

M1

Student: _____

1. The Conference Board of Canada's list of skills needed for success in today's workforce has application for business writing.

True False

2. Creative thinking is a genetic trait, like blue eyes, rather than something that can be learned.

True False

3. In business, you can deal with most communication situations by using a form letter.

True False

4. In today's knowledge economy, graduates with degrees in the social sciences and the humanities have a competitive advantage.

True False

5. Today, most jobs require you to write in small groups.

True False

6. Effective managers use a wide variety of media and strategies to communicate.

True False

7. Important phone calls often require follow-up letters, memos, or email messages.

True False

8. You can become more creative and productive by cultivating a sense of humour.

True False

9. People with strong writing skills tend to have superior reading comprehension and thinking abilities.

True False

10. Effective business correspondence succeeds by generating a positive emotional response in the reader.

True False

11. You can appeal to most internal audiences by emphasizing benefits to the company.

True False

12. In technical fields, such as engineering, the ability to write well is the key to earning promotions.

True False

13. To analyze a business communication situation, you need to know only your audience and your purpose.

True False

14. Technology has changed the reasons why we communicate.

True False

15. An effective solution to a business communication problem must always solve the organizational problem, but need not always meet the needs of the people involved.

True False

16. If the draft of a business document does not build goodwill, it should be revised until it does.

True False

17. Most messages have only a single purpose.

True False

18. When you communicate with non-English speakers, try to use idioms and buzzwords used in office conversation.

True False

19. PAIBOC stands for purpose, audience, information, benefits, objections, and concepts.

True False

20. Which of the following is an example of a company's internal audience?

- A. Union leader
- B. Shareholder
- C. Supplier
- D. District manager

21. According to research by Watson Wyatt Worldwide, organizations that communicate effectively are more profitable than those that do not. How much higher are shareholder returns thanks to effective communication?

- A. 23 percent
- B. 45 percent
- C. 57 percent
- D. 62 percent

22. Which of the following would be an external audience for a corporate accountant working at Head Office?

- A. Vice-President, Sales
- B. Stockholders
- C. Manager, Branch Office
- D. Clerk, Accounts Receivable

23. Which of the following is an example of a high-level communication skill?

- A. Editing
- B. Summarizing
- C. Proofreading
- D. Synthesizing

24. Lateral thinking enables us to

- A. detect logical fallacies
- B. brainstorm creative solutions
- C. identify problems
- D. analyze problems

25. List three problems caused by poor writing.

26. According to employers, what are the "business basics" that Canadian professionals need to be competitive in the global market?

27. Explain the disadvantages of relying on form letters for communication.

28. List IBM's tips for creativity.

29. List and explain each of the PAIBOC components.

30. Effective business and administrative writing is clear, concise, _____, complete, and correct,

31. Daniel Pink claims that the global economy has moved us from the Information Age to the _____ Age.

32. People in organizations produce written documents to inform, to request or persuade, and to build _____.

33. The company grapevine is an example of a(n) _____ communication channel.

34. The economy and the weather may play a role in the _____ of a business message.

M1 Key

1. (p. 6) The Conference Board of Canada's list of skills needed for success in today's workforce has application for business writing.

TRUE

*CL: K
Difficulty: Easy
Learning Objective: 3
Locker - Module 01 #1*

2. (p. 12) Creative thinking is a genetic trait, like blue eyes, rather than something that can be learned.

FALSE

*CL: C
Difficulty: Easy
Learning Objective: 3
Locker - Module 01 #2*

3. (p. 9) In business, you can deal with most communication situations by using a form letter.

FALSE

*CL: C
Difficulty: Easy
Learning Objective: 2
Locker - Module 01 #3*

4. (p. 6) In today's knowledge economy, graduates with degrees in the social sciences and the humanities have a competitive advantage.

TRUE

*CL: C
Difficulty: Easy
Learning Objective: 3
Locker - Module 01 #4*

5. (p. 9) Today, most jobs require you to write in small groups.

TRUE

CL: K
Difficulty: Easy
Learning Objective: 3
Locker - Module 01 #5

6. (p. 7) Effective managers use a wide variety of media and strategies to communicate.

TRUE

CL: K
Difficulty: Easy
Learning Objective: 2
Locker - Module 01 #6

7. (p. 10) Important phone calls often require follow-up letters, memos, or email messages.

TRUE

CL: K
Difficulty: Easy
Learning Objective: 2
Locker - Module 01 #7

8. (p. 12) You can become more creative and productive by cultivating a sense of humour.

TRUE

CL: C
Difficulty: Easy
Learning Objective: 3
Locker - Module 01 #8

9. (p. 9) People with strong writing skills tend to have superior reading comprehension and thinking abilities.

TRUE

CL: K
Difficulty: Easy
Learning Objective: 3
Locker - Module 01 #9

10. (p. 11) Effective business correspondence succeeds by generating a positive emotional response in the reader.

TRUE

CL: C

Difficulty: Easy

Learning Objective: 5

Locker - Module 01 #10

11. (p. 14) You can appeal to most internal audiences by emphasizing benefits to the company.

FALSE

CL: C

Difficulty: Medium

Learning Objective: 4

Locker - Module 01 #11

12. (p. 9) In technical fields, such as engineering, the ability to write well is the key to earning promotions.

TRUE

CL: C

Difficulty: Medium

Learning Objective: 3

Locker - Module 01 #12

13. (p. 11-13) To analyze a business communication situation, you need to know only your audience and your purpose.

FALSE

CL: C

Difficulty: Medium

Learning Objective: 4

Locker - Module 01 #13

14. (p. 5) Technology has changed the reasons why we communicate.

FALSE

CL: K

Difficulty: Medium

Learning Objective: 1

Locker - Module 01 #14

15. (p. 12) An effective solution to a business communication problem must always solve the organizational problem, but need not always meet the needs of the people involved.

FALSE

CL: K
Difficulty: Medium
Learning Objective: 1
Locker - Module 01 #15

16. (p. 8) If the draft of a business document does not build goodwill, it should be revised until it does.

TRUE

CL: C
Difficulty: Medium
Learning Objective: 5
Locker - Module 01 #16

17. (p. 5) Most messages have only a single purpose.

FALSE

CL: C
Difficulty: Medium
Learning Objective: 4
Locker - Module 01 #17

18. (p. 8) When you communicate with non-English speakers, try to use idioms and buzzwords used in office conversation.

FALSE

CL: C
Difficulty: Medium
Learning Objective: 4
Locker - Module 01 #18

19. (p. 13) PAIBOC stands for purpose, audience, information, benefits, objections, and concepts.

FALSE

CL: K
Difficulty: Medium
Learning Objective: 6
Locker - Module 01 #19

20. (p. 7-8) Which of the following is an example of a company's internal audience?

- A. Union leader
- B. Shareholder
- C. Supplier
- D.** District manager

CL: C

Difficulty: Medium

Learning Objective: 6

Locker - Module 01 #20

21. (p. 10) According to research by Watson Wyatt Worldwide, organizations that communicate effectively are more profitable than those that do not. How much higher are shareholder returns thanks to effective communication?

- A. 23 percent
- B. 45 percent
- C.** 57 percent
- D. 62 percent

CL: K

Difficulty: Hard

Learning Objective: 2

Locker - Module 01 #21

22. (p. 7) Which of the following would be an external audience for a corporate accountant working at Head Office?

- A. Vice-President, Sales
- B.** Stockholders
- C. Manager, Branch Office
- D. Clerk, Accounts Receivable

CL: K

Difficulty: Medium

Learning Objective: 6

Locker - Module 01 #22

23. (p. 6) Which of the following is an example of a high-level communication skill?

- A. Editing
- B. Summarizing
- C. Proofreading
- D.** Synthesizing

CL: K

Difficulty: Hard

Learning Objective: 3

Locker - Module 01 #23

24. (p. 12) Lateral thinking enables us to

- A. detect logical fallacies
- B. brainstorm creative solutions**
- C. identify problems
- D. analyze problems

CL: C

Difficulty: Medium

Learning Objective: 4

Locker - Module 01 #24

25. (p. 10) List three problems caused by poor writing.

Student responses will vary.

CL: K

Difficulty: Easy

Learning Objective: 2

Locker - Module 01 #25

26. (p. 9) According to employers, what are the "business basics" that Canadian professionals need to be competitive in the global market?

Student responses will vary.

CL: K

Difficulty: Medium

Learning Objective: 3

Locker - Module 01 #26

27. (p. 9) Explain the disadvantages of relying on form letters for communication.

Student responses will vary.

CL: AN

Difficulty: Medium

Learning Objective: 2

Locker - Module 01 #27

28. (p. 12) List IBM's tips for creativity.

Student responses will vary.

CL: K
Difficulty: Hard
Learning Objective: 4
Locker - Module 01 #28

29. (p. 13-14) List and explain each of the PAIBOC components.

Student responses will vary.

CL: K
Difficulty: Hard
Learning Objective: 6
Locker - Module 01 #29

30. (p. 11) Effective business and administrative writing is clear, concise, _____, complete, and correct, **comprehensive**

CL: K
Difficulty: Medium
Learning Objective: 5
Locker - Module 01 #30

31. (p. 6) Daniel Pink claims that the global economy has moved us from the Information Age to the _____ Age.
Conceptual

CL: K
Difficulty: Medium
Learning Objective: 3
Locker - Module 01 #31

32. (p. 8) People in organizations produce written documents to inform, to request or persuade, and to build _____.
goodwill

CL: K
Difficulty: Medium
Learning Objective: 1
Locker - Module 01 #32

33. (p. 7) The company grapevine is an example of a(n) _____ communication channel.
informal

CL: K
Difficulty: Easy
Learning Objective: 1
Locker - Module 01 #33

34. (p. 14) The economy and the weather may play a role in the _____ of a business message.
context

CL: C
Difficulty: Hard
Learning Objective: 4
Locker - Module 01 #34

M1 Summary

<u>Category</u>	<u># of Questions</u>
CL: AN	1
CL: C	14
CL: K	19
Difficulty: Easy	12
Difficulty: Hard	5
Difficulty: Medium	17
Learning Objective: 1	4
Learning Objective: 2	6
Learning Objective: 3	10
Learning Objective: 4	7
Learning Objective: 5	3
Learning Objective: 6	4
Locker - Module 01	34