business communication, it is important to approach the subject indirectly if the audience is reluctant or skeptical. |

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| *AACSB: Communication AACSB: Reflective Thinking Blooms: Apply Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 3 Hard Topic: How to Solve Business Communication Problems* |

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| 60. | Which of the following are ways in which a document can be made more visually inviting?      |  |  | | --- | --- | | A. | Avoid using subject lines since they disorient the reader. |  |  |  | | --- | --- | | B. | Use headings to group unrelated ideas. |  |  |  | | --- | --- | | **C.** | Use lists and indented sections to emphasize examples. |  |  |  | | --- | --- | | D. | Avoid numbering the points to make the document look clean. |  |  |  | | --- | --- | | E. | Use long paragraphs consisting of more than ten typed lines. |   A well-designed document is easier to read and builds goodwill. To make a document visually attractive, it is important to use subject lines to orient the reader quickly. One should also use headings to group related ideas, and lists and indented sections to emphasize sub-points and examples. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 1 Easy Topic: How to Solve Business Communication Problems* |

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| 61. | Which of the following styles of writing should be followed to create a business document?      |  |  | | --- | --- | | **A.** | It should make the message as friendly and personal as possible. |  |  |  | | --- | --- | | B. | It should use complex words if it is being addressed to strangers. |  |  |  | | --- | --- | | C. | It should place positive information at the end of the document. |  |  |  | | --- | --- | | D. | It should focus more on what is impossible so that it can tackle the problem. |  |  |  | | --- | --- | | E. | Use me-attitude to show that one is confident about the document. |   While creating a business document, it is important to use you-attitude and make the message as friendly and personal as possible. While writing to strangers, one should use simple, everyday words. One should also emphasize the positive by placing positive information first, and focusing on what is possible, instead of what is impossible. |

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| *AACSB: Communication Blooms: Remember Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 1 Easy Topic: How to Solve Business Communication Problems* |

**Short Answer Questions**

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| 62. | Explain how verbal communication, nonverbal communication, and interpersonal nonverbal signals differ from each other.     Verbal communication is a form of communication which uses words. Examples of verbal communication may be face-to-face or phone conversations, e-mail messages, letters, reports, blogs, tweets, and text messages. Nonverbal communication, on the other hand, does not use words. Examples of such kind of communication are pictures, computer graphics, and company logos. Interpersonal nonverbal signals are those which include how people sit at meetings, how large offices are, and how long someone keeps a visitor waiting. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 2 Medium Topic: Communication Ability = Promotability* |

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| 63. | Johanna, who is going to join her first job as a software engineer, thinks that she will not need to have any writing ability for the job because she is joining as an engineer and not as a writer. Explain why this belief is flawed.     Johanna thinks that she will not require any writing ability for her first job because she is joining as an engineer and not as a writer. However, this belief is flawed because almost every entry-level professional or managerial job requires one to write e-mail messages, speak to small groups, write documents, and present one's work for annual reviews. People who do these things well are likely to be promoted beyond the entry level. Employees in jobs as diverse as firefighters, security professionals, and construction project managers are all being told to polish their writing and speaking skills. |

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| *AACSB: Communication Blooms: Apply Learning Objective: 01-01 Why you need to be able to communicate well. Level of Difficulty: 2 Medium Topic: Communication Ability = Promotability* |

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| 64. | Discuss some of the main costs of communication.     Writing costs money. One main cost of writing is the process of document cycling. In many organizations, all external documents must be approved before they go out. A major document may cycle from writer to superior to writer to another superior and then to writer again, before it is finally approved. Longer documents can involve large teams of people and take months to write. Large organizations handle so much paper that even small changes to their communication practices amount to millions of dollars. Another significant cost of communication is e-mail storage. In addition to the exponential increase in frequency, e-mails are also growing in size. Businesses are storing much of this huge load on their servers. But the cost of the hardware is only some of the storage cost; a larger cost is administering and maintaining the archives. These costs include downtime when storage systems crash and time spent retrieving lost or corrupted messages. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-02 What the costs of communication are. Level of Difficulty: 2 Medium Topic: Cost of Communication* |

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| 65. | Explain how a poor form of writing contributes to wasted time.     Bad writing takes longer to read because the reader struggles to understand what they are reading. How quickly can one read a document is determined by the difficulty of the subject matter and by the document's organization and writing style. Second, bad writing may need to be rewritten. Poorly written documents frequently cycle to other people for help. Third, ineffective communication may obscure ideas so that discussions and decisions are needlessly drawn out. Fourth, unclear or incomplete messages may require the receiver to gather more information and some receivers may not bother to do so; they may make a wrong decision or refuse to act. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 2 Medium Topic: Costs of Poor Communication* |

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| 66. | How does poorly written document contribute to lost goodwill? Explain.     Every letter, e-mail, or report serves either to build or to undermine the image the reader has of the writer, irrespective of the literal content of the words. Part of building a good image is taking the time to write correctly. Messages can also create a poor image because of poor audience analysis and inappropriate style. Thus while writing a document, one should avoid using a tone that is selfish, language which is stiff and legalistic, and make requests which are vague. It is also important to avoid misusing words and place the main point of a message in the middle of a first long paragraph. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 2 Medium Topic: Costs of Poor Communication* |

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| 67. | How can poor communication lead to legal problems in an organization? Discuss.     Poor communication choices can lead to legal problems for organizations. Letters, memos, e-mails, and instant messages create legal obligations for organizations. When a lawsuit is filed against an organization, the lawyers for the plaintiffs have the right to subpoena documents written by employees of the organization. These documents may then be used as evidence, for instance, that an employer fired an employee without adequate notice or that a company knew about a safety defect but did nothing to correct it. These documents may also be used as evidence in contexts the writer did not intend. This means that a careless writer can create obligations that the organization does not mean to assume. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 2 Medium Topic: Costs of Poor Communication* |

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| 68. | What are some of the benefits of improving communication?     Better communication has several benefits. First, it saves time and allows one to avoid spending time on rewriting badly written materials. It also reduces reading time since comprehension is easier. Second, it makes efforts more effective and increases the number of requests that are answered positively and promptly, on the first request. It also helps present points to other people in an organization as well as to an external audience more forcefully. Third, it communicates points more clearly and reduces misunderstandings that occur when the audience has to supply missing or unclear information. Fourth, it builds goodwill and a positive image of the organization and the person as someone who is knowledgeable, intelligent, and capable. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 2 Medium Topic: Costs of Poor Communication* |

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| 69. | What are some of the criteria for an effective message?     Good business and administrative communication meets five basic criteria. First, it is clear. The meaning the audience gets is the meaning the communicator intended. It prevents the audience from guessing. Second, it is complete. All of the audience questions are answered and it has enough information to evaluate the message and act on it. Third, it is correct. All of the information in the message is accurate and the message is free from errors in spelling, grammar, word order, and sentence structure. Fourth, it saves the audience's time. The style, organization, and visual or aural impact of the message helps the audience read or hear, understand, and act on the information as quickly as possible. Fifth, it builds goodwill. The message presents a positive image of the communicator and his or her organization. It treats the receiver as a person, not a number. It establishes a good relationship between the communicator and the receiver. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-03 What the costs of poor communication are. Level of Difficulty: 2 Medium Topic: Costs of Poor Communication* |

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| 70. | What are conventions and how are they best learned?     Conventions are widely accepted practices that one routinely encounters and those which change over time. They help people recognize, produce, and interpret different kinds of communications. The key to using conventions effectively, in spite of their changing nature, is to remember that they always need to be adjusted for a particular audience, context, and purpose. The best way to learn conventions in a particular workplace is to see what other workers are doing. Things like how they communicate with each other, if their practices change when they communicate with superiors, and what kinds of letters and memos they send help in understanding different conventions in an organization. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 2 Medium Topic: Following Conventions* |

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| 71. | What are the two modes of communication channels that one can use to communicate?     While communicating, it is good to know that paper documents and presentations are formal and gives one considerable control over the message. On the other hand, e-mail, texting, tweeting, phone calls, and stopping by someone's office are less formal. Oral channels are better for group decision making, allow misunderstandings to be cleared up more quickly, and seem more personal. Sometimes one may need to use more than one message, in more than one channel. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-04 What role conventions play in business communication. Level of Difficulty: 2 Medium Topic: Following Conventions* |

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| 72. | Explain in brief, the process to create good messages.     To create a good message, one should start with gathering knowledge and brainstorming solutions. It is important to analyze the key questions for analysis such as who the audience is, and what the purpose of the message is. The information should be organized in a way to fit the audiences, the purposes, and the context. It is essential to make the document visually inviting and one should revise the draft to create a friendly, businesslike, positive style. One should also edit the draft for standard spelling, punctuation, grammar, double-check names and numbers. In addition, it is essential to use the response one gets to plan future messages. |

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| *AACSB: Communication Blooms: Understand Learning Objective: 01-05 How to solve business communication problems. Level of Difficulty: 2 Medium Topic: How to Solve Business Communication Problems* |

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| 73. | What are the five key questions for analysis that one should ask in order to create good questions?     1. Who is (are) your audience(s)? 2. What are your purposes in communicating? 3. What information must your message include? 4. How can you build support for your position? What reasons or benefits will your audience find convincing? 5. What aspects of the total situation may be relevant? |

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| 74. | What are the three basic principles that one should keep in mind while organizing information to fit audiences, the purposes, and the situation?     While organizing information to fit audiences, purposes, and the situation, one should put good news first. Second, it is important to put the main point or question first. In the subject line or first paragraph, one should make it clear that one is writing about something that is important to the reader. On the other hand, if the audience is a reluctant one, one should approach the subject indirectly. |

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| 75. | Jennifer recently gave a presentation for a group of college students on "How to choose the right career path." The presentation was a huge success and the students in their feedback form stated that the visual appeal of the presentation was a major factor that contributed to its popularity. What key guidelines did Jennifer most likely follow which helped her document be visually appealing?     While preparing the presentation, Jennifer used subject lines such as "How to explore your interests," "Different careers to choose from," and "How to know if the career you have chosen is right for you" to orient the reader quickly. She also used heading to club together related ideas such as Marketing and Communications, Media and Public Relations. Lists and indented sections were used to emphasize sub-points and important examples. In addition, she numbered points that must be followed in sequence and used short paragraphs of six typed lines and sometimes fewer. |

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| 76. | Explain how a friendly, positive style of writing helps in contributing toward a good business document?     While writing a business document, it is important to use a style of writing that is both friendly and businesslike. If a style of writing is too stiff, it puts extra distance between the writer and reader. On the other hand, if one is too chummy, one will sound unprofessional. While writing to strangers, it is vital to use simple, everyday words and make the message as personal and friendly as possible. When one writes to friends, one should remember that the message may be read by people one has never even heard of and it is best to avoid slang, clichés, and "in" jokes. A key element of writing is you-attitude. It is important that a document incorporates you-attitude and writes keeping the reader in mind. While mentioning limitations, drawbacks, or other negative elements, it is important not to dwell on them. One can emphasize on the positive while putting positive information first, giving it more space, or setting it off visually in an indented list. One can also emphasize the positive by eliminating negative words whenever possible and focusing on what is possible, instead of what is impossible. |

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