Business Communication Essentials, 8e **(Bovee/Thill)**
Chapter 3   Planning Business Messages

1) Audiences are least likely to pay attention to ideas that are what?
A) Concise
B) Compelling
C) Emotional
D) Unexpected
E) Complex
Answer: E
Explanation: After writing your first draft, *revise* your message to make sure it is clear, concise, and correct.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

2) To save the audience time when they read and respond to a communication, the communication should be what?
A) Timely
B) Electronic
C) Efficient
D) Detailed
E) Written
Answer: C
Explanation: Messages that are designed to be efficient make the best use of the writer's time and the audience's time. All necessary detail should be included while unnecessary information should be excluded. No matter what kind of information you need to convey, your goal is to craft a message that is effective (it meets your audience's needs and gets your points across) and efficient (it makes the best use of your time and your audience's time).
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

3) When a message meets the audience's needs and gets the point across, it is considered to be what?
A) Timely
B) Effective
C) Efficient
D) Detailed
E) Verbal
Answer: B
Explanation: No matter what kind of information you need to convey, your goal is to craft a message that is effective (it meets your audience's needs and gets your points across) and efficient (it makes the best use of your time and your audience's time).
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Written and oral communication

4) The three-step writing process includes what?
A) Planning, writing, proofreading
B) Planning, drafting, writing
C) Planning, writing, completing
D) Writing, editing, proofreading
E) Drafting, writing, proofreading
Answer: C
Explanation: The three-step writing process begins by analyzing the situation and defining your purpose during the planning phase, committing thoughts to words in the writing phase and completing the message by making sure the message is clear, concise and correct.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Written and oral communication

5) Selecting the right combination of media and channels for producing and delivering a message takes place during what step of the writing process?
A) Drafting
B) Proofreading
C) Planning
D) Completing
E) Writing
Answer: C
Explanation: To plan any message, first analyze the situation by defining your purpose and developing a profile of your audience. When you're sure about what you need to accomplish with your message, gather information that will meet your audience's needs. Next, select the right combination of media and channels for producing and delivering your message.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Written and oral communication

6) During the planning phase of the writing process, a writer should do all of the following except what?
A) Check for conciseness
B) Limit the scope
C) Select an approach
D) Outline content
E) Define the main idea
Answer: A
Explanation: Conciseness is checked during the completing phase of the three-step writing process.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

7) Choosing strong words, creating effective sentences and developing coherent paragraphs take place during what part of the writing process?
A) Drafting
B) Proofreading
C) Planning
D) Completing
E) Writing
Answer: E
Explanation: After you've planned your message, adapt your approach to your audience with sensitivity, relationship skills, and style. Then you're ready to compose your message by choosing strong words, creating effective sentences, and developing coherent paragraphs.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

8) During what phase of the writing process does the writer check for clarity, conciseness and correctness?
A) Drafting
B) Proofreading
C) Planning
D) Completing
E) Writing
Answer: D
Explanation: After writing your first draft, revise your message to make sure it is clear, concise, and correct. Next produce your message, giving it an attractive, professional appearance. Proofread the final product to ensure high quality and then distribute your message.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

9) When using the three-step writing process, how much of the available writing time should be set aside for planning?
A) 20 percent
B) 30 percent
C) 40 percent
D) 50 percent
E) 60 percent
Answer: D
Explanation: The more you use the process, the easier and faster writing will become for you. You'll also get better at allocating your time for each step. As a general rule, for anything beyond short and simple messages, set aside roughly 50 percent of your available time for planning, 25 percent for writing, and 25 percent for completing. Using half your time for planning might seem excessive, but careful planning—particularly for lengthy or difficult writing projects—can save you lots of time and trouble in the long run and lead to better results.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Written and oral communication

10) When using the three-step writing process, how much of the available writing time should be set aside for the actual writing?
A) 15 percent
B) 25 percent
C) 45 percent
D) 65 percent
E) 85 percent
Answer: B
Explanation: The more you use the process, the easier and faster writing will become for you. You'll also get better at allocating your time for each step. As a general rule, for anything beyond short and simple messages, set aside roughly 50 percent of your available time for planning, 25 percent for writing, and 25 percent for completing. Using half your time for planning might seem excessive, but careful planning—particularly for lengthy or difficult writing projects—can save you lots of time and trouble in the long run and lead to better results.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Written and oral communication

11) When proofreading a message, the focus of the proofreading should be what?
A) Producing a high quality message
B) Choosing strong words
C) Conveying subject knowledge by using impressive sounding words
D) Determining the channel and media for delivering the message
E) Limiting the scope
Answer: A
Explanation: After writing your first draft, revise your message to make sure it is clear, concise, and correct. Next produce your message, giving it an attractive, professional appearance. Proofread the final product to ensure high quality and then distribute your message.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

12) Ensuring the message has an attractive, professional appearance takes place in which step of the writing process?
A) Drafting
B) Proofreading
C) Planning
D) Completing
E) Writing
Answer: D
Explanation: After writing your first draft, revise your message to make sure it is clear, concise, and correct. Next produce your message, giving it an attractive, professional appearance. Proofread the final product to ensure high quality and then distribute your message.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

13) The scope of a business message includes what?
A) Background information on the topic
B) The goal of the message
C) The format for producing the message
D) A list of all those who will be receiving the message
E) A list of key terminology
Answer: B
Explanation: Within the scope of that general purpose, each message also has a **specific purpose**, which identifies what you hope to accomplish with your message.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Challenging
Question Cat.:   Concept
AACSB: Written and oral communication

14) The three-step writing process is most effective in what type of business writing?
A) Emails
B) Short memos
C) Long reports
D) External communications
E) All written communications
Answer: E
Explanation: Any written work should follow the three-step writing process, regardless of length of message, who the message is going to, or how the message will be transmitted. The three steps in this process should be applied to a wide variety of business messages. The more you use the process, the easier and faster writing will become for you.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Challenging
Question Cat.:   Synthesis
AACSB: Written and oral communication

15) Spending more time in the planning phase of the writing process leads to better results.
Answer: TRUE
Explanation: Using half your time for planning might seem excessive, but careful planning—particularly for lengthy or difficult writing projects—can save you lots of time and trouble in the long run and lead to better results.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Written and oral communication

16) Identifying strong words to convey the meaning of the message takes place in the planning process.
Answer: FALSE
Explanation: After you've planned your message, adapt your approach to your audience with sensitivity, relationship skills, and style. Then you're ready to compose your message by choosing strong words, creating effective sentences, and developing coherent paragraphs.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Written and oral communication

17) Determining how to deliver a message takes place in the completing process.
Answer: FALSE
Explanation: After you've planned your message, adapt your approach to your audience with sensitivity, relationship skills, and style. Then you're ready to compose your message by choosing strong words, creating effective sentences, and developing coherent paragraphs. Determining the media and channels for producing and delivering the message takes place in the planning process.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Written and oral communication

18) Writing an effective business message includes using strong, familiar words, creating effective sentences, and developing coherent paragraphs.
Answer: TRUE
Explanation: After you've planned your message, adapt your approach to your audience with sensitivity, relationship skills, and style. Then you're ready to compose your message by choosing strong words, creating effective sentences, and developing coherent paragraphs. Determining the media and channels for producing and delivering the message takes place in the planning process.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Easy
Question Cat.:   Application
AACSB: Written and oral communication

19) Discuss the goals of any communication you might need to craft at the workplace, and describe actions that can be taken to achieve that goal.
Answer: No matter what kind of information you need to convey, your goal is to craft a message that is effective (it meets your audience's needs and gets your points across) and efficient (it makes the best use of your time and your audience's time). Following the three-step writing process will help you meet this goal. In the planning phase, the purpose for writing and an audience analysis should be done. When you determine what you want to accomplish with this message, information should be gathered. Channel and medium should be determined, main ideas defined, the scope should be determined and the approach identified. When writing the message, sensitivity, relationship skills and writing style should be based on the audience. Strong words, effective sentences and coherent paragraphs should be used. After the final draft, the message should be revised to ensure it is clear, concise and correct, and that it is attractive and professional in appearance. Then the writing should be proofread before it is distributed.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

20) Describe the proofreading process and discuss what should be done to ensure effective proofreading.
Answer: Proofreading is not a one-step process. To help the proofreading process, the document should be reviewed several times, with a specific focus for each proofreading attempt. During the first round of proofreading, the message should be revised to make sure it is clear, concise and correct. Unnecessary words and phrases should be eliminated. Attention should be paid to jargon or buzz words that the audience may not be familiar with. Everything in the message should add to the meaning of the message. Next, the message should be considered in terms of appearance. The message should be attractive and professional in appearance. If the message is being sent via the computer, formatting and appearance need special consideration. The message should also be proofread to make sure the message is free of misspelled or misused words, grammar and punctuation is correct and consistent. Only then is the message ready to distribute.
Learning Obj: LO: 3.1: Describe the three-step writing process, and explain why it will help you create better messages in less time.
Difficulty: Moderate
Question Cat.:   Synthesis
AACSB: Written and oral communication

21) Connecting the sender's needs with the audience needs is called what?
A) Purpose
B) Scope
C) Limitation
D) Objective
E) Audience profile
Answer: A
Explanation: Analyzing the situation gives you the insights necessary to meet your own needs as a communicator while also meeting the information needs of your recipients. A successful message starts with a clear purpose that connects the sender's needs with the audience's needs.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Written and oral communication

22) Which of the following identifies the specific purpose of a message?
A) To inform the audience
B) To define why you are writing
C) To persuade the audience to act
D) To foster collaboration
E) To initiate a conversation
Answer: B
Explanation: All business messages have a general purpose: to inform, to persuade, to collaborate, or to initiate a conversation. A specific purpose goes one step further and identifies exactly why you are writing, for example to inform or persuade the audience on a specific topic.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Challenging
Question Cat.:   Application
AACSB: Written and oral communication

23) Which of the following is an example of a specific purpose for a communication?
A) "Let's set up a meeting next week to discuss staffing."
B) "I would like to set up a meeting Tuesday at 10:00 to get approval to hire an addition to staff."
C) "I would like to talk to you about our staffing shortage."
D) "Are you free to meet on Tuesday for a while?"
E) "I would like to hire a few more people. When are you free to talk?"
Answer: B
Explanation: Within the scope of that general purpose, each message also has a specific purpose, which identifies what you hope to accomplish with your message. The more precisely you can define your specific purpose, the better you'll be able to fine-tune your message to achieve your desired outcome. Requesting a specific data and time for the meeting, and giving the reasons for the meeting allows the receiver to plan a better response to the message.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

24) When preparing to send a message, what should be determined?
A) Will anything change as a result of the message?
B) Is the purpose realistic?
C) Is this the right time for the message?
D) Is the purpose acceptable to the organization?
E) Is the message clear and meaningful?
Answer: E
Explanation: A clear and meaningful message considers whether the message will change anything, if the message is realistic, if the time is right and if the purpose is acceptable. If any of these elements are missing, the message may not be meaningful to the audience.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Challenging
Question Cat.:   Synthesis
AACSB: Reflective thinking

25) Considering the company's business objectives and policies can dictate what?
A) If the message is clear and meaningful
B) If the purpose is cost effective for the organization
C) If the time is right for the message
D) If the purpose of the message is realistic
E) If the message will change anything in the organization
Answer: D
Explanation: Your company's business objectives and policies, and even laws that apply to your industry, may dictate whether a given purpose is acceptable.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Reflective thinking

26) Before sending a message that may contribute to information overload, what should the sender consider?
A) If the message is clear and meaningful
B) If the purpose is acceptable to the organization
C) If the audience will be receptive to the message
D) If the purpose of the message is realistic
E) If the message will change anything in the organization
Answer: E
Explanation: Make sure you don't contribute to information overload by sending messages that won't change anything. Complaining about things you have no influence over is a good example of a message that probably shouldn't be sent.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Written and oral communication

27) When considering your audience, whose concerns should be addressed first?
A) Less influential members
B) Managers
C) Peers
D) The writer
E) Key decision makers
Answer: E
Explanation: For some messages, certain audience members might be more important than others. Don't ignore the needs of less influential members, but make sure you address the concerns of the key decision makers.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Written and oral communication

28) When determining audience composition, which of the following factors will have the least impact on your writing style?
A) Technology
B) Culture
C) Age
D) Experience
E) Attitude
Answer: A
Explanation: When determining audience composition, look for similarities and differences in culture, language, age, education, organizational rank and status, attitudes, experience, motivations, biases, beliefs, and any other factors that might affect the success of your message. While skill in the use of technology or type of technology can be a factor, technology considerations can be easier to determine than other differences.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

29) Conducting an audience analysis involves all of the following except which?
A) Identifying the primary audience
B) Developing an audience profile
C) Determining audience composition
D) Gauging audience members' level of understanding
E) Forecasting probable reaction
Answer: B
Explanation: Before audience members will take the time to read or listen to your messages, they have to be interested in what you're saying. They need to know the message is relevant to their needs—even if they don't necessarily want to read or see your message. The more you know about your audience members, their needs, and their expectations, the more effectively you'll be able to communicate with them. Conducting an audience analysis is the same as developing an audience profile.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Challenging
Question Cat.:   Concept
AACSB: Reflective thinking

30) After determining a clear and meaningful purpose for a communication, what is the next step in planning the communication?
A) Understanding the needs of the audience
B) Writing the communication
C) Refining the topics to be covered in the communication
D) Developing the first draft of the communication
E) Determining the channel and medium for the communication
Answer: A
Explanation: When you are satisfied that you have a clear and meaningful purpose and that now is a smart time to proceed, your next step is to understand the members of your audience and their needs. Drafting, writing and refining the writing should not happen until a thorough understanding of audience needs are developed.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

31) Every communication effort takes place in a particular situation, meaning you have a specific message to send to a specific audience under a specific set of circumstances.
Answer: TRUE
Explanation: Every communication effort takes place in a particular situation, meaning you have a specific message to send to a specific audience under a specific set of circumstances. Analyzing the situation gives you the insights necessary to meet your own needs as a communicator while also meeting the information needs of your recipients.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Reflective thinking

32) Before an audience will take the time to read or listen to a message, they have to be interested in the subject matter.
Answer: TRUE
Explanation: Before audience members will take the time to read or listen to your messages, they have to be interested in what you're saying. They need to know the message is relevant to their needs—even if they don't necessarily want to read or see your message. The more you know about your audience members, their needs, and their expectations, the more effectively you'll be able to communicate with them.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Application of knowledge

33) When using email, audience size and geographical location no longer matters in the shaping of the message.
Answer: FALSE
Explanation: A message aimed at 10,000 people spread around the globe will likely require a different approach than one aimed at a dozen people down the hall. Additionally, each receiver has different informational needs that should be considered.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Reflective thinking

34) It is likely the audience will be interested in your message if it is well written.
Answer: FALSE
Explanation: Forecast the audience's likely reaction. The reaction you expect to get from your audience can help determine the best way to organize a message. Gaining audience attention is also influenced by what the message is about and what is being said.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Reflective thinking

35) Describe the difference between the general purpose of a message and the specific purpose of a message.
Answer: A successful message starts with a clear purpose that connects the sender's needs with the audience's needs. All business messages have a general purpose**:** to inform, to persuade, to collaborate, or to initiate a conversation. This purpose helps define the overall approach you'll need to take. Within the scope of that general purpose, each message also has a specific purpose**,** which identifies what you hope to accomplish with your message. The more precisely you can define your specific purpose, the better you'll be able to fine-tune your message to achieve your desired outcome.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Moderate
Question Cat.:   Synthesis
AACSB: Written and oral communication

36) When determining expectations and preferences of the audience, what issues should be considered and how would a writer prepare to address those expectations and preferences?
Answer: Using the planning sheet identified in figure 3.2 (in the textbook) will help in determining the expectation of the audience. To best meet audience expectations and preferences, the writer must consider how the audience takes in information. Some audience members are visual, some are auditory. Additionally, some are less comfortable with various technology functions than others. The writer must consider all these issues during the planning phase of the writing process. Another area of expectation or preference is based on the knowledge the audience member has about the reason for writing. If the audience is unfamiliar with the background information, they may want to know that information. If this is an ongoing conversation, perhaps no background information is needed. Also, knowledge of industry-specific jargon and buzzwords can add or detract from the communication, based on audience preferences. Taking a few minutes to forecast the probable reaction can aid in addressing points that are most important to the audience.
Learning Obj: LO: 3.2: Explain what it means to analyze the situation when planning a message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

37) After conducting an audience analysis, what is the next step in the writing process?
A) Gathering information
B) Writing the communication
C) Refining the topics to be covered in the communication
D) Developing the first draft of the communication
E) Determining the channel and medium for the communication
Answer: A
Explanation: When you have a clear picture of your audience, your next step is to assemble the information you will include in your message. For simple messages, you may already have all the information at hand, but for more complex messages, you may need to do considerable research and analysis before you're ready to begin writing.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

38) When deciding what types of information to gather, determining what information the audience needs to move forward is an example of what?
A) Audience perspective
B) Community input
C) Knowledge-management systems
D) Asking the audience for input
E) Document revision
Answer: A
Explanation: When considering the audience's perspective, the writer puts themselves in the audience's position. What are these people thinking, feeling, or planning? What information do they need in order to move forward? If you are initiating a conversation in a social media context, what information will stimulate discussion in your target communities?
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

39) Following social media sites and online discussions is a way to accomplish which of the following tasks?
A) Considering the audience's perspective
B) Listening to the community
C) Reading reports
D) Using knowledge management systems
E) Asking the audience for input
Answer: B
Explanation: For almost any subject related to business these days, chances are there is a community of customers, product enthusiasts, or other people linked through social media who engage in online discussions. Find them and listen to what they have to say.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

40) Collecting experiences and insights of employees in an organization is best accomplished with which of the following?
A) News releases
B) Blogs
C) Knowledge management systems
D) Marketing reports
E) Customer surveys
Answer: C
Explanation: Annual reports, financial statements, news releases, blogs and microblogs by industry experts, marketing reports, and customer surveys are just a few of the many potential sources. Find out whether your company has a knowledge-management system, a centralized database that collects the experiences and insights of employees throughout the organization.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

41) If you are unsure of what audience members need from your message, which of the following might be the most effective way to find out?
A) News releases
B) Blogs
C) Talk with supervisors
D) Ask the audience for input
E) Conduct surveys
Answer: D
Explanation: If you're unsure what audience members need from your message, ask them if at all possible. Admitting you don't know but want to meet their needs will impress an audience more than guessing and getting it wrong.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

42) Equally as important as delivering the right quantity of information, is the delivery of what?
A) Supplemental data
B) Visual aids
C) Background research information
D) Survey results
E) Quality information
Answer: E
Explanation: After you have defined your audience's information needs, your next step is to satisfy those needs completely. In addition to delivering the right quantity of information, you are responsible for verifying the quality of that information.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Application of knowledge

43) Reviewing your own assumptions and conclusions for validity also ensures what?
A) That the information is accurate
B) That the quantity of the information is appropriate
C) That the information is relevant
D) That the information is ethical
E) That the information is well written
Answer: A
Explanation: Inaccuracies can cause a host of problems, from embarrassment and lost productivity to serious safety and legal issues. Be sure to review any mathematical or financial calculations. Check all dates and schedules. Examine your own assumptions and conclusions to be certain they are valid.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Analytical thinking

44) If information is obscured or omitted, what can be the result for the communication?
A) The communication becomes stronger
B) The communication becomes unethical.
C) It may not need audience input.
D) The quantity of the information suffers.
E) The reader is more likely to support your argument.
Answer: B
Explanation: By working hard to ensure the accuracy of the information you gather, you'll also avoid many ethical problems in your messages. However, messages can also be unethical if important information is omitted or obscured.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Reflective thinking

45) Focusing on information that concerns your audience the most will increase the chances of what?
A) Accurate information
B) Ethical messages
C) Effective messages
D) Quality messages
E) Positive messages
Answer: C
Explanation: Some points will be more important to your audience than others. By focusing on the information that concerns your audience the most, you increase your chances of sending an effective message.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Reflective thinking

46) Which of the following is least likely to satisfy the audience's informational needs?
A) Accurate information
B) Ethical information
C) Pertinent information
D) Quality information
E) Background information
Answer: E
Explanation: After you have defined your audience's information needs, your next step is to satisfy those needs completely. In addition to delivering the right quantity of information, you are responsible for verifying the quality of that information. Information should be accurate, ethical and pertinent.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Reflective thinking

47) During what part of the writing process does the writer ensure the accuracy of the information?
A) Defining the purpose
B) Developing an audience profile
C) Gathering the information
D) Uncovering the audience's needs
E) Providing required information
Answer: E
Explanation: After you have defined your audience's information needs, your next step is to satisfy those needs completely. In addition to delivering the right quantity of information, you are responsible for verifying the quality of that information. When providing information, the information should be accurate, ethical and pertinent.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Synthesis
AACSB: Reflective thinking

48) During what part of the writing process does the writer consider what background information should be included in the writing?
A) Defining the purpose
B) Developing an audience profile
C) Gathering the information
D) Uncovering the audience's needs
E) Providing required information
Answer: C
Explanation: Ask your audience for input. If you're unsure what audience members need from your message, ask them if at all possible.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Reflective thinking

49) A knowledge management system would best be utilized when?
A) When defining the purpose
B) When developing an audience profile
C) When gathering information
D) When determining audience needs
E) When determining required information
Answer: C
Explanation: When you have a clear picture of your audience, your next step is to assemble the information you will include in your message. For simple messages, you may already have all the information at hand, but for more complex messages, you may need to do considerable research and analysis before you're ready to begin writing. A knowledge-management system is a centralized database that collects the experiences and insights of employees throughout the organization.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Synthesis
AACSB: Reflective thinking

50) To best gauge how employees and stakeholders are responding to a change in the business, the most current information will be found where?
A) Annual reports
B) Marketing reports
C) Customer surveys
D) Blogs and microblogs
E) News releases
Answer: D
Explanation: Annual reports, financial statements, news releases, blogs and microblogs by industry experts, marketing reports, and customer surveys are just a few of the many potential sources of information that might encapsulate how employees and stakeholders respond to change. Blogs and microblogs can provide data in almost real-time. Annual and other reports, statements, surveys and news releases can provide information up to the day and time the data was collected, not released.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Analytical thinking

51) When using social media to investigate how people are feeling or what they are thinking, what type of information should be posted on the media site?
A) Information that will stimulate discussion
B) Information that has already received positive feedback elsewhere
C) Information that is tightly controlled by the media host
D) Information that is highly controversial
E) Information that is ethical and accurate
Answer: A
Explanation: All information should be ethical and accurate, but that alone will not measure how people think or feel. Well developed and insightful information that engages the audience will encourage users to share feelings and insights.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Challenging
Question Cat.:   Application
AACSB: Analytical thinking

52) After developing a clear picture of the audience, the next step is to gather necessary information.
Answer: TRUE
Explanation: When you have a clear picture of your audience, your next step is to assemble the information you will include in your message. For simple messages, you may already have all the information at hand, but for more complex messages, you may need to do considerable research and analysis before you're ready to begin writing.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

53) Communities of customers, product enthusiasts or others linked through social media who engage in online discussions are good sources of information from the community.
Answer: TRUE
Explanation: For almost any subject related to business these days, chances are there is a community of customers, product enthusiasts, or other people linked through social media who engage in online discussions. Find them and listen to what they have to say.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

54) The quantity of information delivered is often more important than the quality of the information.
Answer: FALSE
Explanation: In addition to delivering the right quantity of information, you are responsible for verifying the quality of that information.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

55) A message could become unethical if important information is omitted.
Answer: TRUE
Explanation: By working hard to ensure the accuracy of the information you gather, you'll also avoid many ethical problems in your messages. However, messages can also be unethical if important information is omitted or obscured.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

56) Discuss how to ensure the information you provide to your audience is quality information, using relevant examples.
Answer: After you have defined your audience's information needs, your next step is to satisfy those needs completely. In addition to delivering the right quantity of information, you are responsible for verifying the quality of that information. Is the information accurate? Inaccuracies can cause a host of problems, from embarrassment and lost productivity to serious safety and legal issues. Be sure to review any mathematical or financial calculations. Check all dates and schedules. Examine your own assumptions and conclusions to be certain they are valid. Is the information ethical? By working hard to ensure the accuracy of the information you gather, you'll also avoid many ethical problems in your messages. However, messages can also be unethical if important information is omitted or obscured. Is the information pertinent? Some points will be more important to your audience than others. By focusing on the information that concerns your audience the most, you increase your chances of sending an effective message.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Easy
Question Cat.:   Application
AACSB: Written and oral communication

57) Discuss the advantages and disadvantages of five methods used to gather information and gain insight before beginning research efforts.
Answer: The first method is considering the audience's perspectives. Doing so will allow you to determine what people are thinking, feeling and/or planning. Failure to do so may result in information that is not relevant to the needs of the audience, thereby wasting their time and yours. Various community forums provide current, almost real time information on a variety of topics. Information learned on these sites needs to be carefully considered to make sure it provides valid messages, not paid-for solicitations, and that it is relevant to the topic at hand. It can also be very time consuming to examine several sights. The third method of gathering information is by talking with supervisors, colleagues or customers. These groups may have insight as to the information you need, or where to find the information. Additionally, they might have insights about your audience that you may not find elsewhere. Fourth, reading reports and other company documents can be a great source of background information. A knowledge-management system collects the experiences and insights of employees throughout the organization. However, information in these reports is only accurate up until the data was collected, not released, so information might be out of date or inaccurate. The last source of information is the audience you are writing the communication for. Asking thoughtful questions that allow you to best meet their needs saves both you and the audience time and will help to produce better work. However, on occasion, the audience may not have a clear understanding of what they really want from the information, so this could be a starting place, with the potential for other research tools to be used.
Learning Obj: LO: 3.3: Describe the techniques for gathering information for simple messages, and identify three attributes of quality information.
Difficulty: Moderate
Question Cat.:   Synthesis
AACSB: Written and oral communication

58) Which of the following is a disadvantage of the oral, in-person combination of channel and medium?
A) There is limited opportunity for immediate feedback.
B) There is no permanent, verifiable record of the communication.
C) Misunderstanding is frequent and difficult to solve.
D) There are limited and vague nonverbal cues.
E) There is limited opportunity to express emotion and feelings in a coherent manner.
Answer: B
Explanation: The oral, in-person combination of channel and medium allow for immediate feedback, a chance to resolve misunderstandings, rich nonverbal cues and the opportunity to express the emotion behind the message, but it does not provide a permanent, verifiable record of the communication, unless recorded.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

59) Which channel and medium combination allows flexibility of multiple formats and channels but can be limited in terms of reach and capability?
A) Written, printed
B) Written, digital
C) Visual, printed
D) Visual, digital
E) Oral, digital
Answer: B
Explanation: The written, digital combination of channel and medium allows flexibility of multiple formats and channels, from microblogs to wikis. However, reach and capability can be limited. For example you can only Tweet with those who follow you on Twitter.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

60) Which channel and medium combination takes longer to create and distribute but allows the sender to avoid immediate interactions?
A) Written, printed
B) Written, digital
C) Oral, printed
D) Visual, digital
E) Oral, digital
Answer: A
Explanation: The written, printed combination of channel and medium can minimize distortion, used to avoid immediate interaction and deemphasize inappropriate emotional components but lack the rich nonverbal cues provided by oral media. They also take more time and resources to create and distribute and can require special skills to prepare and produce.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

61) Although expensive to create, which combination can convey complex ideas and relationships quickly?
A) Written, printed
B) Visual, digital
C) Oral, printed
D) Visual, printed
E) Oral, digital
Answer: D
Explanation: The visual, printed combination of channel and medium can convey complex ideas and relationships quickly and is often less intimidating than blocks of text. Simple charts and graphs are easy to integrate in the text. They require more time to create and can be expensive to print.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

62) Which of the following is an advantage of being in the same physical space while communicating?
A) Lower cost
B) Less formality
C) Nonverbal feedback
D) Less preplanning
E) Better interpretation of business trends
Answer: C
Explanation: Being in the same physical space is a key distinction, because it enables the nuances of nonverbal communication more than any other media-channel combo. These nonverbal signals can carry as much weight in the conversation as the words being spoken.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

63) How can a video component improve live phone conversations?
A) Distractions are minimized.
B) Visual aids can be utilized.
C) Nonverbal communication can be observed.
D) Professionalism is more obvious.
E) More people can participate in the conversation.
Answer: C
Explanation: Oral medium via digital channels includes any transmission of voice via electronic means, both live and recorded, including telephone calls, podcasts, and voicemail messages. Live phone conversations offer the give-and-take of in-person conversations and can be the best alternative to talking in person. However, without a video component, they can't provide the nuances of nonverbal communication. Podcasts can be a good way to share lectures, commentary, and other spoken content.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Information technology

64) Which of the following is more formal in tone?
A) Podcasts
B) Webinars
C) Memos
D) Letters
E) Proposals
Answer: E
Explanation: Memos are brief printed documents traditionally used for the routine, day-to-day exchange of information within an organization. Letters are brief written messages sent to customers and other recipients outside the organization. Reports and proposals are usually longer than memos and letters, although both can be created in memo or letter format. These documents come in a variety of lengths, ranging from a few pages to several hundred, and are usually fairly formal in tone.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

65) Which of the following would be an appropriate use of digital medium?
A) When you want to make a formal impression
B) When you are legally required to provide information in print
C) When you want to stand out from the flood of electronic messages
D) When you want to introduce yourself to a customer or client
E) When you need a permanent, unchangeable or secure record
Answer: D
Explanation: While it's still a useful format, printed documents have been replaced by digital alternatives in many instances. However, there are several situations in which you should consider a printed message over electronic alternatives, including when you want to make a formal impression, when you are legally required to provide information in printed form, when you want to stand out from the flood of electronic messages and when you need a permanent, unchangeable, or secure record.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Challenging
Question Cat.:   Synthesis
AACSB: Written and oral communication

66) Which of the following combinations is used most often on the job today?
A) Written medium, digital channel
B) Visual medium, print channel
C) Visual medium, digital channel
D) Oral medium, digital channel
E) Written medium, print channel
Answer: A
Explanation: Most business communication efforts will involve written medium, digital channel with everything from 160-character tweets to website content to book-length reports distributed as portable document format (PDF) files. Business uses of written, digital messages keep evolving as companies look for ways to communicate more effectively. For example, email has been a primary business medium for the past decade or two, but it is being replaced in many cases by a variety of other digital formats.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

67) A visual printed message most often acts as what?
A) A replacement for text
B) Supporting material in printed documents
C) A guide to printed reports
D) A replacement for interactive digital components
E) A supplement to interactive digital components
Answer: B
Explanation: Photographs and diagrams can be effective communication tools for conveying emotional content, spatial relationships, technical processes, and other content that can be difficult to describe using words alone. You may occasionally create visual, printed messages as standalone items, but most will be used as supporting material in printed documents.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Analytical thinking

68) Which of the following is an advantage of combining visuals with supporting text?
A) Today's audiences are bombarded with messages, so anything that communicates quickly is welcome.
B) Visuals alone are less effective at describing complex ideas, making supporting text essential.
C) Visuals often show parts and relationships that make up the whole, and supporting text is used to fill in the gaps.
D) Diagrams and symbols must be explained to other cultures to ensure understanding.
E) Visual images can offer explanations and text can be used to identify essential elements of the visual.
Answer: A
Explanation: Messages that combine powerful visuals with supporting text can be effective for a number of reasons. Today's audiences are pressed for time and bombarded with messages, so anything that communicates quickly is welcome. Visuals are also effective at describing complex ideas and processes because they can reduce the work required for an audience to identify the parts and relationships that make up the whole. Also, in a multilingual business world, diagrams, symbols, and other images can lower communication barriers by requiring less language processing. Finally, visual images can be easier to remember than purely textual descriptions or explanations.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Analytical thinking

69) Which of the following is an advantage when using mobile devices for business communication?
A) Portability and flexibility
B) Screen size
C) Resolution
D) Bandwidth, speed and connectivity
E) Operational costs
Answer: A
Explanation: Mobile devices can be used to create and consume virtually every digital form of oral, written, and visual media. Thanks to the combination of portability and the flexibility enabled by a wide array of business-focused apps, mobile devices have become a primary tool in business communication. Screen size, resolution, bandwidth and connectivity, and operational costs can be disadvantages of the system.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Information technology

70) When using mobile technology, increasing the size of buttons and text entry fields can help which of the following areas?
A) Portability and flexibility
B) Screen size and resolution
C) Input technologies
D) Speed and connectivity
E) Data usage costs
Answer: C
Explanation: Even for accomplished texters, typing on mobile keyboards can be a challenge. In addition, even with a stylus, selecting items on a touchscreen can be more difficult than doing so on a PC screen using a mouse. If your website content or other messages and materials require a significant amount of input activity from recipients, try to make it as easy as possible for them. Even simple steps such as increasing the size of buttons and text-entry fields can help.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Information technology

71) Which of the following is a nonverbal signal that affects the style and tone of the message?
A) Media richness
B) Formality
C) Media and channel limitations
D) Urgency
E) Audience preferences
Answer: B
Explanation: Your media choice is a nonverbal signal that affects the style and tone of your message. For example, a printed memo or letter is likely to be perceived as a more formal gesture than an IM or email message.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Reflective thinking

72) Which method of communication is considered to have the greatest media richness?
A) Instant messages
B) Texting
C) Phone calls
D) Emails
E) Face to face
Answer: E
Explanation: The richest medium is face-to-face communication; it's personal, it provides immediate feedback (verbal and nonverbal), and it conveys the emotion behind a message. At the other extreme are the leanest media, such as texting and IM—those that communicate in the simplest ways, provide no opportunity for audience feedback, and aren't personalized.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

73) When determining what channel and media to use for a communication, what type of concerns may be generated when sensitive or private communications are needed?
A) Costs
B) Audience preference
C) Security
D) Urgency
E) Formality
Answer: C
Explanation: Your company may have restrictions on the media and channels that can be used for certain types of messages, but even if it doesn't think carefully whenever your messages include sensitive information. Never assume that your email, IM, and other digital communications are private. Many companies monitor these channels, and there is always the risk that networks could get hacked or that messages will be forwarded beyond their original recipients
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Synthesis
AACSB: Reflective thinking

74) A media that is lean would be used for what types of messages?
A) Nonroutine or complex messages
B) Messages that transfer simple information
C) Messages that attempt to humanize your presence
D) Messages that communicate caring
E) Messages to gain commitment
Answer: B
Explanation: In general, use richer media to send nonroutine or complex messages to humanize your presence throughout the organization, to communicate caring to employees, and to gain employee commitment to company goals. Use leaner media to send routine messages or to transfer information that doesn't require significant explanation.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Reflective thinking

75) When referring to channel and medium, medium is the system used to deliver the message.
Answer: FALSE
Explanation: The medium is the form a message takes and the channel is the system used to deliver the message. The distinction between the two isn't always crystal clear, and some people use the terms in different ways, but these definitions are a good way to think about the possibilities for business communication.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

76) Most media can only be distributed through one channel, so you have to select the channel and medium combination carefully.
Answer: FALSE
Explanation: Most media can be distributed through more than one channel, so whenever you have a choice, think through your options to select the optimum combination. For example, a brief written message could be distributed as a printed letter or memo, or it could be distributed through a variety of digital channels, from email to blogging to social networking.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Application of knowledge

77) Media choices can be divided into oral, written and visual media.
Answer: TRUE
Explanation: The simplest way to categorize media choices is to divide them into oral (spoken), written, and visual. Each of these media can be delivered through digital and nondigital channels, which creates six basic combinations.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Application of knowledge

78) Being in the same physical space is a key distinction in oral medium, in-person combination.
Answer: TRUE
Explanation: The oral medium, in-person combo involves talking with people who are in the same location, whether it's a one-on-one conversation over lunch or a more formal speech or presentation. Being in the same physical space is a key distinction, because it enables the nuances of nonverbal communication more than any other media-channel combo.
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

79) Discuss the advantages and disadvantages of using a combination of a written medium and a digital channel of communication.
Answer:
Advantages include the following:
• Allow writers to plan and control their messages
• Can reach geographically dispersed audiences
• Offer a permanent, verifiable record
• Minimize the distortion that can accompany oral messages
• Can be used to avoid immediate interactions
• Deemphasize any inappropriate emotional components
• Give recipients time to process messages before responding (compared to oral communication)
• Messages can be delivered quickly
• Flexibility of multiple formats and channels, from microblogs to wikis
• Flexibility to structure messages in creative ways, such as writing a headline on Twitter and linking to the full message on a blog
• Ability to link to related and more in-depth information
• Can increase accessibility and openness in an organization through broader sharing
• Enable audience interaction through social media features
• Ease of integrating with other media types, such as embedded videos or photos

Disadvantages include:
• Can be limited in terms of reach and capability (e.g., on Twitter you can reach only those people who follow you or search for you)
• Require Internet or mobile phone connectivity
• Vulnerable to security and privacy problems
• Are easy to overuse (sending too many messages to too many recipients)
• Create privacy risks and concerns (exposing confidential data; employer monitoring; accidental forwarding)
• Entail security risks (viruses, spyware; network breaches)
• Create productivity concerns (frequent interruptions; nonbusiness usage)
Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Analytical thinking

80) When faced with the need to convey complex ideas and relationships quickly, what combination of channel and medium would be most effective? Why?

Answer: Visual/printed medium and channel would be most effective. Visual aids can convey complex ideas and relationships quickly, and are less intimidating than long blocks of text. Visual mediums can reduce the burden on the audience of figuring out how the message and the concept fit together. Simple charts and graphs are easy to create in spreadsheets and other software, and integrate into the report. The potential downfall of this combination is the need for artistic skill and technical skills needed to create the visual. The development of the visual can require more time to create than the equivalent amount of text, and large, high-quality visuals can be expensive to print.

Learning Obj: LO: 3.4: Identify the six basic combinations of media and channels, and highlight the unique challenges of communication on mobile devices.

Difficulty: Moderate

Question Cat.:   Application

AACSB: Analytical thinking

81) If you expect your audience to be skeptical about your information, how can you minimize the potential for skepticism?

A) State conclusions and recommendations up front, then offer supporting evidence.
B) Offer complete details.
C) Offer a summary of each main point.
D) Introduce conclusions gradually with more proof.
E) Use oral communication instead of written communication.

Answer: D

Explanation: The way you organize a message should depend on the reaction you expect to get from your audience. If you expect a favorable response, you can state conclusions and recommendations up front and offer minimal supporting evidence. If you expect skepticism or resistance, you can introduce conclusions gradually and with more proof.

Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.

Difficulty: Moderate

Question Cat.:   Application

AACSB: Reflective thinking

82) Which of the following is not affected by good organization of a message?
A) The audience's understanding of the message
B) The acceptance of the message
C) The time the writer spends crafting the message
D) The time the audience spends reading the message
E) The technology used to produce the message
Answer: E
Explanation: Good organization helps the audience understand and accept the message. Good organization saves your audience time in understanding information and saves the writer time and creative energy in producing the message. In longer documents and presentations, you may need to unify a mass of material with a main idea that encompasses all the individual points you want to make. The technology used is not affected by organization of the message.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

83) The overall subject of a message is called what?
A) Unifier
B) Main idea
C) Handle
D) Topic
E) Organizational cue
Answer: D
Explanation: The topic of your message is the overall subject, and your main idea is a specific statement about that topic.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Application of knowledge

84) Generating as many ideas as you can without stopping to criticize or organize them is called what?
A) Storyteller's tour
B) Questions and answer chain
C) Journalistic approach
D) Brainstorming
E) Mind mapping
Answer: D
Explanation: Working alone or with others, generates as many ideas and questions as you can, without stopping to criticize or organize. After you capture all these pieces, look for patterns and connections to help identify the main idea and the groups of supporting ideas.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Application of knowledge

85) When attempting to distill major thoughts from unorganized information, what approach might be most effective?
A) Question and answer chain
B) Journalistic approach
C) Mind mapping
D) Brainstorming
E) Storyteller's tour
Answer: B
Explanation: The journalistic approach asks who, what, when, where, why, and how questions to distill major thoughts from unorganized information.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Application of knowledge

86) Which of the following creates a visual aid indicating the relationship between ideas?
A) Storyteller's tour
B) Question and answer chain
C) Journalistic approach
D) Brainstorming
E) Mind mapping
Answer: E
Explanation: You can generate and organize ideas by using a graphic method called mind mapping. Start with a main idea and then branch out to connect every other related idea that comes to mind. You can find a number of mind-mapping tools online.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

87) The length and level of detail in a communication is indicated by what?
A) Mind mapping
B) Storyteller's tour
C) Limitations
D) Scope
E) Format
Answer: D
Explanation: The scope of your message is the range of information you present, the overall length, and the level of detail—all of which need to correspond to your main idea. Limit your scope to the minimum amount of information needed to convey your main idea. Look for ways to distill your supporting points so that you have a smaller number with greater impact.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

88) After you have defined the main idea and supporting points, what is the next step in the planning sequence?
A) Determining the approach
B) Committing thoughts to words
C) Selecting the channel
D) Selecting the medium
E) Outlining content
Answer: A
Explanation: After you've defined your main idea and supporting points, you're ready to decide on the sequence you will use to present your information. When you know your audience will be receptive to your message, use the direct approach: Start with the main idea (such as a recommendation, conclusion, or request) and follow that with your supporting evidence. When your audience will be skeptical about or even resistant to your message, you generally want to use the indirect approach: Start with the evidence first and build your case before presenting the main idea.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

89) To determine the best approach to organizing your message, which of the following is least likely to affect the choice?
A) Audience's likely reaction
B) Unique circumstances of the message
C) The type of message
D) The amount of time available to develop the message
E) Unique circumstances of the audience
Answer: D
Explanation: To choose between these two alternatives, analyze your audience's likely reaction to your purpose and message. Always consider the unique circumstances of each message and audience situation. The type of message also influences the choice of the direct or indirect approach. In the coming chapters, you'll get specific advice on choosing the best approach for a variety of different communication challenges.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

90) When using an indirect approach, the message should start with what?
A) Evidence
B) The main idea
C) Recommendations
D) Conclusions
E) Requests
Answer: A
Explanation: When your audience will be skeptical about or even resistant to your message, you generally want to use the indirect approach: Start with the evidence first and build your case before presenting the main idea. A direct approach starts with main ideas such as recommendations, conclusions or requests.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

91) When determining scope, how many major supporting points should be included?
A) One
B) As many as necessary
C) One for each main idea
D) Five
E) No more than six
Answer: E
Explanation: In addition to limiting the overall scope of your message, limit the number of major supporting points to a half dozen or so—and if you can get your idea across with fewer points, all the better. Listing 20 or 30 supporting points might feel as though you're being thorough, but your audience is likely to view such detail as rambling and mind numbing.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

92) Which of the following is least likely to limit the scope of a message?
A) Overall length
B) Level of detail
C) Interest level of the audience
D) Range of information
E) Time allowed for presentation
Answer: C
Explanation: The scope of your message is the range of information you present, the overall length, and the level of detail—all of which need to correspond to your main idea. The length of some business messages has a preset limit, whether from a boss's instructions, the technology you're using, or a time frame such as individual speaker slots during a seminar. However, even if you don't have a preset length, limit your scope to the minimum amount of information needed to convey your main idea.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

93) What is the most common presentation structure used in television commercials and other advertisements?
A) Indirect format
B) Storyteller's technique
C) Direct format
D) Mind mapping
E) Limited scope
Answer: B
Explanation: You've already been on the receiving end of thousands of business stories. Storytelling is one of the most common structures used in television commercials and other advertisements.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Easy
Question Cat.:   Application
AACSB: Application of knowledge

94) What part of the classic storytelling technique builds the audience's interest by increasing tension?
A) Preview to the story
B) Introduction to the story
C) Middle of the story
D) End of the story
E) Follow up to the story
Answer: C
Explanation: The beginning of the story presents someone whom the audience can identify with in some way, and this person has a dream to pursue or a problem to solve. The middle of the story shows this character taking action and making decisions as he or she pursues the goal or tries to solve the problem. The storyteller's objective here is to build the audience's interest by increasing the tension: Will the "hero" overcome the obstacles in his or her path and defeat whatever adversary is keeping him or her away from his or her goal? The end of the story answers that question and usually offers a lesson to be learned about the outcome as well.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Easy
Question Cat.:   Concept
AACSB: Application of knowledge

95) Careful organization can help the writer arrange points that can soften the blow of unwelcome news.
Answer: TRUE
Explanation: Careful organization also helps you select and arrange your points in a diplomatic way that can soften the blow of unwelcome news or persuade skeptical readers to see your point of view. In contrast, a poorly organized message can trigger negative emotions that prevent people from seeing the value of what you have to say.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

96) The main idea is a specific statement about the overall subject of the message.
Answer: TRUE
Explanation: The topic of your message is the overall subject, and your main idea is a specific statement about that topic.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Concept
AACSB: Application of knowledge

97) An indirect approach is best when your audience will be receptive to your message.
Answer: FALSE
Explanation: When your audience will be skeptical about or even resistant to your message, you generally want to use the indirect approach. When you know your audience will be receptive to your message, use the direct approach.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Application of knowledge

98) Major supporting points should be backed up with evidence and examples.
Answer: TRUE
Explanation: After you've defined the main idea and identified major supporting points, you're ready to back up those points with examples and evidence that help audience members understand, accept, and remember your message. Choose your examples and evidence carefully. You want to be compelling and complete but also as concise as possible.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Application
AACSB: Written and oral communication

99) Discuss key components of organizing the content of a written communication.
Answer: Organizing the communication starts by determining the main idea. The main idea helps you establish the goals and general strategy of the message, and it summarizes (1) what you want your audience members to do, think, or feel after receiving the message and (2) why it makes sense for them to do so. Everything in your message should either support the main idea or explain its implications. When the main idea has been identified, major points should be stated. Support your main idea with the major points that clarify and explain your ideas in more concrete terms. When you're describing a process, the major points are usually steps in the process. When you're describing an object, the major points often correspond to the parts of the object. When you're giving a historical account, major points represent events in the chronological chain of events. If your purpose is to persuade or to collaborate, select major points that develop a line of reasoning or a logical argument that proves your central message and motivates your audience to act. Finally, provide examples and evidence that support those points and help audience members understand, accept and remember your message.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Synthesis
AACSB: Analytical thinking

100) Identify when an indirect approach to providing information would be most effective, providing an example that highlights each step in the process.
Answer: When your audience will be skeptical about or even resistant to your message, you generally want to use the indirect approach: Start with the evidence first and build your case before presenting the main idea. Note that taking the indirect approach does not mean avoiding tough issues or talking around in circles. It simply means building up to your main idea in a logical or sensitive way. An indirect approach begins with a neutral statement that acts as a transition to the bad news or with a statement or question that captures the audience's attention. The body of the message gives reasons that justify the negative answer, either stated or implied. The message body can also be used to arouse interest in the subject and build the audience's desire to comply. The indirect approach ends with a courteous close or a request for action.
Learning Obj: LO: 3.5: Explain why good organization is important to both you and your audience, and explain how to organize any business message.
Difficulty: Moderate
Question Cat.:   Synthesis
AACSB: Analytical thinking