

Exam

Name _____

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 1) We communicate most successfully when we take the time to consider what results we want. 1) _____
Answer: True False
- 2) Successful communication usually includes persuasion. 2) _____
Answer: True False
- 3) Business communication uses specific conventions for communication. 3) _____
Answer: True False
- 4) In the North American style of business communication conventions, emails need to be polite but neutral. 4) _____
Answer: True False
- 5) Today's employers expect graduates to work well in small groups. 5) _____
Answer: True False
- 6) Most messages have a single purpose. 6) _____
Answer: True False
- 7) When you communicate with non-English speakers, try to use idioms and buzzwords used in office conversation. 7) _____
Answer: True False
- 8) An entry-level professional job requires employees to write memos and email messages. 8) _____
Answer: True False
- 9) Engineers with excellent writing skills have a competitive advantage. 9) _____
Answer: True False
- 10) Business correspondence does not cost money. 10) _____
Answer: True False
- 11) An effective, reader-centred business message must be concise. 11) _____
Answer: True False
- 12) Creative thinking is a genetic trait, like blue eyes, rather than something that can be learned. 12) _____
Answer: True False

- 13) To analyze a business communication situation, you need to know only your audience and your purpose. 13) _____
 Answer: True False
- 14) To include information without laying emphasis on it, put it at the bottom of the first page. 14) _____
 Answer: True False
- 15) The "C" in the PAIBOC analysis refers to the challenges a writer faces while communicating with the audience. 15) _____
 Answer: True False

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

- 16) Which of the following is NOT a feature of business communication? 16) _____
 A) To be efficient, a message must get through the first time.
 B) Different organizational patterns can confuse and mislead people.
 C) Messages are becoming more complicated.
 D) Effective business communication conforms to the writer's expectations.
 Answer: D
- 17) More than any other type of communication, business communication puts particular emphasis on: 17) _____
 A) technical language. B) efficiency.
 C) extensive details. D) complex topics.
 Answer: B
- 18) Which of the following is true about business communication? 18) _____
 A) It is important to remember that buzzwords should be used in office conversation.
 B) Careers do not depend upon skillful communication.
 C) We cannot achieve success in communication unless and until we meet the other person's wants.
 D) Idioms should be used while communicating with non-English speakers.
 Answer: C
- 19) Which of the following is NOT a conventional tone of the North American style of business communication? 19) _____
 A) Friendly B) Presumptuous C) Polite D) Neutral
 Answer: B
- 20) Which of the following is NOT a conventional style of the North American style of business communication? 20) _____
 A) Salutation B) Short sentences and paragraphs
 C) Abstract language D) White space for emphasis
 Answer: C

- 21) Which of the following is NOT a convention of the North American style of business communication? 21) _____
 A) Format is decided by software application
 B) Memos go to external audiences
 C) Memos go to internal audiences
 D) Format is decided by the organizational culture
 Answer: B
- 22) Which of the following is an example of a company's internal audience? 22) _____
 A) Shareholder
 B) Supplier
 C) Office manager
 D) Union leader
 Answer: C
- 23) Which of the following would be an external audience for a corporate accountant working at a company's head office? 23) _____
 A) Vice-President, Sales
 B) Clerk, Accounts Receivable
 C) Stockholders
 D) Manager, Branch Office
 Answer: C
- 24) Employers do NOT expect graduates in entry-level positions to: 24) _____
 A) interpret comments from informal channels.
 B) write well.
 C) speak effectively to customers and colleagues.
 D) be unable to work independently or as a team member.
 Answer: D
- 25) Which of the following is NOT essential for employment? 25) _____
 A) Working in groups
 B) Comprehension
 C) Advertising skills
 D) Interpersonal skills
 Answer: C
- 26) Which of the following is a feature of the company grapevine? 26) _____
 A) It is always a good place to look for feedback.
 B) Interpersonal communications skills connect you to the grapevine.
 C) It is a formal source of organizational information.
 D) It is crucial to developing positive relationships.
 Answer: B
- 27) The primary purpose of business messages is to: 27) _____
 A) always get a response
 B) get exposure.
 C) request.
 D) create goodwill.
 Answer: D

- 28) The process of "cycling" a document back and forth between different people several times: 28) _____
- A) is a way of making sure that several people "own" the message.
 - B) is important to give approval for external documents.
 - C) increases the cost of correspondence.
 - D) speeds up communication because several people are made aware of the message before it is released.
- Answer: C
- 29) Which of the following is NOT a feature of poor writing? 29) _____
- A) It requires more time for revisions.
 - B) It delays action.
 - C) It is always concise.
 - D) It irritates the reader.
- Answer: C
- 30) Good writing: 30) _____
- A) helps hide disagreements.
 - B) projects the image of the writer as an intelligent person.
 - C) increases the number of requests answered negatively.
 - D) presents the reader's point of view.
- Answer: B
- 31) Which of the following is true about good writing? 31) _____
- A) It presents the reader's point of view.
 - B) It shows that the writer is capable.
 - C) It increases the number of requests answered negatively.
 - D) It helps hide disagreements.
- Answer: B
- 32) A message is comprehensive if the: 32) _____
- A) information in the message is accurate and is free of errors in punctuation, spelling, grammar, word order, and sentence structure.
 - B) writer conveys maximum meaning using as few words as possible.
 - C) style, organization, and visual impact of the message help the reader to read, understand, and act.
 - D) writer chooses the facts-and the organization and language to convey those facts-that enable the reader to get the meaning that the writer intended.
- Answer: C
- 33) We know a message is correct when: 33) _____
- A) the reader has enough information to evaluate the message and act on it.
 - B) the style, organization, and visual impact of the message help the reader to read, understand, and act.
 - C) it is free of errors in punctuation, spelling, grammar, word order, and sentence structure.
 - D) the writer conveys maximum meaning using as few words as possible.
- Answer: C

- 34) Which of the following is NOT a characteristic of good business communication? 34) _____
A) Concise B) Casual
C) Clear D) Comprehensive

Answer: B

- 35) Analyzing the context of business communication: 35) _____
A) takes a lot of time, and is therefore not justified.
B) helps us make a favourable impression.
C) should be left only to senior management.
D) means too many people will be involved in creating the communication.

Answer: B

- 36) Which of the following factors would you NOT consider as part of your analysis of a communication situation? 36) _____
A) What you want to happen as a result of the communication
B) Your audience's wants and needs
C) Where and when the communication will take place
D) Your own feelings about the topic

Answer: D

- 37) Which of the following is true about lateral thinking? 37) _____
A) It enables one to think creatively.
B) It provides the most obvious solution to a problem.
C) It prevents flexible thinking.
D) It cannot be learned with practice.

Answer: A

- 38) Which of the following factors would you NOT consider as part of your analysis of a communication situation? 38) _____
A) When the communication will take place
B) Your audience's wants and needs
C) The writer's needs and values
D) Where the communication will take place

Answer: C

- 39) Generating every possible idea on a topic, no matter how silly or far-fetched, is known as _____. 39) _____
A) Acculturation B) Groupthink C) Brainstorming D) Paraphrasing

Answer: C

- 40) Which of the following questions BEST answers if maximum privacy is ensured when a message is confidential? 40) _____
A) Where will the communication happen?
B) Who's my audience?
C) When will the communication happen?
D) What's my purpose?

Answer: A

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

41) According to employers, what are the business basics that Canadian professionals need in order to be competitive in the global market? 41) _____

Answer: To remain competitive in the global market, according to employers, Canadian professionals need business basics that include communications, team building, report writing and preparing presentations.

42) List the problems caused by poor writing. 42) _____

Answer: The problems caused by poor writing are:

1. It takes more time to read and interpret.
2. It requires more time for revisions.
3. It confuses and irritates the reader.
4. It delays action while the reader requests more information, or tries to figure out the meaning.

43) What are the features of successful messages? 43) _____

Answer: Successful messages build goodwill by focusing on the reader. An effective, reader-centred business message meets five criteria:

1. The message is clear: the writer chooses the facts-and the organization and language to convey those facts-that enable the reader to get the meaning that the writer intended.
2. The message is concise: the writer conveys maximum meaning using as few words as possible.
3. The message is comprehensive: the style, organization, and visual impact of the message help the reader to read, understand, and act.
4. The message is complete: the reader has enough information to evaluate the message and act on it.
5. The message is correct: the information in the message is accurate and is free of errors in punctuation, spelling, grammar, word order, and sentence structure.

44) What are IBM's tips for creativity? 44) _____

Answer: IBM's tips for creativity are very diverse:

1. Have an argument.
2. Brainstorm with someone 10 years older and someone 10 years younger.
3. Clean your desk.
4. Come in early and enjoy the quiet.
5. Leave the office. Sit with a pencil and a pad of paper. See what happens.

45) What is PAIBOC? Briefly explain each of its components.

45) _____

Answer: The PAIBOC questions should be used to analyze business communication problems:

P-What are your purposes in writing?

A-Who is your audience? How do members of your audience differ? What audience characteristics are relevant to this particular message?

I-What information must your message include?

B-What reasons or reader benefits can you use to support your position?

O-What objections can you expect your readers to have? What negative elements of your message must you de-emphasize or overcome?

C-How will the context affect the reader's response? Think about your relationship to the reader, the morale in the organization, the economy, the time of year, and any special circumstances.