

Question 1

All except _____ are methods of making your message more concise.

- A. Shorten long words and phrases.
- B. Begin sentences with short phrases like it is or there are.
- C. Delete unnecessary words.
- D. Eliminate redundancies.

Answer: <https://biology-forums.com/index.php?topic=782002>

Question 2

Unsolicited application letters are sent in response to ads for job openings.

Answer: <https://biology-forums.com/index.php?topic=783239>

Question 3

Barry realizes that planning oral presentations is much like planning other business messages. Therefore, the first step in this process would be to _____.

- A. organize the information
- B. select the right medium
- C. gather information
- D. analyze the situation

Answer: <https://biology-forums.com/index.php?topic=782913>

Question 4

When listing a series of questions, you should save the most important ones for last.

Answer: <https://biology-forums.com/index.php?topic=782305>

Question 5

The chief advantage of the _____ resumé format is that it allows you to focus attention on your capabilities when you don't have a long or steady employment history, without raising concerns that you might be hiding something about your past.

- A. plain-text
- B. online
- C. combination
- D. chronological

Answer: <https://biology-forums.com/index.php?topic=783076>

Question 6

Most business messages aim for a conversational tone, using plain language that sounds businesslike without being stuffy, stiff, wordy, or full of jargon.

Answer: <https://biology-forums.com/index.php?topic=781924>

Question 7

Describe the three main types of logical appeals.

Answer: <https://biology-forums.com/index.php?topic=782617>

Question 8

Your choice of how to develop an effective paragraph depends on your subject, your intended audience, and your purpose.

Answer: <https://biology-forums.com/index.php?topic=781948>

Question 9

Which of the following is an element of an effective business blog?

- A. writing in an objective "corporate" voice
- B. maintaining an unidentifiable focus to include a universal audience
- C. retaining control over content by disabling the comments feature
- D. communicating with a personal style

Answer: <https://biology-forums.com/index.php?topic=782154>

Question 10

Using Adobe Acrobat or similar products, you can quickly convert reports and proposals to _____.

Answer: <https://biology-forums.com/index.php?topic=782879>

Question 11

_____ is the process of making informal connections with mutually beneficial business contacts.

- A. Networking
- B. Soliciting
- C. Temping
- D. Resourcing

Answer: <https://biology-forums.com/index.php?topic=783059>

Question 12

Amy is aware of the benefits of wikis and is compelled by them, but she is concerned that _____.

- A. they do not provide the opportunity to post new or revised material without prior approval
- B. the workflow is tightly controlled
- C. they are not multi-media compliant
- D. they require a unique approach to writing

Answer: <https://biology-forums.com/index.php?topic=782817>

Question 13

Do not include or enclose a photo in resumés, unless it is a _____.

- A. PDF
- B. printed scannable resumé
- C. social media resumé
- D. electronic plain-text file

Answer: <https://biology-forums.com/index.php?topic=783107>

Question 14

A message that attempts to change an audience's attitudes, beliefs, or actions is a(n) _____ message.

- A. routine
- B. negative
- C. persuasive
- D. positive

Answer: <https://biology-forums.com/index.php?topic=782496>

Question 15

Bertha concludes her report with these words— "I propose, that we import only the ferrites required for the product and not the unprocessed magnetite." Here Bertha is giving her _____.

Answer: <https://biology-forums.com/index.php?topic=782734>

Question 16

The closing of a routine request message should include _____.

Answer: <https://biology-forums.com/index.php?topic=782328>

Question 17

The direct approach for delivering bad news is best for people who _____.

- A. understand the possibility of getting bad news
- B. are unfamiliar with your company
- C. you do not know well
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=782374>

Question 18

When using the body of your message to explain multiple requests, start with the most important request.

Answer: <https://biology-forums.com/index.php?topic=782302>

Question 19

Effective listeners _____.

- A. fight to avoid distractions
- B. take complete notes
- C. judge content and skip over delivery errors
- D. none of the above

Answer: <https://biology-forums.com/index.php?topic=781653>

Question 20

Which of the following is true of the indirect approach to presenting information?

- A. It avoids tough issues if the audience is hostile.
- B. It usually begins with a conclusion or recommendation and follows up with evidence.
- C. The main idea is withheld until a logical and persuasive case can be built up.
- D. It is used when a positive reception is expected from the audience.

Answer: <https://biology-forums.com/index.php?topic=781802>

Question 21

Kenny is working on a presentation that has a large number of points in a sequence. To help the audience focus on one point at a time, he can use _____.

- A. decorative animation
- B. transitions
- C. builds
- D. functional animation

Answer: <https://biology-forums.com/index.php?topic=782957>

Question 22

In social networking, the information stored about each member of the network is known as a(n) _____.

- A. wiki
- B. connection
- C. profile
- D. archive

Answer: <https://biology-forums.com/index.php?topic=781627>

Question 23

In the body of her proposal, Ruth is describing her organization's experience, personnel, and facilities and relating them to readers' needs. She is also including a list of client references. This statement is known as the _____.

Answer: <https://biology-forums.com/index.php?topic=782883>

Question 24

Many speakers like to prepare both a detailed planning outline and a simpler _____ that provides all the cues and reminders they need in order to present their material.

- A. speaking note
- B. speaking outline
- C. organizational plan
- D. audience outline

Answer: <https://biology-forums.com/index.php?topic=782934>

Question 25

Which of the following terms stands for the final phase in the AIDA model of organizing persuasive messages?

- A. attention
- B. analysis
- C. appraisal
- D. action

Answer: <https://biology-forums.com/index.php?topic=782511>

Question 26

Two rival candidates for the office of Student Body President at Acadia University must debate a given topic before the election. Describe the three types of active listening and state how each type of listening can help listeners choose a candidate to vote for. If you were the speaker, which type of listening do you think would help your campaign?

Answer: <https://biology-forums.com/index.php?topic=781733>

Question 27

Passive voice creates more direct, shorter sentences and makes your writing more vigorous, concise, and easier to understand.

Answer: <https://biology-forums.com/index.php?topic=781930>

Question 28

When selecting participants for a team meeting, you should _____.

- A. include only the senior level workers on the project
- B. include everyone who might possibly have any connection to the topic at hand
- C. include only those people who really need to be there
- D. include as many people as you can fit in the meeting room

Answer: <https://biology-forums.com/index.php?topic=781636>

Question 29

When using the indirect approach in organizing your negative news message, the reasons for the bad news should precede the actual statement of the bad news.

Answer: <https://biology-forums.com/index.php?topic=782447>

Question 30

Sandra's new laptop is not running some key applications. She sends an email to the company's customer care center explaining the problem. This is an example of a routine request for making a _____.

Answer: <https://biology-forums.com/index.php?topic=782332>

Question 31

In a negative message using the indirect approach, well-written reasons are NOT _____.

- A. individualized
- B. positive
- C. apologetic
- D. detailed

Answer: <https://biology-forums.com/index.php?topic=782396>

Question 32

Which listener doodles or draws instead of taking notes?

- A. the surface listener
- B. the ineffective listener
- C. the reluctant listener
- D. the effective listener

Answer: <https://biology-forums.com/index.php?topic=781660>

Question 33

Companies should use fake blogs as a creative and effective way to initiate and manage conversations on social media.

Answer: <https://biology-forums.com/index.php?topic=782599>

Question 34

Describe the elements of a bad-news message that uses the direct approach.

Answer: <https://biology-forums.com/index.php?topic=782488>

Question 35

Identify the voice in the following sentence: When the committee hired Jane, they followed correct procedures.

- A. imperative or vocative

- B. active
- C. state of being
- D. passive

Answer: <https://biology-forums.com/index.php?topic=781891>

Question 36

Which of the following is true regarding a functional resumé?

- A. It is the most preferred format.
- B. It stresses individual areas of competence.
- C. It emphasizes an individual's job history.
- D. It presents an individual's academic experience first.

Answer: <https://biology-forums.com/index.php?topic=783075>

Question 37

Dan has been assigned to prepare a formal invitation to external agencies to bid for contracts. He has been instructed to specify exactly the type of work to be performed or products to be delivered, along with budgets, deadlines, and other requirements. Dan should prepare _____.

- A. bids
- B. request for proposals
- C. due diligence reports
- D. grant proposals

Answer: <https://biology-forums.com/index.php?topic=782696>

Question 38

You can expect your audience to adapt to a media or medium that fits your purpose.

Answer: <https://biology-forums.com/index.php?topic=781826>

Question 39

Describe the use of user-generated content sites and community Q&A sites for business messages.

Answer: <https://biology-forums.com/index.php?topic=782212>

Question 40

Himani, a manager at a large hotel and convention center, has drafted the following message to inform a customer that the ballroom that he wanted to rent for a company party is not available for the dates he had requested, but that larger ballrooms are available.

Using the general guidelines for writing negative messages, rewrite this message so that it is more effective in taking the sting out of the bad news, ensuring its acceptance, and in maintaining goodwill.

We regret to inform you that Ballroom A, which you had requested for an office party on 6 June, 2011, is not available. However, other ballrooms are available, except that they are much larger. Please contact me at 555-123-7891 for more information or to make a booking.

Answer: <https://biology-forums.com/index.php?topic=782485>

Question 41

Is the social communication model a more audience-centric approach to business communication than the basic communication model? Why/ why not?

Answer: <https://biology-forums.com/index.php?topic=781601>

Question 42

The _____ resumé is the more traditional approach and generally favoured by recruiters.

Answer: <https://biology-forums.com/index.php?topic=783141>

Question 43

_____ is a way of writing and arranging technical materials so that your audience can understand your meaning.

Answer: <https://biology-forums.com/index.php?topic=781958>

Question 44

To develop an effective survey questionnaire, keep the questionnaire long, but easy to answer.

Answer: <https://biology-forums.com/index.php?topic=782714>

Question 45

Most interviews stretch over many weeks and involve several stages.

Answer: <https://biology-forums.com/index.php?topic=783246>

Question 46

Which of the following is a guideline to follow when sending negative organizational news?

- A. Add an element of surprise whenever possible.
- B. Always use a buffer to prepare readers for the bad news.
- C. Match your approach to the situation.
- D. Close with a clear expression of optimism.

Answer: <https://biology-forums.com/index.php?topic=782430>

Question 47

In the inverted pyramid style you cover the most important information briefly at first and then gradually reveal successive layers of detail.

Answer: <https://biology-forums.com/index.php?topic=782846>

Question 48

Lara is responding to a customer who complained that his broadband service was down for two days during a recent storm and that he missed out on some important business communications as a result. Which of the following lines reflects the best way in which Lara can apologize to this customer?

- A. I am shocked and dismayed that you had to go through this.
- B. I take personal responsibility for the inconvenience caused to you.
- C. I am sorry that the company could not get your service back up more promptly.
- D. I am sorry to hear of your difficulties.

Answer: <https://biology-forums.com/index.php?topic=782381>

Question 49

Which of the following is a guideline for making a clear statement of the bad news when organizing a negative message using the indirect method?

- A. Put the bad news as the main clause of a compound or complex sentence.
- B. Use parenthetical expressions to frame the bad news.
- C. Maximize the space or time devoted to the bad news.
- D. Put the bad news in the beginning or end of a paragraph.

Answer: <https://biology-forums.com/index.php?topic=782399>

Question 50

Which of the following is a guideline for making effective claims or requesting adjustments?

- A. Always close with a sincere apology for the inconvenience caused.
- B. Clearly convey your anger and frustration through your message.
- C. Avoid giving a detailed explanation of your claim in the message.
- D. Be prepared to back up your claim with relevant documents.

Answer: <https://biology-forums.com/index.php?topic=782254>

Question 51

Which of the following refers to a standard block of text that is reused in multiple documents?

- A. template
- B. theme
- C. boilerplate
- D. style sheet

Answer: <https://biology-forums.com/index.php?topic=781912>

Question 52

Moreno has created an extensive report about travel expense trends at the optical firm Eurovison. She has included the list of secondary sources that she has consulted in the supplementary part of the report. This part of the supplement is known as the _____.

- A. appendix
- B. source list
- C. index
- D. bibliography

Answer: <https://biology-forums.com/index.php?topic=782834>

Question 53

Planning complex messages in business rarely requires you to conduct formal research to locate and analyze all the information you need for your purpose and audience.

Answer: <https://biology-forums.com/index.php?topic=781815>

Question 54

Change verbs to nouns whenever it is possible in order to make your writing sound more formal. For example, use the word "implementation" rather than "implement."

Answer: <https://biology-forums.com/index.php?topic=782026>

Question 55

_____ provide the feedback that employees, managers, and others need in order to make decisions, take action, and respond to changes.

- A. Informational reports
- B. Feedback reports
- C. Internal surveys
- D. Internal proposals

Answer: <https://biology-forums.com/index.php?topic=782677>

Question 56

You need to convey to a customer that his shipment will arrive a week late. Which of the following lines will be most effective in communicating this news?

- A. We regret to inform you that your shipment will arrive a week late.
- B. Due to unavoidable circumstances, your shipment has been delayed by a week.
- C. Your shipment will be delivered next week.
- D. Your shipment will arrive next week, even though we promised that you would receive it this week.

Answer: <https://biology-forums.com/index.php?topic=782372>

Question 57

Which of the following is true for feedback for a writing project?

- A. Destructive feedback delivers criticism with no effort to stimulate improvement.
- B. Feedback is constructive and always results in improvement.
- C. Constructive criticism focuses on personal shortcomings.
- D. Destructive feedback focuses on the process and outcomes of communication.

Answer: <https://biology-forums.com/index.php?topic=781629>

Question 58

_____ headings identify a topic but are not self-contained, i.e., readers cannot skim just the headings and subheadings to understand the document; they need to read the rest of the document, as well.

- A. Subjective
- B. Informative
- C. Objective
- D. Descriptive

Answer: <https://biology-forums.com/index.php?topic=781989>

Question 59

In a negative message using the indirect approach, the buffer in the opening is immediately followed by an _____.

Answer: <https://biology-forums.com/index.php?topic=782471>

Question 60

In business writing, grammatical correctness is very important because _____.

- A. errors can damage your credibility
- B. errors can confuse the reader
- C. it shows your education level
- D. both A and B above

Answer: <https://biology-forums.com/index.php?topic=781893>

Question 61

Kenneth needs to immediately hire two copy editors for his organization. As with most companies that try to avoid the time and expense of sifting through thousands of applications Kenneth decides to first _____.

- A. use a hiring agency
- B. place an advertisement in the local newspaper, before going for the national newspapers
- C. ask for recommendations from his employees
- D. establish a presence at a local career fair

Answer: <https://biology-forums.com/index.php?topic=783061>

Question 62

Readers will prejudge the quality of your products, services, or capabilities by the _____ the proposal you submit.

- A. presentation of
- B. attention to detail in
- C. scope
- D. quality of

Answer: <https://biology-forums.com/index.php?topic=782788>

Question 63

To be convincing it is important to overestimate your credibility.

Answer: <https://biology-forums.com/index.php?topic=782581>

Question 64

Which of the following is a guideline for planning your email messages?

- A. Don't "cc" (courtesy copy) additional recipients unless those other people really need to receive the message.
- B. Use email as a mode of communication only in technology-related industries.
- C. Don't consider the traditional notions of organizational hierarchy when communicating through emails, since this is an informal and interactive mode of communication.
- D. Use the "Reply All" function when responding to group emails.

Answer: <https://biology-forums.com/index.php?topic=782129>

Question 65

Routine replies and positive messages should close with _____.

- A. a sincere apology for the trouble caused
- B. information highlighting a benefit to the audience
- C. a detailed explanation of the request
- D. a mention of the consequences of non-compliance

Answer: <https://biology-forums.com/index.php?topic=782265>

Question 66

Sharon has been asked to prepare online presentations that people can either view live or download later from the company website. Sharon has to prepare a _____.

- A. webcast
- B. screencast
- C. twebinar
- D. webinar

Answer: <https://biology-forums.com/index.php?topic=782920>

Question 67

_____ are a form of electronic media that sometimes replaces conference calls and training courses.

Answer: <https://biology-forums.com/index.php?topic=782195>

Question 68

The contents page lists report parts and text headings to indicate the location and hierarchy of the information in the report. But list only the prefatory parts that come after the contents page and not the supplementary parts.

Answer: <https://biology-forums.com/index.php?topic=782855>

Question 69

When communicating across cultures, it is important to include humour in order to put your audience at ease.

Answer: <https://biology-forums.com/index.php?topic=781929>

Question 70

Mark has been asked to reduce chartjunk on the company website so that it looks more organized and less cluttered. Mark should _____.

- A. adapt a formal visual balance and arrange items symmetrically
- B. adapt a informal visual balance and arrange items unevenly
- C. remove the decorative elements that are irrelevant
- D. only use 3-dimensional bar charts to maintain consistency

Answer: <https://biology-forums.com/index.php?topic=782827>

Question 71

Proposals that request decisions from parties outside the organization are _____ proposals.

Answer: <https://biology-forums.com/index.php?topic=782725>

Question 72

You have received a job offer but because of prior engagements you are unable to join on the suggested date. In this case, you would _____.

- A. turn down the offer
- B. request for a time extension, describing your engagement in detail
- C. suggest another day when you can join the organization
- D. request for a time extension and use a strong statement regarding your continued interest in the job

Answer: <https://biology-forums.com/index.php?topic=783235>

Question 73

While the right techniques used in the right way can help a speaker build a strong connection with the audience, too often though _____ gets in the way.

- A. the language barrier
- B. the lack of knowledge
- C. the lack of planning
- D. not knowing the audience

Answer: <https://biology-forums.com/index.php?topic=782909>

Question 74

When your AIDA message uses the indirect approach and is delivered by memo or email, your subject line should _____.

- A. be of a routine nature
- B. reveal the main idea
- C. be interesting
- D. not be relevant to the main idea

Answer: <https://biology-forums.com/index.php?topic=782512>

Question 75

A message sent by an HR manager asking all employees to submit details about overtime done in the previous quarter is an example of a routine request asking for _____.

- A. settlements to claims
- B. recommendations
- C. adjustments
- D. information or action

Answer: <https://biology-forums.com/index.php?topic=782236>

Question 76

When a writer is ascertaining the factors and historical conditions that led up to the report, he is determining the _____.

- A. authorization
- B. purpose
- C. scope
- D. background

Answer: <https://biology-forums.com/index.php?topic=782780>

Question 77

Which of the following uses a deductive approach to persuasion?

- A. Our stock price is like a marathon runner, slowly making progress towards our goal.
- B. Because the stock market is expected to fall next month, shares of our company stock will probably also decline.
- C. It is important for our sales force to operate like a well-oiled machine.
- D. none of the above

Answer: <https://biology-forums.com/index.php?topic=782519>

Question 78

Other than the basic principles of report writing, list the other six points that apply to online content development.

Answer: <https://biology-forums.com/index.php?topic=782901>

Question 79

Which listener exhibits an active body state like nodding for example?

- A. the ineffective listener
- B. the effective listener
- C. the reluctant listener
- D. the surface listener

Answer: <https://biology-forums.com/index.php?topic=781658>

Question 80

In a solicited application letter it is not necessary to discuss each requirement specified in the job ad.

Answer: <https://biology-forums.com/index.php?topic=783241>

Question 81

List the old-school and new technologies that can be used for presentations. If you were to give a presentation to a group of baby-boomers who are not tech-savvy, or rather are technophobic, how would you orient your presentation to their needs?

Answer: <https://biology-forums.com/index.php?topic=783038>

Question 82

In order to avoid lawsuits, you should omit all negative information from your letters of recommendation.

Answer: <https://biology-forums.com/index.php?topic=782318>

Question 83

In a high-context culture, _____.

- A. people rely less on circumstances surrounding the message to convey meaning
- B. the primary role of communication is to build relationships
- C. people rely less on the explicit content of messages to convey meaning
- D. the conveyed meaning is encoded into the message itself

Answer: <https://biology-forums.com/index.php?topic=781543>

Question 84

Which of the following is the primary electronic medium for most companies?

- A. instant messaging (IM)
- B. email
- C. text messaging
- D. microblogging

Answer: <https://biology-forums.com/index.php?topic=782097>

Question 85

Describe the three techniques for saying no as clearly and kindly as possible.

Answer: <https://biology-forums.com/index.php?topic=782490>

Question 86

Select the sentence with the best positive emphasis.

- A. We failed to complete the process audit on time.
- B. We will complete the process audit by Friday.
- C. Because of Joan's inaccurate figures on the Haymen project, we have not finished the process audit.
- D. The process audit was delayed due to operational reasons.

Answer: <https://biology-forums.com/index.php?topic=781866>

Question 87

The process of effective research involves planning, locating data, processing data, applying your findings, and _____.

- A. efficient management of information
- B. accurate referencing
- C. search optimization
- D. result visualization

Answer: <https://biology-forums.com/index.php?topic=782648>

Question 88

If you receive a job offer while other interviews are still pending, you can ask the employer for a time extension.

Answer: <https://biology-forums.com/index.php?topic=783258>

Question 89

Post your resumé on a job website only when it gives you the option of _____.

- A. displaying your photo
- B. not having to register as a client
- C. accessing their sample resumé formats
- D. restricting the display of your contact information

Answer: <https://biology-forums.com/index.php?topic=783116>

Question 90

The price of a product can be a particularly tricky issue in any promotional message. You should always _____.

- A. downplay the price
- B. highlight the price
- C. prepare your audience for the price
- D. avoid using words such as "luxurious" or "economical" to characterize the price

Answer: <https://biology-forums.com/index.php?topic=782555>

Question 91

Which of the following is a tip for speaking with multilingual audiences?

- A. Ask questions like "Is this too difficult for you?" to ensure understanding.
- B. Don't repeat your points.
- C. Make multiple points at a time.
- D. Recognize that nods and smiles don't necessarily mean understanding.

Answer: <https://biology-forums.com/index.php?topic=781556>

Question 92

Frank is giving a presentation to his team, which is a small group of people he already knows. His presentation style should be _____.

Answer: <https://biology-forums.com/index.php?topic=783014>

Question 93

Business proposals need to provide more than just attractive ideas—readers look for evidence of _____ solutions.

Answer: <https://biology-forums.com/index.php?topic=782870>

Question 94

As a compositional mode for electronic media, _____ help people find their way through an unfamiliar system or subject; they don't give away the key points in the collection of information but rather tell readers where to find those points.

- A. critiques
- B. summaries

- C. narratives
- D. orientations

Answer: <https://biology-forums.com/index.php?topic=782108>

Question 95

Which of the following is true of the direct approach to presenting information?

- A. It is used when the audience may react negatively to the message.
- B. It generally presents evidence to build a case before reaching a conclusion.
- C. It generally starts with the main idea and follows up with the evidence.
- D. It is used when audience receptivity to the message is not known.

Answer: <https://biology-forums.com/index.php?topic=781801>

Question 96

Look for ways to utilize technology to _____.

- A. enrich
- B. create reader-friendly text
- C. organize storage of boilerplate text
- D. systematize

Answer: <https://biology-forums.com/index.php?topic=782805>

Question 97

You can animate just about everything in an electronic presentation, but make sure it has a _____.

Answer: <https://biology-forums.com/index.php?topic=783022>

Question 98

When undertaking a collaborative writing project, which of the following steps is best undertaken by individual team members rather than by the team working as a group?

- A. outlining the project and determining project goals
- B. planning
- C. writing
- D. research

Answer: <https://biology-forums.com/index.php?topic=781619>

Question 99

Which of the following is a guideline for completing email messages?

- A. Avoid using email signatures since they come across as being impersonal.
- B. Use multiple fonts, colours, and all caps to highlight your main points.
- C. Revise and proofread your email before you send it out.
- D. Include long reports or other complex messages in the body of the email instead of attaching it.

Answer: <https://biology-forums.com/index.php?topic=782135>

Question 100

In any document, headings in a series should always be _____.

- A. informative
- B. descriptive
- C. grammatically parallel
- D. self-contained

Answer: <https://biology-forums.com/index.php?topic=781990>

Question 101

A multinational company has a presence in several countries and its employees come from different cultures and speak a variety of languages. The company needs to communicate information about a complex process to all its employees across the world. Which of the following classes of media should the company use for this purpose?

- A. written media, so that the company has a record of the message it sends out
- B. oral media, because a complex topic can best be explained through interpersonal communication
- C. visual media, which require less language processing and can be standardized
- D. multimedia, as it enables audience interaction

Answer: <https://biology-forums.com/index.php?topic=781764>

Question 102

Quick proofreading is not careful proofreading.

Answer: <https://biology-forums.com/index.php?topic=782051>

Question 103

Which of the following statements uses a deductive approach to persuasion?

- A. Because the stock market is expected to fall next month, shares of our company stock will probably decline too.
- B. It is important for our department to operate like a well-oiled machine.
- C. We must see ourselves as marathon runners and progress toward our goals slowly but steadily.
- D. Eight out of the 10 toddlers tested showed a preference for red-coloured objects. Therefore, it is recommended that we incorporate that colour in all the toys manufactured by our company.

Answer: <https://biology-forums.com/index.php?topic=782528>

Question 104

For many companies, creating online avatars to experience meetings, training sessions, and sales presentations are more for fun than for profit.

Answer: <https://biology-forums.com/index.php?topic=781701>

Question 105

To de-emphasize price, look for ways to increase the perceived value of the purchase and decrease the perceived cost.

Answer: <https://biology-forums.com/index.php?topic=782591>

Question 106

Unsolicited informative messages are common and should tell the reader upfront what the message is about.

Answer: <https://biology-forums.com/index.php?topic=782319>

Question 107

Robert has created a visually charged report and uploaded it on the company website. His manager has commended his efforts and asked him to include certain details that would help readers "decode" the visual by explaining what various colors, symbols, or other design choices mean. So Robert needs to include _____.

- A. an instruction manual
- B. a legend
- C. a title
- D. a caption

Answer: <https://biology-forums.com/index.php?topic=782831>

Question 108

Explain the function of each phase of an application letter written in the AIDA format.

Answer: <https://biology-forums.com/index.php?topic=783277>

Question 109

If you realize that your future employer has been reviewing your credit record, you should _____.

- A. sue them because it is an invasion of your privacy
- B. reconsider joining that organization
- C. inform the authorities
- D. consider it part of the background check process

Answer: <https://biology-forums.com/index.php?topic=783208>

Question 110

You do not need to proofread for misaligned page elements if you use the format check feature on your computer.

Answer: <https://biology-forums.com/index.php?topic=782050>

Question 111

Since informative messages are not solicited by the reader, state the purpose of the message only in the body of the message.

Answer: <https://biology-forums.com/index.php?topic=782320>

Question 112

While drafting application letters, the AIDA model should be _____.

- A. applied to only solicited application messages
- B. applied to only unsolicited application messages
- C. applied to both solicited and unsolicited application messages
- D. generally avoided

Answer: <https://biology-forums.com/index.php?topic=783175>

Question 113

Online presentations give you a way to reach more people in less time while requiring similar preparation and skills as traditional presentations need.

Answer: <https://biology-forums.com/index.php?topic=782999>

Question 114

Avoid the use of words like "economical" or "luxurious" to prepare readers for the price of a certain product; it is always more effective to just state the price.

Answer: <https://biology-forums.com/index.php?topic=782597>

Question 115

When you deliver an oral presentation to people from other cultures, it is important to take into account any cultural differences in _____. To make appropriate changes for a specific audience or occasion, consult your host or interpreter.

- A. presentation medium
- B. mannerisms
- C. visuals used
- D. eating habits

Answer: <https://biology-forums.com/index.php?topic=782964>

Question 116

Explain what you should expect and what you should focus on during a selection interview.

Answer: <https://biology-forums.com/index.php?topic=783281>

Question 117

When writing an email message, you should avoid using _____.

- A. a signature file
- B. all caps
- C. attachments and links
- D. traditional grammar and punctuation rules

Answer: <https://biology-forums.com/index.php?topic=782140>

Question 118

In business messages, you need to state your specific purpose as precisely as possible, even identifying which audience members should respond, how they should respond, and when.

Answer: <https://biology-forums.com/index.php?topic=781814>

Question 119

Which of the following is a recognized career planning resource?

- A. Riley Guide
- B. Monster
- C. Jobster
- D. Career Rocketeer

Answer: <https://biology-forums.com/index.php?topic=783055>

Question 120

You don't want to be fumbling with controls while the audience is watching and waiting, so make sure _____.

- A. you're comfortable with the equipment you'll be expected to use
- B. the equipment you use is new

C. you get your own equipment
D. you don't rely on anyone else to operate the equipment
Answer: <https://biology-forums.com/index.php?topic=782962>

Question 121

Dan is aware that the information architecture of a website is similar to the outline for a paper report, but the difference is that _____.

A. it is not as simple as a linear outline
B. it needs to be controlled by the reader
C. it is restricted to the structure of just one website
D. it focuses on navigation more than sequence
Answer: <https://biology-forums.com/index.php?topic=782686>

Question 122

Written communication is best when you need to encourage interaction, express emotions, or monitor emotional responses.
Answer: <https://biology-forums.com/index.php?topic=781830>

Question 123

Effective listening requires the listener to adapt his or her listening approaches to different situations.
Answer: <https://biology-forums.com/index.php?topic=781703>

Question 124

Which of the following is true about points to keep in mind when developing routine requests for recommendations?

A. Use the indirect approach for requests for recommendations.
B. Avoid stating why the recommendation is required.
C. A straightforward request gets the job done with a minimum of fuss.
D. Always offer to pay for the favour.
Answer: <https://biology-forums.com/index.php?topic=782238>

Question 125

Pamela is asked to use a data visualization tool and show the relative frequency of the 50 most-used terms in survey responses. This information is to be posted on the company website. For this Pamela should use _____.

A. linkage maps
B. clustering
C. calendar motifs
D. tag clouds
Answer: <https://biology-forums.com/index.php?topic=782830>

Question 126

Jane has a criminal record and has been incarcerated for a month. When Jane is applying for a job, she should _____.

A. deny her criminal record
B. not be held liable for her action since it has no bearing on her job skills
C. only apply to companies that encourage rehabilitation of criminals
D. not lie because companies will check criminal records
Answer: <https://biology-forums.com/index.php?topic=783079>

Question 127

As part of determining your purpose, you must also consider _____.

A. how your message will be delivered
B. where your message will be delivered
C. is your purpose acceptable to your organization
D. all of the above
Answer: <https://biology-forums.com/index.php?topic=781749>

Question 128

Remember that your online presence is a career-management tool.
Answer: <https://biology-forums.com/index.php?topic=783135>

Question 129

Even if you feel that you have little chance for the job, you should still send a thank-you message within two days following the interview.

Answer: <https://biology-forums.com/index.php?topic=783257>

Question 130

You may send congratulations for personal events, even if you don't know the reader well.

Answer: <https://biology-forums.com/index.php?topic=782322>

Question 131

When using the indirect method to organize a negative message that makes a clear statement of bad news, it is wise to _____.

Answer: <https://biology-forums.com/index.php?topic=782475>

Question 132

Companies that communicate well significantly outperform those that communicate poorly.

Answer: <https://biology-forums.com/index.php?topic=781567>

Question 133

The _____ of the report usually includes additional information or less important details.

Answer: <https://biology-forums.com/index.php?topic=782868>

Question 134

When making claims or requesting adjustments, it's important to keep your cool when communicating, no matter how angry or frustrated you are.

Answer: <https://biology-forums.com/index.php?topic=782310>

Question 135

Which of the following formats is the least formal?

- A. face-to-face conversation
- B. telephone
- C. email
- D. all are equal in formality

Answer: <https://biology-forums.com/index.php?topic=781778>

Question 136

Which of the following is a guideline for writing a successful news release?

- A. Cover multiple, unrelated news items at once.
- B. Put your most important idea last.
- C. Use self-congratulatory adjectives and adverbs.
- D. Follow established industry conventions for style, punctuation, and format.

Answer: <https://biology-forums.com/index.php?topic=782285>

Question 137

To establish your credibility when persuading a hostile or skeptical audience, you should do all of the following except _____.

- A. use jargon and technical terms
- B. name your sources
- C. establish common ground with the audience
- D. provide objective evidence for the claims and promises you make

Answer: <https://biology-forums.com/index.php?topic=782507>

Question 138

Media richness depends on _____.

- A. the cost of using the medium
- B. a medium's ability to facilitate feedback
- C. how quickly a medium delivers the message
- D. the formality of the medium

Answer: <https://biology-forums.com/index.php?topic=781771>

Question 139

The "you" attitude is especially important with long or complex reports because they demand a lot from readers.

Answer: <https://biology-forums.com/index.php?topic=782837>

Question 140

Discuss the importance of making a document more concise.

Answer: <https://biology-forums.com/index.php?topic=782080>

Question 141

Using _____ is a great way for teams and other groups to collaborate on writing projects, from brief articles to long reports and reference works. This method of collaboration does not require much technical expertise and provides the opportunity to post new or revised material without prior approval.

Answer: <https://biology-forums.com/index.php?topic=782887>

Question 142

Describe the guidelines to follow for the opening of a routine request.

Answer: <https://biology-forums.com/index.php?topic=782342>

Question 143

In addition to getting the audience's attention and establishing your credibility, a good introduction gives your audience a preview of what's ahead. Your preview should _____.

- A. provide an anecdote to generate interest
- B. focus on content, not the structure of your presentation
- C. identify major supporting points of your presentation
- D. always precede the introduction

Answer: <https://biology-forums.com/index.php?topic=782940>

Question 144

Describe at least 10 behaviours or characteristics that employers do not like to see in job applicants.

Answer: <https://biology-forums.com/index.php?topic=783283>

Question 145

The first stage of the writing process includes ç

- A. writing the introduction
- B. editing for punctuation
- C. establish common ground with the audience
- D. analyze audience members

Answer: <https://biology-forums.com/index.php?topic=781742>

Question 146

Which of the following is a guideline for making a clear statement of the bad news when organizing a negative message using the indirect method?

- A. Try to put the bad news as the main clause of a compound or complex sentence.
- B. Avoid putting the bad news in parenthetical expressions.
- C. Emphasize what you can do or have done rather than what you cannot do.
- D. Put the bad news in the beginning or end of a paragraph.

Answer: <https://biology-forums.com/index.php?topic=782403>

Question 147

List four of the six categories of nonverbal communication and give examples of each.

Answer: <https://biology-forums.com/index.php?topic=781736>

Question 148

While it might be tempting to use electronic communications in business, which of the following may be a time that you should use personalized human contact in the office?

- A. when socializing
- B. if you are sending message after message trying to resolve some point
- C. if you lack the necessary emotion
- D. when clarifying an important point with your immediate supervisor

Answer: <https://biology-forums.com/index.php?topic=782107>

Question 149

As part of your primary research, you are conducting a videotaped interview with a manager of a large retail store. After a few questions you notice that he is showing signs of impatience. How should you respond? What might you do differently to prevent this from happening in the future? Explain your answers.

Answer: <https://biology-forums.com/index.php?topic=782762>

Question 150

As IT manager of Some Corporation, you are frequently asked to recommend what medium of communication would be appropriate for a given purpose. In which of the following situations would you recommend the use of IM?

- A. The line manager needs to send a message to the HR manager detailing how an employee flouted company rules and needs to be disciplined.
- B. The sales manager needs to send to the COO confidential information relating to a tender that the company is submitting.
- C. The marketing manager needs to present next year's marketing budget and plan to the Board of Directors.
- D. The operations manager needs to direct the work of the support staff working on repairing a key piece of machinery and get real-time updates from them.

Answer: <https://biology-forums.com/index.php?topic=782153>

Question 151

If you are asked a difficult or complex question, avoid the temptation to _____.

Answer: <https://biology-forums.com/index.php?topic=783030>

Question 152

To allow you to control how your document is displayed on your audience's computer, deliver the document in _____.

- A. printable document format
- B. PDF format
- C. word processor format
- D. any visual media format

Answer: <https://biology-forums.com/index.php?topic=782836>

Question 153

A detailed work plan saves time and produces effective reports. For simpler reports, the work plan is an _____.

Answer: <https://biology-forums.com/index.php?topic=782727>

Question 154

A _____ resumé emphasizes your skills and capabilities, identifying employers and academic experience in subordinate sections.

Answer: <https://biology-forums.com/index.php?topic=783142>

Question 155

The three-step writing process becomes even more valuable when creating _____.

- A. summaries
- B. abstracts
- C. proposals
- D. portfolios

Answer: <https://biology-forums.com/index.php?topic=782638>

Question 156

Compared to offline content, the composition of online content requires unique considerations. Which of these statements strengthens this argument?

- A. Mia should make sure that all her content on the company website is accurate and bias-free because today's readers are very critical of the information they receive.
- B. The article on inflation was useful and well written. The important concepts in the main article were hyperlinked, so that they can be explained in detail in the subsequent links.
- C. Earlier most towns had just one newspaper, but today the number of newspapers has definitely grown.
- D. To create effective headings, one should use meaningful keywords and avoid the temptation of resorting to clever wordplay.

Answer: <https://biology-forums.com/index.php?topic=782814>

Question 157

A person's ability to communicate effectively in the workplace often tested when writing a written report. Julie knows that the first key to effective report writing is accuracy. What are the other four major considerations to include in her report content?

Answer: <https://biology-forums.com/index.php?topic=782898>

Question 158

When developing messages conveying negative organizational news, one should match one's approach to the situation. As a public relations executive at a multinational food company, what approach would you use when sending a message communicating to the public a recall of a batch of canned food that was found to have been contaminated with e-coli virus? Would you use the same approach to inform the public that you are discontinuing a certain line of cereals due to low demand? Why/ why not?

Answer: <https://biology-forums.com/index.php?topic=782494>

Question 159

When trying to persuade a skeptical or hostile audience, you should use a complex and technical language to demonstrate your competence in the area.

Answer: <https://biology-forums.com/index.php?topic=782579>

Question 160

The three-step process adapts well to blogging.

Answer: <https://biology-forums.com/index.php?topic=782190>

Question 161

When you revise for _____ you should do things like break up long sentences, rewrite hedging sentences, impose parallelism, correct dangling modifiers, and replace camouflaged verbs.

Answer: <https://biology-forums.com/index.php?topic=782055>

Question 162

Bar charts are used frequently in business reports, but in many instances they are not as helpful to readers as pie charts and other types of visuals would be.

Answer: <https://biology-forums.com/index.php?topic=782852>

Question 163

Which of the following negative effects can result from the use of euphemisms?

- A. Euphemisms often convey disrespect or rudeness.
- B. Negative news is conveyed in a negative way.
- C. There is a risk that the truth might be obscured.
- D. Euphemisms can trigger negative connotations.

Answer: <https://biology-forums.com/index.php?topic=781869>

Question 164

In _____ marketing, companies initiate and facilitate conversations in a networked community of customers and other interested parties.

Answer: <https://biology-forums.com/index.php?topic=782208>

Question 165

An application letter should follow the AIDA model for persuasive messages.

Answer: <https://biology-forums.com/index.php?topic=783240>

Question 166

In Canada, the federal Office of Customer Affairs provides protection from advertisers that violate federal standards of truthful advertising.

Answer: <https://biology-forums.com/index.php?topic=782600>

Question 167

Whether or not you can establish ground rules for Q&A depends on the audience and the situation. If you are presenting to _____ establish some guidelines such as the number of questions allowed per person and the overall time limit for questions.

Answer: <https://biology-forums.com/index.php?topic=783029>

Question 168

The yardstick approach is a common logical approach used when building your conclusion. In this approach, you use a number of criteria to decide which option to select from two or more possibilities.

Answer: <https://biology-forums.com/index.php?topic=782717>

Question 169

When granting claims and requests for adjustment when the customer is at fault, you should _____.

- A. discourage the customer from communicating with the company in the future
- B. always apologize, even when the customer is at fault
- C. not argue with the customer's version of events
- D. clearly point out that the customer is at fault

Answer: <https://biology-forums.com/index.php?topic=782275>

Question 170

A variety of terms are used to describe online resumés, including _____.

- A. web forum resumés
- B. personal multimedia pages
- C. social networking resumés
- D. e-portfolios

Answer: <https://biology-forums.com/index.php?topic=783113>

Question 171

_____ language usually happens naturally with persuasive messages because you are promoting an idea or a product you believe in.

Answer: <https://biology-forums.com/index.php?topic=782608>

Question 172

You need to send a message to your manager, presenting a new idea you have to boost company sales in the next year. This message is a page long and incorporates confidential company information. The communication mode known as _____ should be used to send this message, so that it can be reviewed by your manager at his leisure.

Answer: <https://biology-forums.com/index.php?topic=782206>

Question 173

_____ is the tendency to judge all other groups according to the standards, behaviours, and customs of one's own group.

- A. Ethnic gloss
- B. Stereotyping
- C. Ethnocentrism
- D. Relativism

Answer: <https://biology-forums.com/index.php?topic=781548>

Question 174

If your routine message is mixed and must convey mildly disappointing information, put the negative portion of your message in a negative context; don't try to embed it in a favourable context.

Answer: <https://biology-forums.com/index.php?topic=782312>

Question 175

Cues, gestures, facial expressions, spatial relationships, and attitudes toward time are all elements of _____ communication.

Answer: <https://biology-forums.com/index.php?topic=781720>

Question 176

You have been asked to hire 10 consultants for H.Q. Services, but the company insists that you need not conduct preliminary screening interviews because they believe that it may lengthen the hiring process. Which of these arguments could help convince them about the benefits of preliminary screening interviews?

- A. Screening interviews help companies to thoroughly investigate their applicants.
- B. They can give multiple tests at the screening round.
- C. It will help them in restricting the number of applications they would receive.
- D. They can narrow the field of applicants.

Answer: <https://biology-forums.com/index.php?topic=783188>

Question 177

One of the best ways to make your document more visually appealing and interesting is to use a wide variety of different typefaces—three to five per page is ideal.

Answer: <https://biology-forums.com/index.php?topic=782040>

Question 178

Pam needs to conduct primary research on the effects of networking in organizations. Which of the following techniques(s) is suitable for this?

- A. direct approach
- B. indirect approach
- C. surveys
- D. statistical analysis

Answer: <https://biology-forums.com/index.php?topic=782670>

Question 179

In order to write a successful news release, you should _____.

- A. use positive, self-congratulatory adjectives and adverbs
- B. try to cover multiple, unrelated news items at once
- C. ensure relevance to the specific publications for which it is meant
- D. put your most important idea last

Answer: <https://biology-forums.com/index.php?topic=782291>

Question 180

Which of the following is an effective strategy for business communication on social networks?

- A. Disable the group feature social networks to prevent the formation of special-interest groups.
- B. Inject conventional promotional efforts into all social networking conversations.
- C. Tailor the company's personality to suit unique social networking environments.
- D. Join existing conversations on social networks.

Answer: <https://biology-forums.com/index.php?topic=782120>

Question 181

Before ending your presentation, tell listeners that you're about to finish and _____ your theme and supporting evidence.

Answer: <https://biology-forums.com/index.php?topic=783016>

Question 182

Surveys provide invaluable insights, but only if they are _____.

- A. based on videographed interviews
- B. representative, reliable, and valid
- C. conducted face to face
- D. conducted on independent focus groups

Answer: <https://biology-forums.com/index.php?topic=782672>

Question 183

Which listeners interrupt whenever they disagree or don't understand?

- A. effective listeners

- B. surface listeners
- C. reluctant listeners
- D. ineffective listeners

Answer: <https://biology-forums.com/index.php?topic=781661>

Question 184

Keywords that catch a computer's attention are usually _____ that describe the specific skills, attributes, and experiences an employer is looking for in a candidate.

- A. adjectives
- B. action phrases
- C. action verbs
- D. nouns

Answer: <https://biology-forums.com/index.php?topic=783088>

Question 185

Carl has been asked to create an informal balance in the visual aspects of his organization's website. The aim is to make the website look dynamic and engaging. Therefore, Carl should _____.

- A. depict items in contrasting colours, such as red and blue or black and white
- B. emphasize similarities and make colour differences more subtle
- C. make sure he follows visual unparallelism
- D. not distribute elements evenly, but still see that there is a balance maintained overall

Answer: <https://biology-forums.com/index.php?topic=782826>

Question 186

Simone has been invited by Ivy Selections to be interviewed by Mr. Yang. How should Simone conduct herself during the warm-up phase of the interview?

- A. She should make sure that she pays maximum attention after the first minute the interview.
- B. She should avoid small talk in order to maintain professionalism.
- C. When she meets Mr. Yang, she should greet him by saying, "It is a pleasure to meet you Mr. Yang," and respond with a firm handshake.
- D. She should maintain unflinching eye contact and not fidget.

Answer: <https://biology-forums.com/index.php?topic=783220>

Question 187

If you apply online it is still a good idea to have a _____.

Answer: <https://biology-forums.com/index.php?topic=783147>

Question 188

Outline an effective strategy for writing routine replies and positive messages.

Answer: <https://biology-forums.com/index.php?topic=782350>

Question 189

You should begin routine requests with _____.

- A. a clear statement of your request'
- B. a buffer that builds up to your main request
- C. a justification for your request
- D. an attention-getting statement, fact or question

Answer: <https://biology-forums.com/index.php?topic=782225>

Question 190

Review of arguments, reader benefits and the merits of your approach are generally included in the _____ of the proposal.

Answer: <https://biology-forums.com/index.php?topic=782884>

Question 191

You have not received a shipment of books that you had ordered from Serengeti, an online bookstore. The shipment tracker on the website shows that the books have been returned to the company as the address provided was not found. However, the address you provided was correct and you have in the past received several shipments from Serengeti at the same address. Your account has already been debited for the value of the shipment.

Draft a message to Serengeti, making a claim and requesting an adjustment.

Answer: <https://biology-forums.com/index.php?topic=782349>

Question 192

The availability of cutting-edge videoconferencing technology and IM has rendered face-to-face interaction obsolete and unnecessary.

Answer: <https://biology-forums.com/index.php?topic=781584>

Question 193

Most marketing and sales messages rely on _____, not emotion.

Answer: <https://biology-forums.com/index.php?topic=782612>

Question 194

Experienced recruiters will spend no more than _____ minutes deciding who they want to see for further prescreening.

- A. 5
- B. 10
- C. 20
- D. 30

Answer: <https://biology-forums.com/index.php?topic=783047>

Question 195

To help repair damage to the relationship and encourage repeat business, many companies offer discounts or even free merchandise.

Answer: <https://biology-forums.com/index.php?topic=782453>

Question 196

When granting claims and requests for adjustment when your company is at fault, you should _____.

- A. specifically assign blame to someone in your organization by name
- B. take steps to repair the relationship
- C. start from the assumption that the information the customer provided is incorrect
- D. imply that the customer is at fault

Answer: <https://biology-forums.com/index.php?topic=782270>

Question 197

A/an _____ sentence has two main clauses, at least one of which contains a subordinate clause.

Answer: <https://biology-forums.com/index.php?topic=781961>

Question 198

How is conversation marketing different from traditional marketing?

- A. Customers in conversation marketing merely want to get information about companies and products and do not offer feedback.
- B. Traditional marketing is bi-directional, while conversation marketing is unidirectional—it flows from the consumers to the company.
- C. In conversation marketing, customers participate interactively in the marketing process.
- D. Product promotion can be done in a more direct and obvious manner as opposed to the indirect, low-key approach that is adopted in traditional marketing.

Answer: <https://biology-forums.com/index.php?topic=782117>

Question 199

Which of the following is true for gathering information for written communication?

- A. Information for simple messages can be gathered using informal techniques.
- B. Only formal methods of gathering information can be used for complex messages.
- C. Informal research techniques are not reliable sources of information.
- D. Asking the audience for input is not an acceptable method of gathering information.

Answer: <https://biology-forums.com/index.php?topic=781760>

Question 200

In which of the following situations is it appropriate to use the direct approach to organize negative news messages?

- A. The news is of great importance to the reader.
- B. The reader is likely to react emotionally to the news.
- C. The reader is not expecting this news.

D. You need to immediately get the reader's attention.

Answer: <https://biology-forums.com/index.php?topic=782366>

Question 201

In order to use communication technology effectively, routinely activate visual alerts for incoming messages so you can keep track of all the information that is coming in.

Answer: <https://biology-forums.com/index.php?topic=781582>

Question 202

Which of the following is a guideline for improving intercultural communication?

- A. Consider aspects like personal appearance when trying to judge a person.
- B. Avoid using sources like travel guidebooks to learn about a culture.
- C. Recognize your own cultural biases.
- D. Always assume that others will think, believe, and behave as you do.

Answer: <https://biology-forums.com/index.php?topic=781550>

Question 203

Sharon professes that resumés grab recruiters' attention more than cover letters. So cover letters need not be drafted with as much care as resumés. But Darryl insists that a poorly written cover letter can prompt employers to skip over your resumé, even if you are a good fit for the job. If you were applying for a job, you would _____.

- A. consider Sharon's advice
- B. consider Darryl's advice
- C. avoid using cover letters
- D. repeat details in the resumé and the cover letter, so that you can give equal attention

Answer: <https://biology-forums.com/index.php?topic=783171>

Question 204

Team conflict may be good if it _____.

- A. forces important issues into the open
- B. allows weak employees to contribute
- C. gets every employee to think alike
- D. creates a tighter organization

Answer: <https://biology-forums.com/index.php?topic=781617>

Question 205

Which of the following is not a recommended strategy for creating an effective business writing style?

- A. Use plain English.
- B. Use an elevated and formal tone.
- C. Avoid obsolete language.
- D. Avoid preaching and bragging.

Answer: <https://biology-forums.com/index.php?topic=781879>

Question 206

The top management of an automobile company with branches across the country wants to replace in-person meetings for teams that work closely with each other with meetings in virtual worlds, to minimize travel time and costs. Make an argument for the superiority of in-person meetings, describing the disadvantages of the virtual method.

Answer: <https://biology-forums.com/index.php?topic=781731>

Question 207

The main advantage of written channels is that they _____.

- A. are more confidential
- B. allow for immediate feedback
- C. let you plan and control the message
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=781776>

Question 208

The ability to follow accepted standards of grammar, spelling, and other aspects of high-quality writing and speaking is a skill employers expect of you today.

Answer: <https://biology-forums.com/index.php?topic=781568>

Question 209

You write to your college professor, asking her to vouch for your skills and abilities to a prospective employer. This is an example of a routine request asking for _____.

- A. settlements to claims
- B. recommendations
- C. adjustments
- D. information or action

Answer: <https://biology-forums.com/index.php?topic=782237>

Question 210

Explain when you should use an emotional versus a logical appeal to persuade an audience.

Answer: <https://biology-forums.com/index.php?topic=782616>

Question 211

As with written communications, analyzing the situation involves defining your purpose and defining an _____.

Answer: <https://biology-forums.com/index.php?topic=783004>

Question 212

Whenever possible use word combinations, i.e., "reduce down," to add emphasis.

Answer: <https://biology-forums.com/index.php?topic=782028>

Question 213

Information about the age, gender, occupation, income, education and other quantifiable characteristics of your audience is called _____.

Answer: <https://biology-forums.com/index.php?topic=782604>

Question 214

When you need a permanent, verifiable record, which of these channels is the most effective?

- A. written channels
- B. electronic forms
- C. presentations
- D. oral channels

Answer: <https://biology-forums.com/index.php?topic=781743>

Question 215

The best font size to use for the text on most business documents is _____.

- A. 10-12
- B. 13-15
- C. 7-9
- D. 16-18

Answer: <https://biology-forums.com/index.php?topic=782012>

Question 216

In a low-context culture _____.

- A. people rely more on the circumstances surrounding the message to convey meaning
- B. the primary role of communication is to build relationships
- C. people rely more on the explicit content of the message to convey meaning
- D. people rely more on cues to convey meaning

Answer: <https://biology-forums.com/index.php?topic=781540>

Question 217

The authorities at a school are about to introduce tough new security measures to prevent crime on campus. Students will have to carry identification

at all times and some activities will be restricted. Draft a message explaining the new rules using either the direct or indirect approach. Explain which approach you think the university should use to communicate with the students and why.

Answer: <https://biology-forums.com/index.php?topic=781864>

Question 218

Telephone calls, teleconferencing, voicemail messages, and audio recordings such as compact discs and podcasts are _____.

- A. electronic versions of written media
- B. multimedia
- C. visual media
- D. versions of oral media

Answer: <https://biology-forums.com/index.php?topic=781768>

Question 219

Word combinations—such as round in shape—that say the same thing twice are _____.

Answer: <https://biology-forums.com/index.php?topic=782060>

Question 220

Which of the following is proper etiquette during a business meal?

- A. using a mobile phone for other business calls
- B. discussing subjects like politics or religion at the beginning of the meal
- C. making conversation by asking personal questions
- D. only answering urgent calls during the meeting

Answer: <https://biology-forums.com/index.php?topic=781673>

Question 221

The _____ model is primarily defined by a broadcasting or publishing mindset.

Answer: <https://biology-forums.com/index.php?topic=781587>

Question 222

When an employer asks you to tell him something about yourself, you should _____.

- A. email him the link to your blog to show that you are tech-savvy
- B. only speak about your relevant qualifications
- C. quickly summarize where you have been and where you are headed—in a way that aligns your interests with the company's
- D. give him references for a background check

Answer: <https://biology-forums.com/index.php?topic=783211>

Question 223

The Toronto headquarters of a multinational company typically houses a number of employees from its various branches across the world. English is the common language of communication, but most employees are not native speakers. How does this fact affect business communications addressed to all the employees located at the company's headquarters?

- A. The primary audience will be difficult to determine.
- B. Geographic location will be important in determining message composition.
- C. Cultural factors may inhibit understanding of the message.
- D. The size of the audience will play an important role in determining message composition.

Answer: <https://biology-forums.com/index.php?topic=781758>

Question 224

When using email to request action the subject line should be as vague as possible.

Answer: <https://biology-forums.com/index.php?topic=782309>

Question 225

Generally speaking, in a given amount of time, well-designed images can convey much more information than _____.

- A. textual messages
- B. simple images
- C. audio messages
- D. audio-visual messages

Answer: <https://biology-forums.com/index.php?topic=782823>

Question 226

Effective teams have a clear sense of purpose.

Answer: <https://biology-forums.com/index.php?topic=781683>

Question 227

Stay on top of _____ because you never know which avenue will provide a job opportunity.

Answer: <https://biology-forums.com/index.php?topic=783137>

Question 228

Outline at least four ethical and legal aspects that must be considered when developing marketing and sales messages.

Answer: <https://biology-forums.com/index.php?topic=782628>

Question 229

You should cover up a criminal record or time spent incarcerated on your resumé.

Answer: <https://biology-forums.com/index.php?topic=783126>

Question 230

One of the most common mistakes beginners make in visual presentations is using _____ text.

Answer: <https://biology-forums.com/index.php?topic=783019>

Question 231

Which of the following is true about using the various compositional modes for electronic media?

- A. When posting status updates, you should actively engage with the audience by posting even the most trivial information that you find interesting.
- B. Avoid using phrases such as "for beginners" or "advanced level" in the titles of your tutorials as doing so will alienate readers looking for different learning levels.
- C. When writing reference material, organize your material in a way that discourages skimming.
- D. Narratives work best when they have an intriguing beginning that piques readers' curiosity, a good middle, and an inspiring or instructive ending that gives readers useful information.

Answer: <https://biology-forums.com/index.php?topic=782112>

Question 232

Many inexperienced interviewers make up their mind about a candidate within the first 20 seconds of the interview.

Answer: <https://biology-forums.com/index.php?topic=783256>

Question 233

Ruth has to prepare an informational report, highlighting the disadvantages of an older approach and the advantages of a newer approach. The topical organization of her material would involve _____.

- A. comparison
- B. category
- C. similarities
- D. sequence

Answer: <https://biology-forums.com/index.php?topic=782680>

Question 234

In which of the following situations is it appropriate to use the indirect approach to organize negative news messages?

- A. You need to immediately get the reader's attention.
- B. You value the relationship you have with the audience.
- C. The news is not likely to seriously impact the audience.
- D. The audience does not have the time to read long, rambling messages.

Answer: <https://biology-forums.com/index.php?topic=782370>

Question 235

Which of these situations would require the applicant to express his or her experience in the terminology of the hiring organization?

- A. A war veteran who has 10 years of experience as a successful salesman is applying for a new job.
- B. An applicant is applying for a job after a long break.

- C. A student who was born abroad and has studied only in Canada is applying for a job.
D. A student from India is applying for an internship at a Canadian organization.

Answer: <https://biology-forums.com/index.php?topic=783084>

Question 236

"To update the board of directors on the progress of the research project," explains why you are preparing the report. This would typically be the _____.

- A. title
B. subject
C. statement of proposal
D. statement of purpose

Answer: <https://biology-forums.com/index.php?topic=782639>

Question 237

_____ can include the business and technical terms associated with a specific profession, industry-specific jargon, names or types of products or systems used in a profession, job titles, and college degrees.

- A. Scannable words
B. Professional language
C. Business language
D. Keywords

Answer: <https://biology-forums.com/index.php?topic=783089>

Question 238

Which of the following is an example of an analogy?

- A. All employees have health coverage. Therefore, since Tom is an employee, he must have health coverage.
B. Our office operates like a wolf pack with one Alpha male on top and everyone else answering to him.
C. The results of this survey showed that people like our product more than our competitor's product.
D. There is a national trend toward healthier eating; as a result we should see an increase in the sales of our low-fat items.

Answer: <https://biology-forums.com/index.php?topic=782518>

Question 239

Nonverbal communication is more effective because words lie, while gestures don't.

Answer: <https://biology-forums.com/index.php?topic=781707>

Question 240

When listing a series of questions, you should

- A. ask only relevant questions
B. ask the most important questions last
C. ask as many questions as possible to avoid having to send another message
D. all of the above

Answer: <https://biology-forums.com/index.php?topic=782231>

Question 241

When using an indirect approach to deliver bad news, you should open with a neutral, noncontroversial statement called a(n) _____.

Answer: <https://biology-forums.com/index.php?topic=782473>

Question 242

Documents that present persuasive recommendations to audiences, often involving investments or purchases are _____.

Answer: <https://biology-forums.com/index.php?topic=782721>

Question 243

When following the three-step process in developing blogs, what is involved in completing your blog?

Answer: <https://biology-forums.com/index.php?topic=782219>

Question 244

If you have mildly negative information to deliver as part of a positive message you should _____.

- A. put the negative information last
- B. put the negative information first
- C. put the negative information in a separate message; never combine positive and negative information
- D. put the negative information in a favourable context

Answer: <https://biology-forums.com/index.php?topic=782263>

Question 245

A more open or contemporary margin type for business documents is _____ .

Answer: <https://biology-forums.com/index.php?topic=782062>

Question 246

The cosmetics company Blush has a new competitor, FreshLook. To help retain its market share, Blush releases an ad campaign focusing on the unique features of its products in order to convince consumers to stay loyal to the brand. Which of the following is the general purpose of Blush's ad campaign?

- A. to persuade
- B. to identify
- C. to collaborate
- D. to negotiate

Answer: <https://biology-forums.com/index.php?topic=781751>

Question 247

What are the four steps an organization must take to respond effectively to rumours and negative information in a social media environment?

Answer: <https://biology-forums.com/index.php?topic=782495>

Question 248

The most attractive features of an idea or product are its _____.

Answer: <https://biology-forums.com/index.php?topic=782613>

Question 249

Veronica has to respond to an RFP with a proposal. In her proposal, she needs to _____.

- A. follow the instructions in the RFP
- B. always include the RFP in her proposal
- C. just identify the RFP by name
- D. only mention the tracking number

Answer: <https://biology-forums.com/index.php?topic=782835>

Question 250

Stella is working on a tourism brochure for the Bahamas. She needs to find new and interesting ways of presenting information that has been covered many times before. She begins to write as many ideas, questions, and possibilities she can think of without considering order or importance. She looks for connections among the various ideas to help her find the best way to present the information. Which of the following methods is Stella using?

- A. the journalistic approach
- B. mind mapping
- C. brainstorming
- D. a question-and-answer chain

Answer: <https://biology-forums.com/index.php?topic=781792>

Question 251

Making your presentations contain more information than you think is needed will help you avoid the "death by PowerPoint" stigma that presentations have in the mind of many professionals.

Answer: <https://biology-forums.com/index.php?topic=782989>

Question 252

Which of the following is a risk of using IM for business communication?

- A. incompatibility between competing IM systems
- B. not widely available
- C. potential for misuse as a one-to-many broadcast method higher than that for email
- D. more expensive than phone calls and emails

Answer: <https://biology-forums.com/index.php?topic=782150>

Question 253

When writing collaboratively it is wise to all work together on every section.

Answer: <https://biology-forums.com/index.php?topic=781688>

Question 254

It's important to guide the discussion for agenda items.

Answer: <https://biology-forums.com/index.php?topic=781696>

Question 255

When explaining and justifying your routine request in the body of your message, you should start with your _____ request.

Answer: <https://biology-forums.com/index.php?topic=782327>

Question 256

In a presentation, _____ control how one slide replaces another, such as having the current slide gently fade out before the next slide fades in.

- A. transitions
- B. hyperlinks
- C. builds
- D. source codes

Answer: <https://biology-forums.com/index.php?topic=782956>

Question 257

The primary advantage of using the direct approach is that it _____.

- A. is efficient
- B. prepares readers for the bad news
- C. is useful in limiting your responsibility
- D. helps obscure the bad news

Answer: <https://biology-forums.com/index.php?topic=782373>

Question 258

_____ proposals can seem surprisingly picky, even to the point of specifying the size of paper to use, but you must follow every detail to avoid having your proposal rejected.

Answer: <https://biology-forums.com/index.php?topic=782753>

Question 259

A letter or a memo is more formal than an email message.

Answer: <https://biology-forums.com/index.php?topic=781824>

Question 260

The medium of a message refers to the form a message takes and the channel is the system used to deliver the message.

Answer: <https://biology-forums.com/index.php?topic=781571>

Question 261

Effective persuasion uses the "you" attitude to help the audience believe that you have their interests at heart so they will more easily support what you write.

Answer: <https://biology-forums.com/index.php?topic=782572>

Question 262

You should use the direct approach to organize negative news messages when _____.

- A. you want to soften the blow of the negative news
- B. the reader has an emotional investment in the situation
- C. the reader does not like long, rambling messages
- D. you need to maintain a close working relationship with the reader

Answer: <https://biology-forums.com/index.php?topic=782364>

Question 263

When it comes to finding the right job opportunities for you, the easiest ways are not always the most _____ ways.

Answer: <https://biology-forums.com/index.php?topic=783138>

Question 264

Euphemisms are milder synonyms that can express an idea while triggering fewer negative connotations.

Answer: <https://biology-forums.com/index.php?topic=781922>

Question 265

Which of these instances best represents the statement "death by PowerPoint"?

- A. a visually-loaded presentation about "glaucoma after 60" at a retirement home, given by a local eye specialist
- B. a presentation that freezes due to well-known and recurrent software glitches in PowerPoint
- C. a simple, authentic and clean slide with minimal design elements that distract
- D. an informative presentation to junior high school students regarding "chocolate and tooth decay" using adaptations of extensive graphs and charts from the 1950s

Answer: <https://biology-forums.com/index.php?topic=782946>

Question 266

Sara has some concerns about the report loaded by Keith. She doesn't agree with the published content and plans to revise it. Sara _____.

- A. can go ahead and edit the content
- B. should have a verbal discussion with her teammates and then edit the content
- C. is not authorized to edit the content without Keith's approval
- D. can use the wiki's discussion facility to share her concerns with other contributors

Answer: <https://biology-forums.com/index.php?topic=782822>

Question 267

Describe the elements of a bad-news message that uses an indirect approach.

Answer: <https://biology-forums.com/index.php?topic=782492>

Question 268

You cannot rely on your grammar checker; it will often miss errors.

Answer: <https://biology-forums.com/index.php?topic=782043>

Question 269

In order to write a successful news release, you should keep your sentences and paragraphs _____.

Answer: <https://biology-forums.com/index.php?topic=782341>

Question 270

Nancy Duarte, whose design firm has years of experience creating presentations for corporations, offers this rule of thumb: for an important one-hour presentation that uses 30 slides, allow _____ to research, conceive, create, and practice.

- A. 36 to 90 hours
- B. a day
- C. 30 minutes per slide
- D. 3 times the expected presentation time

Answer: <https://biology-forums.com/index.php?topic=782915>

Question 271

_____ can increase willingness to read by up to 80 percent, and it can enhance learning and improve retention by more than 75 percent.

- A. Background design
- B. Foreground design
- C. Colour
- D. Fonts

Answer: <https://biology-forums.com/index.php?topic=782952>

Question 272

There are many considerations for the job seeker when thinking about preparing a resumé. Some of these include what type of resumé to prepare and how to handle the variety of unique circumstances that are present when dealing with different employers and positions. In this respect, why do most employers prefer chronological resumé over functional resumé? What kind of changes would you recommend that applicants make to their resumé if they are overqualified for the position they are applying for?

Answer: <https://biology-forums.com/index.php?topic=783156>

Question 273

You should use the direct approach to organize negative news messages when _____.

- A. you want to soften the blow of the negative news
- B. the reader has an emotional investment in the situation
- C. the bad news is not expected by the reader
- D. the bad news will not come as a shock to the reader

Answer: <https://biology-forums.com/index.php?topic=782363>

Question 274

When planning your business email, you should _____.

- A. use texting language and acronyms like LOL and IMHO
- B. "cc" (courtesy copy) your immediate superior on every message
- C. use the Reply All function to respond to all group mails
- D. respect the chain of command in your company

Answer: <https://biology-forums.com/index.php?topic=782130>

Question 275

A good persuasive claim should _____.

- A. always include a sincere apology for the trouble caused to the receiver
- B. avoid wasting the receiver's time by reviewing the case in the message
- C. be specific about how one would like to see the situation resolved
- D. assume that the recipient already has information about the case

Answer: <https://biology-forums.com/index.php?topic=782541>

Question 276

When writing an email message, you should avoid using _____.

Answer: <https://biology-forums.com/index.php?topic=782207>

Question 277

When explaining and justifying your routine request in the body of your message, you should _____.

- A. address multiple topics in one question
- B. offer apologies for any inconvenience caused
- C. put your most important request at the end
- D. ask only questions that are central to your main request

Answer: <https://biology-forums.com/index.php?topic=782232>

Question 278

How can the three-step process be adapted for successful IM?

Answer: <https://biology-forums.com/index.php?topic=782217>

Question 279

When refusing claims, use the _____ approach in most instances.

Answer: <https://biology-forums.com/index.php?topic=782477>

Question 280

Roza bought a bookcase from a furniture store two days ago. As she was trying to assemble the bookcase, two of the pieces broke off at the corners when being screwed together. Roza developed the following email to make a claim and request an adjustment from the company.

From: roza.white@mail.com

To: feedback@kian.com

Sub: Request for product replacement

Dear Customer Service Representative,

I am terribly disappointed at the quality of the product I bought at Kian Furniture. I was shocked when some of the pieces just broke off into my hands during assembly.

Two of the pieces of the bookcase (model no. DA236698) I bought from your store in Orillia, ON, on 6 June, 2012, broke off at the corners when I was trying to screw them together to assemble the furniture. I was using the tools that were enclosed with the product and was following the assembly directions closely. I have attached a scanned copy of the bill for the purchase.

I want my money to be returned at the earliest. I have bought several products from Kian in the past but will not do so again if this matter is not resolved satisfactorily. You can reach me on my cell phone at (516) 123-4567. I look forward to hearing from you by the weekend.

Sincerely,

Roza White

As an expert in business communication, you realize that the following line in the closing of Roza's message is not likely to be effective: "I want my money to be returned at the earliest. I have bought several products from Kian in the past but will not do so again if this matter is not resolved satisfactorily." Which of the following statements would best replace these lines?

- A. Please resolve this issue at the earliest. Also, please keep in mind that I will no longer shop at Kian if this issue is not resolved satisfactorily.
- B. I would appreciate a complete refund of my money for this product or a voucher for the same amount. I have bought several pieces from Kian in the past and enjoy your modern and functional designs and excellent customer service.
- C. I did enjoy shopping at Kian and your modern and functional designs. However, whether or not I continue shopping from your stores depends on how you respond to my request.
- D. I expect a full and complete refund or voucher for the price of the bookcase that I recently bought. Considering that it broke during assembly and is now useless to me, don't you think that my request is only fair?

Answer: <https://biology-forums.com/index.php?topic=782257>

Question 281

Using _____ is a great way for teams and other groups to collaborate on writing projects, from brief articles to long reports and reference works. This method of collaboration does not require much technical expertise and provides the opportunity to post new or revised material without prior approval.

- A. wikis
- B. electronic documents
- C. embedded files
- D. multimedia

Answer: <https://biology-forums.com/index.php?topic=782816>

Question 282

Using Adobe Acrobat or similar products, you can quickly convert reports and proposals to _____.

- A. publisher document format
- B. proposal document format
- C. printable document format
- D. portable document format

Answer: <https://biology-forums.com/index.php?topic=782808>

Question 283

Jennifer has been asked to prepare a grant proposal for research funding. She needs to make sure that she "adapts to her audience" when she is creating the proposal. So she should, _____.

- A. choose strong words that will help her create effective sentences and coherent paragraphs
- B. use effective design elements and a suitable layout
- C. adapt an informal tone in her discourse
- D. be sensitive to her audience's needs with politeness, positive emphasis and bias-free language.

Answer: <https://biology-forums.com/index.php?topic=782640>

Question 284

To allow you to control how your document is displayed on your audience's computer, deliver the document in _____.

Answer: <https://biology-forums.com/index.php?topic=782896>

Question 285

In unsolicited proposals, convincing readers that a problem or an opportunity exists can be considered the _____.

- A. scope
- B. background or statement of the problem
- C. solution
- D. report organization

Answer: <https://biology-forums.com/index.php?topic=782801>

Question 286

Briefly describe the eight types of buffers.

Answer: <https://biology-forums.com/index.php?topic=782489>

Question 287

Georgia is organizing a decision-making meeting. She assumes it is important to invite someone from every department so no one feels left out. Is this assumption true or false?

Answer: <https://biology-forums.com/index.php?topic=781692>

Question 288

Before you upload your resumé to any site, however, learn about its _____ policies.

Answer: <https://biology-forums.com/index.php?topic=783152>

Question 289

Many inexperienced interviewers make up their mind about a candidate within the first _____ seconds of the interview.

Answer: <https://biology-forums.com/index.php?topic=783272>

Question 290

In the body of your routine message making claims or requesting actions, you should _____.

- A. clearly express your anger and frustration
- B. warn the reader of the consequences of inaction
- C. apologize for the inconvenience caused
- D. give a complete and specific explanation of the details

Answer: <https://biology-forums.com/index.php?topic=782252>

Question 291

_____ are online "virtual offices" that give everyone on a team access to the same set of resources and information.

- A. Shared workspaces
- B. Web cubicles
- C. Shared hosting
- D. Creative commons

Answer: <https://biology-forums.com/index.php?topic=781623>

Question 292

Which of the following is true about making ethical communication choices?

- A. An ethical dilemma involves making a clearly unethical, and often illegal, choice.
- B. An ethical lapse involves choosing among alternatives that are not clearly right or wrong.
- C. When making communications decisions, you must always consider if a decision that seems ethical now may seem unethical in the future.
- D. Deliberately omitting essential information is an ethical way of influencing the audience.

Answer: <https://biology-forums.com/index.php?topic=781538>

Question 293

Teams work best with people who have a combination of skills, experiences, information, and talents.

Answer: <https://biology-forums.com/index.php?topic=781686>

Question 294

Which of the following is true about using the various compositional modes for electronic media?

- A. When writing reference material, organize your material in a way that discourages skimming.
- B. To be an effective commenter, focus on short chunks of information that a broad spectrum of other site visitors will find helpful.
- C. Teasers are effective ways of generating readers' interest and must be used extensively to help your material stand out from the clutter.
- D. Conversational modes are best suited for communicating reports with large amounts of factual information.

Answer: <https://biology-forums.com/index.php?topic=782111>

Question 295

You have been asked to give a presentation at the company summit regarding the new changes in company policy. Your presentation would follow immediately after a very enthusiastic round of ice-breaker games, so you can expect that your audience is going to be quite distracted. How would you arouse audience interest in your presentation?

Answer: <https://biology-forums.com/index.php?topic=783036>

Question 296

When Callum talks to anyone, whether it is at his company functions, at his sister's marriage, at his college reunions or on social sites, he is _____.

- A. using persuasive communication
- B. expressing himself
- C. building speaking skills
- D. networking

Answer: <https://biology-forums.com/index.php?topic=783060>

Question 297

Which of the following phrases no longer belongs in business messages?

- A. Be advised that
- B. We have received
- C. As per your letter
- D. Both A and C

Answer: <https://biology-forums.com/index.php?topic=781878>

Question 298

Messages on Twitter are examples of _____.

- A. IMs
- B. text messages
- C. blogs
- D. microblogs

Answer: <https://biology-forums.com/index.php?topic=782163>

Question 299

Emotional and logical appeals work together by _____.

- A. allowing the audience to choose the appeal that will be most effective
- B. providing rational support for an idea that an audience has already emotionally accepted
- C. manipulating the audience into focusing on the emotional issues while ignoring the logical elements
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=782515>

Question 300

How would the usage of design elements in your presentation differ when presenting to a supportive audience versus a hostile audience?

Answer: <https://biology-forums.com/index.php?topic=783041>

Question 301

Avoiding dangling modifiers is one way to improve the clarity of your document.

Answer: <https://biology-forums.com/index.php?topic=782025>

Question 302

Marketing and sales messages may require clearance from company lawyers before being sent.

Answer: <https://biology-forums.com/index.php?topic=782602>

Question 303

Brand communities can be fairly independent from the company behind the brand or can have the active support and involvement of company management.

Answer: <https://biology-forums.com/index.php?topic=782177>

Question 304

Suppose you have to communicate information about increasing product prices. Describe your approach and the likely reactions from your bookkeeping department and your sales department.

Answer: <https://biology-forums.com/index.php?topic=782491>

Question 305

Reports that judge the merits of past decisions are _____.

- A. general project proposals
- B. feasibility reports
- C. compliance reports
- D. due diligence reports

Answer: <https://biology-forums.com/index.php?topic=782631>

Question 306

The use of more traditional unidirectional speeches is not effective in promotional messages for social media.

Answer: <https://biology-forums.com/index.php?topic=782598>

Question 307

If you include a synopsis or an executive summary in your report, _____.

- A. exclude the introduction to avoid redundancy
- B. keep the introduction long
- C. keep your introduction brief to avoid redundancy
- D. the introduction is optional

Answer: <https://biology-forums.com/index.php?topic=782833>

Question 308

Amy needs to draft an email explaining income tax procedures to all the employees of her company. Which of the following should she find out to help her decide what to write?

- A. the primary audience
- B. the needs and expectations of the employees
- C. the expected reaction from readers
- D. the key decision makers among the employees

Answer: <https://biology-forums.com/index.php?topic=781757>

Question 309

Discuss the dangers and benefits of using technology when writing, designing, and proofreading a document.

Answer: <https://biology-forums.com/index.php?topic=782087>

Question 310

In order to find out if your applicant has committed a felony you _____.

- A. can ask the candidate if he has committed any felony
- B. can ask the candidate if they have been arrested
- C. should rely on EEOC
- D. should contact the authorities

Answer: <https://biology-forums.com/index.php?topic=783229>

Question 311

In order to write a successful news release, you should _____.

- A. use positive, self-congratulatory adjectives and adverbs
- B. try to cover multiple, unrelated news items at once
- C. write in long descriptive sentences and paragraphs
- D. put your most important idea first

Answer: <https://biology-forums.com/index.php?topic=782288>

Question 312

Leo needs to create a presentation on a controversial topic. Before beginning work, he outlines the major points and plans the flow of the presentation. Which of the following should Leo avoid in order to express his ideas clearly and concisely?

- A. explaining the implications of the main idea

- B. increasing the number of supporting points
- C. providing examples and evidence
- D. providing only a few strong examples

Answer: <https://biology-forums.com/index.php?topic=781799>

Question 313

Leo is evaluating his information sources, so that he can avoid embarrassing and potentially damaging mistakes. To check if his material is current and complete, he should evaluate _____.

- A. if the author is just someone with an opinion
- B. if the source document was accessed fully
- C. if the sources are biased or unbiased
- D. if the references support the research

Answer: <https://biology-forums.com/index.php?topic=782651>

Question 314

Location-based social marketing combines mobile phone service, social networking, and GPS navigation and promises to become an important business communication medium.

Answer: <https://biology-forums.com/index.php?topic=782180>

Question 315

The traditional nature of much business communication was primarily defined by a publishing or broadcasting mindset. Which of the following scenarios best reflects this mindset?

- A. A company airs advertisements during the Super Bowl to raise its visibility.
- B. A company publishes a blog to keep customers informed of the company's activities.
- C. A company CEO uses Twitter to interact directly with individual employees.
- D. A company opens a Facebook account to connect with a younger audience.

Answer: <https://biology-forums.com/index.php?topic=781520>

Question 316

Evan has organized his material around conclusions and recommendations because his purpose is to _____ his audience.

- A. motivate
- B. inform
- C. persuade
- D. understand

Answer: <https://biology-forums.com/index.php?topic=782931>

Question 317

Effective messages _____.

- A. convey abstract ideas
- B. provide practical information
- C. are usually voluminous
- D. do not attempt to influence the reader

Answer: <https://biology-forums.com/index.php?topic=781509>

Question 318

Jennifer is a new employee in your company and has never created a presentation before. To help get her started she's asked you to describe the four steps to effectively organizing the information.

Answer: <https://biology-forums.com/index.php?topic=783033>

Question 319

In _____ proposals each of the topics covered in the introduction may warrant separate subheadings and several paragraphs of discussion.

- A. the introduction of
- B. long, formal
- C. short, formal
- D. short, informal

Answer: <https://biology-forums.com/index.php?topic=782791>

Question 320

Proposals that request funds from government agencies and other sponsoring organizations are _____ proposals.

- A. investment
- B. grant
- C. sales
- D. solicited

Answer: <https://biology-forums.com/index.php?topic=782693>

Question 321

Which of the following is an example of an analogy?

- A. The results of this survey showed that people like our product more than our competitor's product.
- B. There is a national trend toward healthier eating; as a result we should see an increase in the sales of our low-fat items.
- C. Our office operates like a pride of lions with one Alpha male on top and everyone else answering to him.
- D. All employees have health coverage. Therefore, since Tom is an employee, he must have health coverage.

Answer: <https://biology-forums.com/index.php?topic=782523>

Question 322

List and describe at least three of the primary types of visuals that can be used in presentations and the communication tasks they are best suited for.

Answer: <https://biology-forums.com/index.php?topic=782908>

Question 323

You should always apologize when delivering bad news.

Answer: <https://biology-forums.com/index.php?topic=782442>

Question 324

When you need no immediate feedback, which of these channels is most effective?

- A. oral channels
- B. presentations
- C. written channels
- D. electronic forms

Answer: <https://biology-forums.com/index.php?topic=781779>

Question 325

It is often wise to get the opinions of lawyers, accountants, and other specialists when delivering negative organizational announcements.

Answer: <https://biology-forums.com/index.php?topic=782456>

Question 326

Serif typefaces are best for text rather than for large-sized headings or titles.

Answer: <https://biology-forums.com/index.php?topic=782048>

Question 327

Harry provides computer-based solutions to offices and helps them reduce their carbon foot print, by reducing paper consumption. To expand his business, he is planning to send unsolicited proposals to a dozen offices. While doing this, he _____.

- A. should use the direct approach
- B. should avoid mentioning costs this early
- C. should keep the proposal short
- D. needs to convince his readers that a problem or an opportunity exists

Answer: <https://biology-forums.com/index.php?topic=782698>

Question 328

_____ introduce(s) important topics by helping readers get ready for new information.

- A. The preface
- B. The introduction
- C. Transitions
- D. Preview sections

Answer: <https://biology-forums.com/index.php?topic=782798>

Question 329

Karen is aware that the introduction for a report depends on the nature and length of the report, the circumstances under which she is writing it, and her relationship with the audience. If she is trying to determine what is and what isn't covered in the report, she is ascertaining _____.

- A. authorization
- B. purpose
- C. scope
- D. background

Answer: <https://biology-forums.com/index.php?topic=782779>

Question 330

Most persuasive messages use a combination of emotional and logical appeals.

Answer: <https://biology-forums.com/index.php?topic=782583>

Question 331

Choose a position in any field that you could be potentially qualified for after your graduation and prepare a list of five keywords that should be included in the resumé when applying for this position.

Answer: <https://biology-forums.com/index.php?topic=783160>

Question 332

Concrete words are far more specific than abstractions.

Answer: <https://biology-forums.com/index.php?topic=781939>

Question 333

Regardless of who is at fault, you must make it a point to apologize when granting a customer's claim.

Answer: <https://biology-forums.com/index.php?topic=782316>

Question 334

The question-answer stage of the interview, usually _____.

- A. is about answering and asking questions
- B. is about listening to the interviewer
- C. is about handling discriminatory questions
- D. consumes the greatest part of the interview

Answer: <https://biology-forums.com/index.php?topic=783223>

Question 335

Requests for recommendations and references are routine, so you can organize your inquiry using the direct approach.

Answer: <https://biology-forums.com/index.php?topic=782307>

Question 336

Brainstorming is only effective when used by a group of people.

Answer: <https://biology-forums.com/index.php?topic=781836>

Question 337

Readers will prejudge the quality of your products, services, or capabilities by the _____ of the proposal you submit.

Answer: <https://biology-forums.com/index.php?topic=782871>

Question 338

Popular desktop search engines are Digg and Delicious.

Answer: <https://biology-forums.com/index.php?topic=782712>

Question 339

Employers are fighting back with more rigorous screening techniques to _____.

- A. replace earlier techniques

- B. increase the number of interview rounds
- C. weed out applicants with fraudulent resumé
- D. observe how applicants can handle stress

Answer: <https://biology-forums.com/index.php?topic=783082>

Question 340

Which of the following is a tendency of Business Communication 2.0?

- A. lecture
- B. egalitarian
- C. one to many
- D. control

Answer: <https://biology-forums.com/index.php?topic=781525>

Question 341

With employees, especially if the information is neutral, you should choose the _____ approach.

Answer: <https://biology-forums.com/index.php?topic=782607>

Question 342

The richest form of communication is face-to-face conversation.

Answer: <https://biology-forums.com/index.php?topic=781834>

Question 343

Teams with interpersonal conflict can still be effective if the leadership is effective and members are committed.

Answer: <https://biology-forums.com/index.php?topic=781681>

Question 344

When revising for clarity it is important to do all of the following except _____.

- A. Avoid writing in the first person.
- B. Use parallel construction for similar ideas.
- C. Avoid stringing several nouns together.
- D. Try not to display too much enthusiasm.

Answer: <https://biology-forums.com/index.php?topic=781995>

Question 345

A good buffer _____.

- A. diverts attention from the problem
- B. establishes common ground with the reader
- C. indicates that the message contains good news
- D. is a statement unrelated to the point of the message

Answer: <https://biology-forums.com/index.php?topic=782385>

Question 346

Quoting a source means reproducing the content exactly and not indicating who created the information originally.

Answer: <https://biology-forums.com/index.php?topic=782705>

Question 347

In a claim letter, the opening should _____.

- A. specify a deadline for action
- B. clearly indicate how denial of the claim will lead to unfavorable consequences for the individual or organization
- C. outline the problem
- D. reflect how a successful resolution of the situation will repair or maintain a mutually beneficial working relationship

Answer: <https://biology-forums.com/index.php?topic=782544>

Question 348

The type of marketing in which companies initiate, facilitate, and participate in conversations happening in a networked community of customers, journalists, bloggers, and other interested parties is referred to as _____ marketing.

- A. stealth
- B. network
- C. conversation
- D. simulated

Answer: <https://biology-forums.com/index.php?topic=782560>

Question 349

When writing for multilingual audiences, you should _____.

- A. use slang and jargon
- B. spell numbers out instead of using figures
- C. use transitions sparingly
- D. rely on specific terms and concrete examples to explain your points

Answer: <https://biology-forums.com/index.php?topic=781554>

Question 350

Organize short presentations the same way you would a _____.

- A. grocery list
- B. report
- C. proposal
- D. brief memo

Answer: <https://biology-forums.com/index.php?topic=782929>

Question 351

Management is hiring a new head of personnel, and while we may not agree with their move, we know the reasons for their action.

- A. compound-complex sentence
- B. compound sentence
- C. complex sentence
- D. simple sentence

Answer: <https://biology-forums.com/index.php?topic=781904>

Question 352

Explain the concept of information overload. How can you guard against information overload when using communication technology?

Answer: <https://biology-forums.com/index.php?topic=781609>

Question 353

Which of the following is true about the use of emotional and logical appeals in persuasive messages?

- A. A good persuasive business message should rely solely on logical appeals.
- B. All persuasive appeals are either purely logical or purely emotional.
- C. The use of emotional appeals in marketing and sales messages is unethical.
- D. Most persuasive business messages rely more on logic.

Answer: <https://biology-forums.com/index.php?topic=782520>

Question 354

Katie owns a small company that offers facility management and housekeeping services to businesses. She writes the following message to the COO of Primus Healthcare, offering the services of her company and asking for an appointment to give a sales presentation. Read the following message:

To: harry_maslow@primushealth.com

From: katie.nair@starservices.com

Sub: Sales presentation

Hi Harry,

Want to sign on for specialized housekeeping services designed for the unique needs of large hospitals such as yours?

Our company has been providing facility management and housekeeping services to local businesses for more than two years now. The past year has seen us specializing in serving the needs of hospitals and clinics in the area. In fact, two of our key personnel have diplomas in hospital management and are well aware of the specific needs of the industry.

IMHO, your hospital will benefit greatly from switching to Star Services for your housekeeping needs. Our innovative waste management system is guaranteed to cut your costs by at least 25 percent and complies with all safety regulations. What's more, our services are customized to the smallest detail to precisely match your requirements. All this at a rate no higher than what you are paying right now.

Please let me know what time would be good for you to attend a sales presentation detailing our services and special offers. For more information about our range of services and to read customer testimonials, please visit our website.

Ciao!
Katie
Director, Star Services
Office: 678-456-1234
Mobile: 678-123-4567

Which of the following is the best criticism for this message?

- A. The tone of the message is too formal.
- B. The message uses acronyms.
- C. The message fails to use multiple fonts and colours to add interest.
- D. The message uses a signature file to present contact information.

Answer: <https://biology-forums.com/index.php?topic=782141>

Question 355

During an interview if several candidates are asked to discuss a certain topic with each other it is a(n) _____.

- A. forum
- B. structured interview
- C. open-ended interview
- D. group interview

Answer: <https://biology-forums.com/index.php?topic=783198>

Question 356

As members of a group have a common goal, individual responsibilities are minimal or non-existent.

Answer: <https://biology-forums.com/index.php?topic=781684>

Question 357

Describe the advantages social media releases have over traditional news releases.

Answer: <https://biology-forums.com/index.php?topic=782355>

Question 358

Why are persuasive messages more difficult to write than routine messages?

- A. because they necessarily involve getting people to act against their own best interests
- B. because they invariably convey negative news to the audience
- C. because they are always unethical, and often illegal, to use
- D. because they ask audiences to give something of value or take substantial action

Answer: <https://biology-forums.com/index.php?topic=782497>

Question 359

As he completes each section, Nathan is planning to repeat the agenda slide but indicate which material has been covered and which section he is about to begin. This sort of slide is sometimes referred to as a _____.

- A. title slide
- B. agenda slide
- C. bumper slide
- D. moving blueprint

Answer: <https://biology-forums.com/index.php?topic=782959>

Question 360

When deciding what information to include in your message, be sure your information is _____.

- A. complete
- B. ethical
- C. accurate
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=781761>

Question 361

Leading the conversation yourself and answering a question before the interviewer has finished asking it _____.

- A. is being pro active, a quality appreciated by most employers
- B. keeps the interview short, which is crucial when there are multiple applicants

- C. is a rude interruption
- D. helps you alter your response

Answer: <https://biology-forums.com/index.php?topic=783224>

Question 362

When you want to minimize the distortion that can occur when messages pass orally from person to person, which of these channels is the most effective?

- A. presentations
- B. oral channels
- C. electronic forms
- D. written channels

Answer: <https://biology-forums.com/index.php?topic=781785>

Question 363

A _____ is a form of legal protection for the expression of creative ideas.

- A. patent
- B. trademark
- C. service mark
- D. copyright

Answer: <https://biology-forums.com/index.php?topic=781531>

Question 364

When revising for clarity it is important to _____.

- A. keep subject and predicate as close as possible
- B. avoid using active voice
- C. always write in the third person
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=781996>

Question 365

Responding to questions on Q&A sites can be a great way to build your personal brand and to demonstrate your company's commitment to customer service.

Answer: <https://biology-forums.com/index.php?topic=782182>

Question 366

When writing _____ reports, you will conduct research to locate and analyze all the information relevant to your purpose and your audience.

Answer: <https://biology-forums.com/index.php?topic=781849>

Question 367

Which voice will allow you to be diplomatic about pointing out a problem or error?

- A. state of being
- B. active
- C. passive
- D. imperative or vocative

Answer: <https://biology-forums.com/index.php?topic=781884>

Question 368

In marketing and sales communications, it is illegal to _____.

- A. offer money-back guarantees
- B. make implied claims that are deceptive
- C. use bait-and-switch advertising
- D. exclude important information

Answer: <https://biology-forums.com/index.php?topic=782564>

Question 369

Identify the type of bias in the sentence "It requires great dedication to be a doctor because a doctor must always put his patient's interests before his own."

- A. ethnic bias
- B. gender bias
- C. age bias
- D. disability bias

Answer: <https://biology-forums.com/index.php?topic=781872>

Question 370

Sandy is providing solutions in the introduction of her proposal. She has chosen to use the indirect approach. Sandy should _____.

- A. briefly describe the change she proposes and highlight her key selling points
- B. highlight her key selling points and their benefits to her audience
- C. explain that she will be describing an effective solution to the reader's challenges
- D. not provide solutions in the introduction

Answer: <https://biology-forums.com/index.php?topic=782790>

Question 371

Search tools work in similar ways, and you can generally get predictable results, even if you don't know how each one operates.

Answer: <https://biology-forums.com/index.php?topic=782710>

Question 372

When applying to foreign companies, your resumé should include personal data such as age, marital status, and Social Insurance number.

Answer: <https://biology-forums.com/index.php?topic=783130>

Question 373

When writing a persuasive message _____.

- A. imply how the audience has made poor choices in the past
- B. be forthright and direct regardless of the cultural context
- C. use complex language to show the audience you know what you are talking about
- D. persuade with logic, evidence, and compelling narratives

Answer: <https://biology-forums.com/index.php?topic=782506>

Question 374

If you receive a job offer while other interviews are still pending, you can ask the employer for a _____.

Answer: <https://biology-forums.com/index.php?topic=783274>

Question 375

List ten examples used by effective listeners.

Answer: <https://biology-forums.com/index.php?topic=781737>

Question 376

In proposals and reports the scope is usually described in the body of the document.

Answer: <https://biology-forums.com/index.php?topic=782842>

Question 377

_____ is a form of electronic media that provides a variety of communication tools, including status updates, user comments, and personal profiles.

Answer: <https://biology-forums.com/index.php?topic=782193>

Question 378

If you were fired from your previous job because of discrimination by your employer, should you include that work experience in your resumé? Why or why not?

Answer: <https://biology-forums.com/index.php?topic=783157>

Question 379

Choose font sizes that are easy to read from anywhere in the room, usually between _____ points.

- A. 10 and 14
- B. 45 and 53

- C. 18 and 22
- D. 28 and 36

Answer: <https://biology-forums.com/index.php?topic=782954>

Question 380

Valuable software functions on your word processor include _____.

- A. a formatter
- B. a grammar checker
- C. a spell checker
- D. both B and C above

Answer: <https://biology-forums.com/index.php?topic=782015>

Question 381

Describe the direct and indirect approaches to organizing negative news messages. Chandler, the Operations Manager at your company wishes to communicate to a vendor that the company will not be renewing his contract because it is not happy with his services. Since you handle all external corporate communications, Chandler requests you to draft a message conveying the news to the vendor. What additional information would you need from Chandler to decide if you should use the direct or the indirect approach in organizing your message?

Answer: <https://biology-forums.com/index.php?topic=782484>

Question 382

While writing resignation letters, _____.

- A. use the positive messages technique
- B. state the reason for resigning the job
- C. make sure it is paired with an application letter
- D. mention criticisms about your colleagues, but be tactful

Answer: <https://biology-forums.com/index.php?topic=783238>

Question 383

An effective buffer is a neutral, noncontroversial statement unrelated to the main purpose of the message.

Answer: <https://biology-forums.com/index.php?topic=782446>

Question 384

When using the indirect approach to organize your negative news message, you should open with a(n) _____.

- A. apology
- B. explanation for the news
- C. clear statement of the news
- D. buffer

Answer: <https://biology-forums.com/index.php?topic=782384>

Question 385

Ruth is actively involved in her church. She goes to great lengths to organize events for charity. In her community Ruth is known for her leadership and organization skills. If she wants to mention these activities in her resumé as part of an application at a local bank she should _____.

- A. not consider mentioning these because doing so might raise concerns for people with differing beliefs
- B. mention these activities because employers find these attributes valuable and religious tolerance should be assumed
- C. highlight her skills and mention that she did these for a not-for-profit organization
- D. highlight her skills without mentioning any group she worked with

Answer: <https://biology-forums.com/index.php?topic=783099>

Question 386

Gestures always convey specific meaning in and of themselves.

Answer: <https://biology-forums.com/index.php?topic=781709>

Question 387

As a leader, if one person is dominating the meeting and not letting others contribute, you should _____.

- A. ask that person to leave the meeting
- B. politely point out that time is limited and that others need to be heard from too
- C. ignore the situation but not invite that person to the next meeting

D. avoid conflict

Answer: <https://biology-forums.com/index.php?topic=781641>

Question 388

Which of the following is true about how the cultural context can present communication challenges?

- A. A person from a low-context culture is more likely to view a high-context person's work culture as being insensitive to group harmony.
- B. A person from a high-context culture is more likely to consider personal pledges more important than contracts.
- C. In a low-context culture, people are more likely to consider gestures and tone of voice when receiving a message.
- D. In a high-context culture, the rules of everyday life are stated explicitly.

Answer: <https://biology-forums.com/index.php?topic=781546>

Question 389

Explain why goodwill messages are important.

Answer: <https://biology-forums.com/index.php?topic=782357>

Question 390

Weaver Designs, a manufacturer and retailer of earth-friendly clothes for women, received a complaint from a customer that the dress she had purchased from them had faded after just one wash. The customer had asked that she be given a full refund on her purchase. However, all the clothes manufactured by Weaver Designs use natural dyes, which run upon being washed in the machine in hot water, which this customer indicated she had done. The washing instructions are clearly printed on the labels of all garments manufactured by Weaver and on the packaging. Nevertheless, in order to build customer goodwill, the company decides to offer to replace the garment with an identical piece.

Which of the following would be most effective as the closing for a message from a customer service executive of Weaver Designs to the customer, granting the claim?

- A. We appreciate your support in our mission to promote green fashion and would love to know more about the other ways in which you try to help the environment.
- B. We at Weaver Designs would like to minimize such complaints and urge you to double-check washing instructions next time.
- C. We at Weaver Designs urge you to carefully read and follow the washing instructions—clearly printed on all labels and packaging—to prolong the life of your clothes and to avoid further claims of this kind.
- D. We appreciate your support in our mission to promote green fashion and are very keen on avoiding such frivolous claims. We are sure you agree with us.

Answer: <https://biology-forums.com/index.php?topic=782278>

Question 391

All of the following are ways to reinforce your position in persuasive messages, EXCEPT using _____.

- A. vivid language
- B. metaphors
- C. anecdotes
- D. jargon and complex language

Answer: <https://biology-forums.com/index.php?topic=782533>

Question 392

Analytical reports include reports to assess opportunities, solve problems, and _____.

Answer: <https://biology-forums.com/index.php?topic=782724>

Question 393

Messages can be _____ simply because important information is omitted.

Answer: <https://biology-forums.com/index.php?topic=781853>

Question 394

As interviewees we are generally advised to handle interviews with proper preparation and a "never budge under pressure" attitude. If the applicant is asked a difficult question during an interview, which of these actions is the most appropriate to tackle that question?

- A. The applicant acknowledges the difficulty of the question and humbly refrains from answering it.
- B. To maintain spontaneity, the applicant starts off with a witty retort and vaguely builds an answer.
- C. At the cost of delaying the response, the applicant first considers the implications of the question and only then answers.
- D. The applicant skillfully reverts the question back to the employer and asks his opinion on the issue.

Answer: <https://biology-forums.com/index.php?topic=783225>

Question 395

Land-Air Global Transport has an immediate opening for a supply chain pricing analyst. You are interested in this job offer and wish to apply for it. In order to impress Land-Air Global Transport with your application letter, you should _____.

- A. use an embellished layout
- B. show that you understand the company and the position
- C. use a personal, "chummy" tone
- D. only email your cover letter

Answer: <https://biology-forums.com/index.php?topic=783169>

Question 396

In order to use communication technology effectively you should NOT _____.

- A. use the powerful filtering and tagging capabilities of your system
- B. routinely activate visual alerts for incoming messages
- C. connect with people face-to-face frequently
- D. limit your presence on online social networks

Answer: <https://biology-forums.com/index.php?topic=781565>

Question 397

Which of the following is a tendency of Business Communication 2.0?

- A. permission
- B. hierarchical
- C. one to many
- D. control

Answer: <https://biology-forums.com/index.php?topic=781526>

Question 398

Too many website owners fall into the trap of focusing on their products.

Answer: <https://biology-forums.com/index.php?topic=782847>

Question 399

Which of the following is a benefit of using IM?

- A. does not allow unsolicited commercial messages
- B. does not require user authentication
- C. messages can be easily logged for later review
- D. lower cost than phone calls and email

Answer: <https://biology-forums.com/index.php?topic=782147>

Question 400

Which of the following is a trait of effective listening?

- A. listening to someone that is speaking while ignoring other sounds
- B. paraphrasing the speaker's ideas at the end of the presentation
- C. finding areas of interest in common with someone sitting beside you
- D. interrupting the speaker

Answer: <https://biology-forums.com/index.php?topic=781654>

Question 401

You'll want to start most projects by conducting secondary research first.

Answer: <https://biology-forums.com/index.php?topic=782708>

Question 402

Which of the following is a guideline for granting claims and requests for adjustment when the customer is at fault?

- A. Try to discourage future mistakes without insulting the customer.
- B. Always apologize, even when the customer is at fault.
- C. Start from the assumption that the information the customer provided is incorrect.
- D. Clearly point out that the customer is at fault.

Answer: <https://biology-forums.com/index.php?topic=782274>

Question 403

When creating a tutorial, you should use phrases such as "getting started with" or "advanced techniques for" in the title to alert readers about the level of the tutorial.

Answer: <https://biology-forums.com/index.php?topic=782176>

Question 404

Website owners use _____ to help boost their rankings in search results, but the ranking algorithms are kept secret to prevent unfair manipulation of the results.

- A. cleverly placed website's logos
- B. search engine optimization techniques
- C. real-time customer feedback
- D. aggressive advertising strategies

Answer: <https://biology-forums.com/index.php?topic=782661>

Question 405

The direct approach is best when _____.

- A. the audience is likely to be receptive to the message
- B. the audience is likely to react negatively to the message
- C. the message is highly emotional
- D. the message is controversial

Answer: <https://biology-forums.com/index.php?topic=781800>

Question 406

In viral marketing, computer viruses are introduced into systems that spam promotional material and malware to all the people on individuals' address lists.

Answer: <https://biology-forums.com/index.php?topic=782188>

Question 407

The closing of a routine request message should include _____.

- A. a sincere apology for the inconvenience caused
- B. explanations and justifications for the request
- C. the phrase "thank you in advance" to ensure compliance
- D. a specific request that includes any relevant deadlines

Answer: <https://biology-forums.com/index.php?topic=782234>

Question 408

Sue needs to create a report that looks into the financial implications of acquiring another company. So she needs to prepare a _____.

- A. diligence report
- B. market analysis report
- C. analytical report
- D. due diligence report

Answer: <https://biology-forums.com/index.php?topic=782687>

Question 409

Describe the ways that analytical reports and proposals differ.

Answer: <https://biology-forums.com/index.php?topic=782754>

Question 410

How does your online image work as a career management tool? How would you present the "story of you" in an e-portfolio?

Answer: <https://biology-forums.com/index.php?topic=783165>

Question 411

Dennis is giving his first training presentation to his team. His manager has asked Dennis to make sure his presentation fits the allotted time, since there are other presentations following his. Therefore Dennis should _____.

- A. focus on meeting audience needs and expectations more than, keeping to the time allotted

- B. limit his scope
- C. limit audience questions in the end
- D. avoid summarizing

Answer: <https://biology-forums.com/index.php?topic=782927>

Question 412

Even if you haven't graduated it is not too early to get started with some of the essential research and planning tasks of the job search.

Answer: <https://biology-forums.com/index.php?topic=783118>

Question 413

In a negative message that uses the indirect approach, an ideal explanation section should _____.

- A. include a sincere apology
- B. give additional information about the bad news revealed in the opening
- C. first reveal the bad news and then suggest alternative courses of action
- D. signal the negative news ahead

Answer: <https://biology-forums.com/index.php?topic=782389>

Question 414

When writing promotional messages for social media, it is important to _____.

- A. rely largely on the news media to distribute the message
- B. facilitate community building
- C. use the AIDA approach for organizing your messages
- D. avoid the use of automated tools such as free alerts on search engines to listen to online conversations

Answer: <https://biology-forums.com/index.php?topic=782562>

Question 415

You received an offer from Reliable Resources (RR) and you mailed your letter of acceptance within two days, while you were still employed at another organization. Upon receiving your resignation, your manager has a discussion with you and convinces you to continue at your current organization. Since your acceptance to RR constitutes a legally binding contract, would you mail them a resignation letter or a letter declining the job offer, and why?

Answer: <https://biology-forums.com/index.php?topic=783291>

Question 416

When making claims or requesting adjustments, you should _____.

- A. warn the reader of the consequences of inaction
- B. apologize for the inconvenience caused
- C. clearly convey your anger and frustration
- D. assume that a fair adjustment will be made

Answer: <https://biology-forums.com/index.php?topic=782250>

Question 417

When writing the first draft, you should try to get everything right the first time.

Answer: <https://biology-forums.com/index.php?topic=781934>

Question 418

During an interview the last opportunity to correct any misconceptions the interviewer might have _____.

- A. is at the end of the interview
- B. is at the warm-up stage
- C. is at the question-answer stage
- D. should be overlooked

Answer: <https://biology-forums.com/index.php?topic=783230>

Question 419

Rewrite the following phrase using positive words rather than negative ones:

You made a mistake on this bill.

Answer: <https://biology-forums.com/index.php?topic=782482>

Question 420

"Embed any negative information in a positive context" is a _____ for routine replies and positive messages.

Answer: <https://biology-forums.com/index.php?topic=782335>

Question 421

One of the ways in which a job applicant's managerial potential, commitment, and motivation is evaluated is by conducting a(n) _____.

- A. personality test
- B. cognitive test
- C. integrity test
- D. substance test

Answer: <https://biology-forums.com/index.php?topic=783207>

Question 422

What are the guidelines for developing an effective persuasive claim?

Answer: <https://biology-forums.com/index.php?topic=782623>

Question 423

Make sure your final remarks are memorable and have anecdotes that catch the audience off-guard for an element of surprise.

Answer: <https://biology-forums.com/index.php?topic=782988>

Question 424

Using the term chairperson for women and chairman for men is an example of _____.

- A. racial bias
- B. ethnic bias
- C. gender bias
- D. euphemism

Answer: <https://biology-forums.com/index.php?topic=781873>

Question 425

In a low-context culture _____.

- A. the primary role of communication is to exchange information
- B. people rely less on the explicit content of the message
- C. people rely more on the circumstances surrounding the message to convey meaning
- D. people rely more on situational cues to convey meaning

Answer: <https://biology-forums.com/index.php?topic=781541>

Question 426

Getting a job that is right for you takes little more than sending out resumés and application letters.

Answer: <https://biology-forums.com/index.php?topic=783117>

Question 427

Bias-free language _____.

- A. is often unethical and can obscure the truth
- B. avoids words and phrases that unfairly or unethically stigmatize people
- C. uses milder synonyms in place of stronger words to minimize negative emotions
- D. communicates in terms of the point of view of the audience, using the audience's interests and preferences

Answer: <https://biology-forums.com/index.php?topic=781870>

Question 428

When granting claims and requests for adjustment when your company is at fault, you should take steps to _____ the relationship.

Answer: <https://biology-forums.com/index.php?topic=782337>

Question 429

A job interview is sometimes viewed as a test to guess the right answers, or as an interrogation where you have to defend your background and skills. However, an interview should be thought of as an opportunity to _____.

- A. say the right thing
- B. share information
- C. sell yourself
- D. showcase your skills

Answer: <https://biology-forums.com/index.php?topic=783166>

Question 430

The common goal in content listening and critical listening is "understanding."

Answer: <https://biology-forums.com/index.php?topic=781706>

Question 431

Elements of authorization, such as when, how, and by whom the report was authorized; who wrote it; and when it was submitted generally can be part of the body of the report.

Answer: <https://biology-forums.com/index.php?topic=782838>

Question 432

The most significant factor when planning a proposal depends on whether the proposal is _____.

- A. unsolicited or solicited
- B. internal or external
- C. sales or investment
- D. sales or grant

Answer: <https://biology-forums.com/index.php?topic=782694>

Question 433

Discuss the advantages of visual messages in cross-cultural communication.

Answer: <https://biology-forums.com/index.php?topic=781858>

Question 434

Close persuasive claims on a positive note that reflects how a successful resolution of the situation will repair or maintain a mutually beneficial working relationship.

Answer: <https://biology-forums.com/index.php?topic=782587>

Question 435

Which of the following is a risk of using IM for business communication?

- A. less versatile than text messaging
- B. security problems, including computer viruses and network infiltration
- C. potential for misuse as a one-to-many broadcast method higher than that for email
- D. more expensive than phone calls and emails

Answer: <https://biology-forums.com/index.php?topic=782148>

Question 436

You should respond to negative messages on social media _____.

- A. immediately and spontaneously
- B. by addressing each and every rumour and negative information
- C. after the information has ceased to be news
- D. after careful evaluation

Answer: <https://biology-forums.com/index.php?topic=782433>

Question 437

One of the most common mistakes beginner speakers make is _____.

- A. not adapting to the audience
- B. using free-form slides
- C. not planning their outline
- D. stuffing slides with too much text

Answer: <https://biology-forums.com/index.php?topic=782950>

Question 438

Sean is presenting his analysis to his Japanese clients. When you deliver an oral presentation to people from other cultures, it is important to take into account _____.

- A. that you may not need an interpreter
- B. that a sign-language interpreter is a must
- C. that language is a more important consideration than local mannerisms or customs
- D. any cultural differences in appearance, mannerisms, and other customs

Answer: <https://biology-forums.com/index.php?topic=782963>

Question 439

When using the direct approach in your negative news messages, you should open with a _____.

- A. sincere apology
- B. buffer statement
- C. disclaimer limiting your responsibility
- D. clear statement of the bad news

Answer: <https://biology-forums.com/index.php?topic=782376>

Question 440

You should refer the reader to your resumé by citing a specific fact or general point covered there.

Answer: <https://biology-forums.com/index.php?topic=783243>

Question 441

Providing a sample of the product is usually an effective way of catching the reader's attention.

Answer: <https://biology-forums.com/index.php?topic=782594>

Question 442

The reason for writing a message is its _____.

Answer: <https://biology-forums.com/index.php?topic=781845>

Question 443

_____ is an important way to convey warmth, comfort, and reassurance as well as control.

Answer: <https://biology-forums.com/index.php?topic=781723>

Question 444

When closing a negative message organized by using the indirect approach, you should always be _____.

Answer: <https://biology-forums.com/index.php?topic=782476>

Question 445

Ron is setting up a website for his organization, which will cater to multiple target audiences like potential employees, customers, investors, and the news media. To organize his site effectively and help the readers explore on their own, he should _____.

- A. develop the content and then plan the site structure
- B. let his readers be in control by creating links and pathways
- C. make a detailed work plan with a linear outline
- D. keep information in smooth flowing large chunks that are linked logically

Answer: <https://biology-forums.com/index.php?topic=782685>

Question 446

Rod is conducting secondary research for his report and has exhausted most of the online resources available to him. Which other secondary source of information should he consider?

- A. historians
- B. tradeshows
- C. advertisements
- D. libraries

Answer: <https://biology-forums.com/index.php?topic=782658>

Question 447

In a chronological resumé, develop your work experience section by listing your jobs according to the _____.

- A. job titles held
- B. chronological order
- C. alphabetical order of organizations
- D. reverse chronological order

Answer: <https://biology-forums.com/index.php?topic=783071>

Question 448

Media richness refers to the relative costs of advertising in the various mass media.

Answer: <https://biology-forums.com/index.php?topic=781835>

Question 449

Oral presentations delivered in person or online offer important opportunities to put all your _____ skills on display.

- A. technical
- B. interpersonal
- C. research
- D. communication

Answer: <https://biology-forums.com/index.php?topic=782910>

Question 450

Effective persuasive techniques are generally the same from culture to culture.

Answer: <https://biology-forums.com/index.php?topic=782574>

Question 451

It is better to have open and direct approaches for dealing with problems when writing collaboratively.

Answer: <https://biology-forums.com/index.php?topic=781687>

Question 452

Ruth is the editor of Bliss, a lifestyle magazine. Rachel has written a substandard article for the magazine and Ruth has to give her feedback to help her improve the piece. Which of the following is the most effective way to offer feedback?

- A. Ruth should mark out the faults in the article and send it back to Rachel.
- B. Ruth should tell Rachel the shortcomings of her method and approach to writing.
- C. Ruth should point out weak areas in the article and suggest alternative approaches.
- D. Ruth should compare Rachel's methods to the standards of the magazine to bring out the flaws in the article.

Answer: <https://biology-forums.com/index.php?topic=781630>

Question 453

Summarizing the conclusions of the discussion at the end of a meeting wastes valuable time.

Answer: <https://biology-forums.com/index.php?topic=781698>

Question 454

Which of the following is a form of nonverbal communication?

- A. touching behaviour
- B. education
- C. language
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=781666>

Question 455

Identify the voice in the following sentence: Be sure to fill out each item on the form.

- A. imperative or vocative
- B. state of being
- C. active
- D. passive

Answer: <https://biology-forums.com/index.php?topic=781892>

Question 456

Using an indirect approach in persuasive messages involves _____.

- A. presenting a problem without suggesting a solution
- B. explaining your reasons and building interest before asking for a decision or for action
- C. avoiding attention-grabbing statements in the introduction
- D. merely implying the purpose of the message, without stating it clearly

Answer: <https://biology-forums.com/index.php?topic=782504>

Question 457

Which of the following terms stands for the first phase in the AIDA model of organizing persuasive messages?

- A. attention
- B. action
- C. analysis
- D. assessment

Answer: <https://biology-forums.com/index.php?topic=782508>

Question 458

You have drafted the following marketing message for publicizing the launch of a new, high-priced variant of a popular pickup truck, "Savannah GT," manufactured by Rockford Motors.

"Rockford Motors announces the launch of the limited-edition Savannah Gold—a pickup truck that combines the ruggedness of a truck with the comfort of an SUV!

The Savannah Gold is a completely redesigned version of the Savannah GT—America's most trusted pickup for the past two decades. However, with a next-generation V8 engine, 6-speed automatic transmission, in-dash computer, and advanced GPS system, this is not the truck that your dad drove. The Savannah Gold comes with advanced safety features like ABS, front- and side-airbags, reverse sensors, and LED fog lamps. The interiors with a high-tech audio system, heated seats, and a wood finish dash and trims offer car-like comforts. This stunner comes in two stylish metallic shades, with a distinctive chrome-coloured front grille, alloy wheels, and a special limited-edition logo at the back. The body of the truck is crafted from a light polyfibre material that improves fuel economy by at least 10 percent. Only 1000 Savannah Gold trucks will ever be produced.

To test-drive the Savannah Gold, call us at 1-800-333-543, or visit our website at rockfordmotors/savannah-gold.com for a virtual drive."

The company anticipates potential customers to raise objections to the relatively high price of the product and wants to ensure that the marketing message addresses the issue sensitively. The company has decided to treat the premium price of the Savannah Gold as a selling point of the product and would like to highlight it in the marketing message. Which of the following lines would best serve this purpose? Where would you place the line in the marketing message?

- A. "The Savannah Gold announces to the world that you have arrived!" This line should be placed at the end of the message. (continued)
- B. "The Savannah Gold is great value for money!" This line should follow the list of features.
- C. "The Savannah Gold costs just a few thousands more than the Savannah GT." This line should be placed in the middle of the message.
- D. "Rockford Motors announces the launch of the limited-edition Savannah Gold—a premium pickup truck that combines the ruggedness of a truck with the luxury of a high-end SUV!" This line should replace the opening statement in the message.

Answer: <https://biology-forums.com/index.php?topic=782557>

Question 459

You are developing a routine request asking the sales personnel in your team to submit their sales figures for the month. Which of the following paragraphs would most effectively close your message?

- A. Please send me the information by Thursday evening so that I can include the information in the monthly sales report. Thank you.
- B. These figures should reach my office as soon as possible.
- C. I would like to have these figures at the earliest since they need to be included in the monthly sales report. Thanks in advance.
- D. Please ensure that this request is complied with by Thursday evening so that I can include the figures in the monthly sales report.

Answer: <https://biology-forums.com/index.php?topic=782235>

Question 460

Business emails do not need to follow formal rules of grammar, spelling, and capitalization; they should instead use brief texting language and abbreviations such as LOL and IMHO.

Answer: <https://biology-forums.com/index.php?topic=782184>

Question 461

Which among these is a fallacy regarding resumé's?

- A. All a resumé can do is get you in the door.
- B. In most cases, your resumé needs to make a positive impression within 30 or 45 seconds.
- C. The purpose of a resumé is to list all your skills and abilities.
- D. If the resumé doesn't contain the right keywords, a human being may never see it.

Answer: <https://biology-forums.com/index.php?topic=783069>

Question 462

"You can rely on us to deliver on our promises because we are completely trustworthy." What is the best criticism for this statement?

- A. It uses a faulty analogy.
- B. It fails to use jargon and is too simple.
- C. It makes hasty generalizations.
- D. It supports a claim by restating it in different words.

Answer: <https://biology-forums.com/index.php?topic=782530>

Question 463

The introduction of a proposal describes the problem you intend to solve or the opportunity you want to pursue, along with your suggested solution. However, proposal introductions can vary depending on whether the proposal is internal or external, direct or indirect, and most obviously when it is solicited or unsolicited. Which of the following proposal introductions would strengthen the argument that a solicited proposal should be direct in order to garner interest?

- A. If you are an entrepreneur based out of your garage, or a work-from-home mother, a good home office will give you the necessary edge to stay focused at your tasks. So, we at JWS Remodeling Solutions would be happy to convert your existing living room into a home office according to your specifications, in the shortest possible time.
- B. JWS Remodeling Solutions would be happy to convert your existing living room area into a home office according to the specifications mentioned in your request. As part of our early bird offer you will receive a 10 percent discount on the quoted price. We can begin work on November 23 and we'll complete the project by December 15th. That is a week faster than requested.
- C. JWS Remodeling Solutions has been in the business of helping entrepreneurs create better work places for the past two years. We would be happy to convert your existing living room area into a home office, in the shortest possible time, thanks to the revolutionary technology of interlocking rivets. As a bonus, it also helps save space!
- D. JWS Remodeling Solutions would be happy to convert your existing living room area into a home office. Our construction approach is unique. We provide a full staff of licensed tradespeople and schedule our projects in a manner that seamlessly links the different stages of the project.

Answer: <https://biology-forums.com/index.php?topic=782794>

Question 464

Information overload can occur when you send messages that won't change anything.

Answer: <https://biology-forums.com/index.php?topic=781811>

Question 465

Using the "you" attitude means putting the sender's priorities first.

Answer: <https://biology-forums.com/index.php?topic=781921>

Question 466

List at least five benefits that effective communication delivers to businesses.

Answer: <https://biology-forums.com/index.php?topic=781597>

Question 467

Erin has been asked to maintain a website. Therefore, she needs to _____.

- A. use the inverted pyramid style
- B. maintain outdated information on the website in chronological order
- C. keep adding fresh content and deleting content that is out of date or no longer relevant to the organization's target audience
- D. write effective headings and links that serve for both site navigation and content skimming

Answer: <https://biology-forums.com/index.php?topic=782812>

Question 468

Which of the following statements describes only a selling feature of a product and not a benefit?

- A. This toothpaste tastes so good, your child will look forward to brushing.
- B. The babysitting services on our cruises allow you to reconnect with your partner.
- C. The superior suspension on this SUV will help you take on any terrain.

D. This computer features a 4 GB RAM and an integrated graphic card.

Answer: <https://biology-forums.com/index.php?topic=782553>

Question 469

As a researcher, evaluating the sources of information carefully is vital because wrong information makes you lose credibility and taints your reputation. What points should you keep in mind while evaluating the validity of your information? If you quote information from a secondary research source such as Wikipedia and credit the source, would your information be considered credible? Explain your answer.

Answer: <https://biology-forums.com/index.php?topic=782759>

Question 470

Businesses invest time and money in social networking to increase profit margins per sale.

Answer: <https://biology-forums.com/index.php?topic=782179>

Question 471

Explain how the five design techniques work together to create an effective message.

Answer: <https://biology-forums.com/index.php?topic=782068>

Question 472

Two of the more common issues that employers may perceive as weaknesses are gaps in your work history and _____.

- A. a criminal record
- B. inexperience
- C. under qualification
- D. frequent job changes

Answer: <https://biology-forums.com/index.php?topic=783078>

Question 473

Devote the most space to the jobs that _____.

- A. are relevant to your education
- B. were the most challenging
- C. you held the longest
- D. are related to your target position

Answer: <https://biology-forums.com/index.php?topic=783096>

Question 474

Which of the following is the last step in the podcasting process?

- A. Convert file to MP3 format and save.
- B. Upload your file and let RSS alert your subscribers.
- C. Create and validate your feed.
- D. Click the Record button and start talking.

Answer: <https://biology-forums.com/index.php?topic=782170>

Question 475

Low-context cultures put less emphasis on the written word and consider personal pledges more important than contracts.

Answer: <https://biology-forums.com/index.php?topic=781580>

Question 476

All of the following except _____ are ways of making your document design more effective.

- A. being detail-oriented
- B. being consistent
- C. maintaining balance
- D. using spell check

Answer: <https://biology-forums.com/index.php?topic=782016>

Question 477

Emma wants to set up a wedding planning website for weddings in her city. She needs a site where caterers, florists, and designers from the city can post their offerings and prices for a fee. As the products and rates will change with the seasons, the site will have to be updated often by the sellers

themselves. Prospective customers should be able to register on the site to read the information, but should not be able to make any changes to the site. Which of the following is the best option for Emma?

- A. a social networking site
- B. a central content management system
- C. a public wiki
- D. a private wiki

Answer: <https://biology-forums.com/index.php?topic=781621>

Question 478

When sending a condolence message for a death, refer to it as a "passing away" or a "departing" to soften the blow.

Answer: <https://biology-forums.com/index.php?topic=782323>

Question 479

The agenda is _____.

- A. helpful in deciding the issues
- B. a statement of purpose
- C. an important tool in guiding a meeting's progress
- D. useful in limiting the number of participants

Answer: <https://biology-forums.com/index.php?topic=781635>

Question 480

Whenever possible, arrange for someone with "fresh eyes" to proofread the report or proposal.

Answer: <https://biology-forums.com/index.php?topic=782856>

Question 481

_____ is the process of recording audio or video files and distributing them online.

- A. Podcasting
- B. Microblogging
- C. Instant messaging
- D. Text messaging

Answer: <https://biology-forums.com/index.php?topic=782164>

Question 482

A _____ is a variation on blogging in which messages are sharply restricted to specific character counts.

Answer: <https://biology-forums.com/index.php?topic=782200>

Question 483

The subject line of your email should _____.

- A. use texting language for brevity
- B. simply describe or classify your message
- C. use acronyms and abbreviations to facilitate understanding
- D. build interest with keywords, quotations, directions, or questions

Answer: <https://biology-forums.com/index.php?topic=782133>

Question 484

For the _____ of the presentation, be prepared to explain the who, what, when, where, why, and how of your subject.

- A. introduction
- B. body
- C. final section
- D. summary

Answer: <https://biology-forums.com/index.php?topic=782930>

Question 485

Describe four ways to respond to unethical or illegal interview questions.

Answer: <https://biology-forums.com/index.php?topic=783287>

Question 486

When people ask questions, pay attention to nonverbal signals to help determine what each person really means.

Answer: <https://biology-forums.com/index.php?topic=782997>

Question 487

If members are not located in the same place and communicate electronically, a virtual meeting may be useful.

Answer: <https://biology-forums.com/index.php?topic=781700>

Question 488

Always include a thank you in advance as part of your goodwill closing.

Answer: <https://biology-forums.com/index.php?topic=782306>

Question 489

Which of these tests, when used in a job interview, would involve testing a candidate's reading, comprehension, mathematics, problem solving, and decision-making skills?

- A. key skills test
- B. job skills test
- C. cognitive test
- D. a aptitude test

Answer: <https://biology-forums.com/index.php?topic=783206>

Question 490

A good buffer establishes _____ with the reader.

Answer: <https://biology-forums.com/index.php?topic=782470>

Question 491

Proposal-writing software can automatically personalize proposals, ensure proper structure, and _____.

- A. create online connections to update information automatically
- B. organize storage of all your boilerplate text
- C. scan RFPs to identify questions and requirements but cannot fill in potential answers from a centralized knowledge base
- D. replace the need for human input

Answer: <https://biology-forums.com/index.php?topic=782810>

Question 492

List seven suggestions to improve online etiquette.

Answer: <https://biology-forums.com/index.php?topic=781738>

Question 493

Rewrite the sentence to keep the subject and predicate close and improve clarity.

This report will help our employees with an easy-to-read format and organization.

Answer: <https://biology-forums.com/index.php?topic=782073>

Question 494

When a bad-news message gives the bad news in the opening paragraph, the writer is using a/an _____ approach.

Answer: <https://biology-forums.com/index.php?topic=782466>

Question 495

In part, ineffective listening is caused because _____.

- A. people are uninterested in the subject matter
- B. people are unable to think originally
- C. people think faster than they speak
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=781651>

Question 496

In which of these scenarios is a more detailed work plan most appropriate?

- A. a short report that needs to be prepared and mailed in a day
- B. an informal report providing feedback about the new coffee machine in the office
- C. an automated report generated by a software that analyzes data
- D. a report involving collaboration between three teams, which are based in different cities

Answer: <https://biology-forums.com/index.php?topic=782645>

Question 497

Apart from regular Boolean operators and natural language searches, forms-based searches help you create powerful queries by _____.

- A. using advanced Boolean operators
- B. using metacrawlers which draw out hidden data
- C. listing the specific steps needed to achieve the results
- D. simply filling out an online form

Answer: <https://biology-forums.com/index.php?topic=782667>

Question 498

The two main categories of typefaces are _____ and _____.

Answer: <https://biology-forums.com/index.php?topic=782064>

Question 499

You should use the _____ approach to organize negative news messages when the bad news will come as a shock to the audience.

Answer: <https://biology-forums.com/index.php?topic=782463>

Question 500

Using pictures is also an effective way to communicate with _____ audiences.

- A. literate
- B. multilingual
- C. verbally-challenged
- D. demanding

Answer: <https://biology-forums.com/index.php?topic=782824>

Question 501

You can use transitions

- A. inside paragraphs
- B. inside sentences
- C. between sentences
- D. inside major sections

Answer: <https://biology-forums.com/index.php?topic=781910>

Question 502

Resumés and curriculum vitae (CV) are essentially the same, although resumés can be much more detailed.

Answer: <https://biology-forums.com/index.php?topic=783123>

Question 503

_____ tend to address the overall look and feel of the page or screen, including colour palettes and background images.

- A. Style sheets
- B. Boilerplates
- C. Style sets
- D. Themes

Answer: <https://biology-forums.com/index.php?topic=781915>

Question 504

When making decisions, you must consider whether a decision that seems ethical now will seem _____ in the future.

Answer: <https://biology-forums.com/index.php?topic=781592>

Question 505

When creating logical appeal with _____, you work from a generalization to a specific conclusion.

- A. inductive reasoning
- B. abductive reasoning
- C. analogies
- D. deductive reasoning

Answer: <https://biology-forums.com/index.php?topic=782527>

Question 506

Most _____ software now support multi-media formats.

Answer: <https://biology-forums.com/index.php?topic=782067>

Question 507

Brand communities are _____.

- A. groups of several competing brands owned by the same corporation
- B. brands named for regions and landmarks
- C. groups of people united by their interest in and ownership or use of particular products
- D. brands that are sold and marketed in a relatively small and restricted geographical area

Answer: <https://biology-forums.com/index.php?topic=782118>

Question 508

_____ headings are self-contained, which means that readers can skim through just the headings and subheadings and understand them without reading the rest of the document.

- A. Objective
- B. Informative
- C. Descriptive
- D. Subjective

Answer: <https://biology-forums.com/index.php?topic=781988>

Question 509

To increase the formality of a message, which forms of communication are the best?

- A. texts and e-messages
- B. letters, and printed memos
- C. faxes and meetings
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=781777>

Question 510

If a presenter has thoroughly prepared for his or her presentation, he or she should be able to effectively handle any kind of question. Is this statement correct? Why or why not? How would dealing with the Q&A round of the interested but neutral audience differ from a worried audience?

Answer: <https://biology-forums.com/index.php?topic=783044>

Question 511

Brad, a student in his last semester, will start hunting for jobs soon. For that he should start thinking like a networker now and start with _____.

They could turn out to be some of his most important business contacts.

- A. his classmates
- B. contacts at hiring agencies
- C. HR managers of organizations
- D. LinkedIn users

Answer: <https://biology-forums.com/index.php?topic=783062>

Question 512

"Nimbus Infotech has consistently appeared as a top info-media firm, based on the research I did for my senior project in communication networking. So imagine my delight when I discovered the opening for a network analyst in your Vancouver headquarters (Position Code: U23-5478). With a major in network communications and a minor in media analysis, my education has been the ideal preparation for the challenges of this position."

This excerpt is the introduction of an application letter. Is this part of a solicited or unsolicited application message?

If you think this is an unsolicited message, draft an introduction for a solicited message—based on the qualifications of the applicant—and vice versa.
Answer: <https://biology-forums.com/index.php?topic=783278>

Question 513

You are more likely to succeed in a job interview if you _____.

- A. carry a know-it-all attitude
- B. maintain eye contact with the interviewer
- C. avoid using hand gestures
- D. critique yourself

Answer: <https://biology-forums.com/index.php?topic=783217>

Question 514

Of all the parts of a resumé, the _____ probably generates the most disagreement.

- A. font size
- B. order of the contact information
- C. brief introductory statement that follows your name and contact information
- D. non-professional email address

Answer: <https://biology-forums.com/index.php?topic=783091>

Question 515

Using a storytelling model can be a great way to catch and hold the audience's attention.

Answer: <https://biology-forums.com/index.php?topic=782984>

Question 516

To be effective, business messages should _____.

- A. use abstract words that lend themselves to interpretation
- B. never contain opinions
- C. present more information than required
- D. give facts rather than vague impressions

Answer: <https://biology-forums.com/index.php?topic=781511>

Question 517

Briefly describe three ways to improve the organization of an email message.

Answer: <https://biology-forums.com/index.php?topic=781862>

Question 518

When you revise for _____ you should do things like delete long words and phrases, eliminate redundancies, and avoid excessive enthusiasm.

Answer: <https://biology-forums.com/index.php?topic=782056>

Question 519

The indirect approach is meant to obscure bad news, delay it, or limit your responsibility.

Answer: <https://biology-forums.com/index.php?topic=782445>

Question 520

Realistic job simulation tests _____.

- A. cannot mimic actual job skills
- B. fail to give applicants an idea of what the job might be like
- C. should not be used for testing applicants' skills in decision-making scenarios
- D. are good tools for online interviews

Answer: <https://biology-forums.com/index.php?topic=783204>

Question 521

One proofreading method is to read the page backwards to help you focus on every single word.

Answer: <https://biology-forums.com/index.php?topic=782053>

Question 522

Use _____ when you must reach a dispersed audience personally.

Answer: <https://biology-forums.com/index.php?topic=781855>

Question 523

The key to productive meetings is careful planning of _____.

- A. purpose, participants, location, and agenda
- B. ethics, purpose, rules of order, and location
- C. ethics, purpose, location, and agenda
- D. purpose, participants, location, and protocol

Answer: <https://biology-forums.com/index.php?topic=781634>

Question 524

When refusing claims, you should _____.

- A. use the direct approach in most such instances
- B. maintain a personal and intimate tone to build rapport
- C. apologize sincerely for the negative answer
- D. emphasize your continued desire for a positive relationship with the customer

Answer: <https://biology-forums.com/index.php?topic=782418>

Question 525

In a presentation, is it unethical to use design elements and special effects to persuade the audience? Why or why not? In the case of online presentations, is this format appropriate for persuasion?

Answer: <https://biology-forums.com/index.php?topic=783042>

Question 526

As HR manager at Greenview Insurance, you wish to communicate to a job applicant that he has been selected for the final interview process for the position of Financial Analyst. Which of the following sentences is the best opening line to use when using the direct approach for positive messages?

- A. At Greenview Insurance, we believe in hiring people who share our vision of excellence in customer service.
- B. We are pleased to inform you that, after much deliberation and an exhaustive review of your qualifications and test results, we have decided to select you from the pool of applicants for the final interview stage for the position of Financial Analyst at Greenview Insurance.
- C. This is to let you know that we have carefully considered your qualifications and test results and compared them with those of our other job applicants and have concluded that you should be shortlisted for the final interview process for the position of Financial Analyst at Greenview Insurance.
- D. You have been selected for the final interview for the position of Financial Analyst at Greenview Insurance.

Answer: <https://biology-forums.com/index.php?topic=782258>

Question 527

Which of the following allows reports and other documents that were once distributed on paper to be transferred as electronic documents?

- A. IM
- B. VoIP
- C. PDF
- D. Flash

Answer: <https://biology-forums.com/index.php?topic=781769>

Question 528

List the three barriers to effective listening.

Answer: <https://biology-forums.com/index.php?topic=781735>

Question 529

Voice mail is becoming obsolete due to technical innovations like Voip and Skype.

Answer: <https://biology-forums.com/index.php?topic=781828>

Question 530

Which of the following is the last step in the basic eight-step communication model?

- A. The sender transmits the message through a channel.
- B. The audience receives the message.
- C. The receiver decodes the message.
- D. The receiver provides feedback.

Answer: <https://biology-forums.com/index.php?topic=781516>

Question 531

You should use the indirect approach to organize negative news messages when _____.

- A. you need to get the reader's attention
- B. the reader has an emotional investment in the situation
- C. the situation is routine or minor
- D. the audience prefers short messages that get right to the point

Answer: <https://biology-forums.com/index.php?topic=782369>

Question 532

All of the following are elements in the listening process except _____.

- A. interpreting
- B. evaluating
- C. remembering
- D. focusing

Answer: <https://biology-forums.com/index.php?topic=781646>

Question 533

Direct messages take less time for you to write, and readers need less time to reach the main idea of the message.

Answer: <https://biology-forums.com/index.php?topic=782441>

Question 534

As General Manager of a company, Julian needs to write a message turning down a request for additional funds for a promotion drive planned by the company's marketing department. Which of the following lines would best serve as a buffer statement for this message, considering that you are using the indirect approach in organizing this message?

- A. We would love to grant your request but budget constraints do not allow us to do so at this point.
- B. We share your goal of increasing the company's revenues by 25% this year.
- C. The marketing department is doing a great job out there and we would like to do all we can to help.
- D. This year has proven to be one of dramatic growth for our company.

Answer: <https://biology-forums.com/index.php?topic=782386>

Question 535

List and explain the four techniques for making documents more concise.

Answer: <https://biology-forums.com/index.php?topic=782081>

Question 536

Most online readers won't dig for buried information. If they can't find the right information quickly, they will move on to another page or site. To avoid this, online content developers should _____.

- A. prevent readers from skimming to maintain an effective website
- B. cover the most important information briefly at first and then gradually reveal successive layers of detail
- C. avoid lists and summaries
- D. present information in a concise, skimmable format

Answer: <https://biology-forums.com/index.php?topic=782813>

Question 537

Which of the following sentences is the best illustration of the "you" attitude?

- A. Because your report was poorly written, we cannot accept it.
- B. Your report failed to meet company requirements.
- C. When we receive a report that is professional, we can act on your recommendations.
- D. Once the report includes the necessary estimates, the project can proceed.

Answer: <https://biology-forums.com/index.php?topic=781882>

Question 538

Whenever possible, avoid using "company policy" as the reason for the bad news.

Answer: <https://biology-forums.com/index.php?topic=782448>

Question 539

A great way to prepare for the career search process is to _____.

- A. gauge the stringency of the hiring process
- B. understand how employers view today's job market
- C. determine the quantity of qualified applicants
- D. find out how many recruiters are used

Answer: <https://biology-forums.com/index.php?topic=783052>

Question 540

Aaron has cleared the selection round, and in the next round he will be interviewed by a group of interviewers. This kind of interview is a(n) _____.

- A. stress interview
- B. structured interview
- C. open-ended interview
- D. panel interview

Answer: <https://biology-forums.com/index.php?topic=783197>

Question 541

When writing routine requests, you must not assume that your audience will comply with your request.

Answer: <https://biology-forums.com/index.php?topic=782300>

Question 542

The importance of adapting your resumé to your target readers' needs and interests cannot be overstated. Adapting to your readers can mean _____.

- A. customizing your resumé, sometimes for each job opening
- B. putting their needs ahead of your needs
- C. maintaining consistency and attention to detail
- D. generalizing your experience to suit a variety of needs

Answer: <https://biology-forums.com/index.php?topic=783083>

Question 543

When you're speaking to high-ranking executives in your company, the _____ period will often consume most of the time allotted for your presentation.

- A. Q&A
- B. summary
- C. introduction
- D. conclusion

Answer: <https://biology-forums.com/index.php?topic=782971>

Question 544

Rewrite the following sentence in a more concise way by using short, simple words.

Effective immediately, all employees need to terminate their excessive utilization of the office duplication machine for personal endeavours.

Answer: <https://biology-forums.com/index.php?topic=782084>

Question 545

When choosing what to wear for an interview, the best policy is to _____.

- A. pick something that will make you stand out from the crowd
- B. choose conservative business wear
- C. buy an expensive suit
- D. wear whatever makes you most comfortable

Answer: <https://biology-forums.com/index.php?topic=783218>

Question 546

Unlike other business message, successful marketing and sales messages start with an analysis of the competition.

Answer: <https://biology-forums.com/index.php?topic=782589>

Question 547

Because your main idea in a bad-news message is negative, it is important to _____.

- A. carefully choose whether an indirect or a direct approach is best
- B. always use a direct approach
- C. always use an indirect approach
- D. use both a direct and an indirect approach in each letter

Answer: <https://biology-forums.com/index.php?topic=782359>

Question 548

Which of the following reports contains data, facts, and feedback but not analysis or recommendations?

- A. informational reports
- B. investment proposals
- C. due diligence reports
- D. funding proposals

Answer: <https://biology-forums.com/index.php?topic=782629>

Question 549

Using passive voice makes sense in some situations when it allows you to focus on your audience and demonstrate the "you" attitude.

Answer: <https://biology-forums.com/index.php?topic=781931>

Question 550

The social communication model is primarily defined by a broadcasting or publishing mindset.

Answer: <https://biology-forums.com/index.php?topic=781573>

Question 551

Use slide text to emphasize your entire message.

Answer: <https://biology-forums.com/index.php?topic=782990>

Question 552

Which of the following is true about writing business emails?

- A. Use the Reply All function when responding to all group mails.
- B. The expectations of writing quality for business email are higher than for personal email.
- C. Don't use quotations, directions, or questions in the subject of your email; simply describe or classify your message.
- D. Don't "tweetify" the opening lines of your email messages.

Answer: <https://biology-forums.com/index.php?topic=782131>

Question 553

In the letter of _____, follow the advice for negative messages and make the letter sound positive.

Answer: <https://biology-forums.com/index.php?topic=783275>

Question 554

The introduction puts the report in context for the reader. It establishes the _____.

Answer: <https://biology-forums.com/index.php?topic=782864>

Question 555

Organize short presentations as you would a report or proposal.

Answer: <https://biology-forums.com/index.php?topic=782983>

Question 556

Chatting with customers will customarily give you distorted and questionable information.

Answer: <https://biology-forums.com/index.php?topic=781820>

Question 557

"To identify potential markets for our new chocolate chip cookies," is a good statement of purpose for informational reports. Which of the following is a good statement of purpose for analytical reports?

- A. To provide feedback about the newly installed technical hardware.
- B. To assess the benefits of investing in the manufacturing sector for the next quarter.
- C. To update the board of directors on the progress of the River Drive project.
- D. To submit statutory information to the a government agency.

Answer: <https://biology-forums.com/index.php?topic=782637>

Question 558

Website designers use the term _____ to describe the structure and navigational flow of all the parts of a website.

Answer: <https://biology-forums.com/index.php?topic=782745>

Question 559

All except _____ are written in parallel construction.

- A. After completing the survey and finishing the exam, he went home.
- B. He needed to format the report, bind the document, and turn it in to his supervisor.
- C. She enjoys singing, dancing, and reading.
- D. He opened the office, checked the mail, and was turning on the computers.

Answer: <https://biology-forums.com/index.php?topic=781993>

Question 560

Email recipients will often use the _____ to decide which messages to read and when to read them.

Answer: <https://biology-forums.com/index.php?topic=782198>

Question 561

You are developing a sales message for the range of cell phones manufactured by your company. Which of the following closing lines would be most effective in persuading readers to take action?

- A. For a complete price list, visit your nearest retailer or company outlet.
- B. Call us at 1-800-987-1234 to order a cell phone—all our phones come with a free 2 GB memory card.
- C. To know more about our range of cell phones, you can view product details and customer reviews at cellphones.com.
- D. To order a cell phone call us at 1800-987-1234—the first 100 customers get a 2 GB memory card free.

Answer: <https://biology-forums.com/index.php?topic=782559>

Question 562

To draw attention to important ideas, either put them first or last.

Answer: <https://biology-forums.com/index.php?topic=781946>

Question 563

Which of the following is true about the use of email as a mode of business communication?

- A. The availability of new tools such as instant messaging, blogs, microblogs, social networks, and shared workspaces has not impacted the use of email.
- B. Since email is an informal tool, one need not consider the traditional notions of organizational hierarchy when communicating through emails.
- C. Many companies now have formal email policies that specify how employees can use email.
- D. When compared to IM, mid-size messages are more difficult to compose and read on email.

Answer: <https://biology-forums.com/index.php?topic=782128>

Question 564

Business Communication 1.0 tends to be _____.

- A. reactive
- B. conversational
- C. intrusive
- D. amorphous

Answer: <https://biology-forums.com/index.php?topic=781524>

Question 565

Discuss at least two ways that teams help an organization succeed.

Answer: <https://biology-forums.com/index.php?topic=781729>

Question 566

You have drafted the following marketing message for publicizing the launch of a new, high-priced variant of a popular pickup truck, "Savannah GT," manufactured by Rockford Motors.

"Rockford Motors announces the launch of the limited-edition Savannah Gold—a pickup truck that combines the ruggedness of a truck with the comfort of an SUV!

The Savannah Gold is a completely redesigned version of the Savannah GT—America's most trusted pickup for the past two decades. However, with a next-generation V8 engine, 6-speed automatic transmission, in-dash computer, and advanced GPS system, this is not the truck that your dad drove. The Savannah Gold comes with advanced safety features like ABS, front- and side-airbags, reverse sensors, and LED fog lamps. The interiors with a high-tech audio system, heated seats, and a wood finish dash and trims offer car-like comforts. This stunner comes in two stylish metallic shades, with a distinctive chrome-coloured front grille, alloy

(continued)

wheels, and a special limited-edition logo at the back. The body of the truck is crafted from a light polyfibre material that improves fuel economy by at least 10 percent. Only 1000 Savannah Gold trucks will ever be produced.

To test-drive the Savannah Gold, call us at 1-800-333-543, or visit our website at rockfordmotors/savannah-gold.com for a virtual drive."

The company anticipates potential customers to raise objections to the relatively high price of the product and wants to ensure that the marketing message addresses the issue sensitively. The addition of which of the following lines to the message would best serve to minimize audience objections to the high price of the product?

- A. At \$50,000 the Savannah Gold is more expensive than any other truck in its class.
- B. If you have to ask the price, the Savannah Gold is not for you.
- C. While the Savannah Gold is a few thousand dollars more expensive than the GT, it is a steal when you consider the luxury features!
- D. The Savannah Gold can add value to your business. Talk to our Business Consultant, William Smith, at 1-800-333-544 to find out more about this.

Answer: <https://biology-forums.com/index.php?topic=782556>

Question 567

During the planning stage of presentations, if you define your main idea, limit your scope and verify timing, and outline your content, you are _____.

- A. analyzing the situation
- B. gathering information
- C. organizing information
- D. selecting the right medium

Answer: <https://biology-forums.com/index.php?topic=782916>

Question 568

Rewrite the following sentences to improve the clarity, conciseness, and design of the message.

DUE TO THE FACT THAT SOME PROBLEMS HAVE BEEN DISCOVERED WITH THE TIME CARD SYSTEM, IT IS IMPERATIVE THAT ALL EMPLOYEES REMEMBER TO CORRECTLY FILL OUT THEIR TIME CARDS, PUNCH OUT WHEN THE TERMINATION OF THEIR SHIFT COMMENCES, AND THEY MUST BE SURE THAT THEIR SIGNATURE IS AT THE BOTTOM OF THE CARD.

Answer: <https://biology-forums.com/index.php?topic=782088>

Question 569

If you select the right design elements, your message is guaranteed to be successful.

Answer: <https://biology-forums.com/index.php?topic=782038>

Question 570

When making decisions, you must consider whether a decision that seems ethical now will seem unethical in the future.

Answer: <https://biology-forums.com/index.php?topic=781578>

Question 571

Assigning a wide range of generalized—and often inaccurate—attributes to an individual on the basis of membership in a particular group, without considering the individual's unique characteristics is referred to as _____.

- A. normalizing
- B. scapegoating

- C. rationalizing
- D. stereotyping

Answer: <https://biology-forums.com/index.php?topic=781549>

Question 572

Briefly describe at least four factors to consider in choosing a medium for your message.

Answer: <https://biology-forums.com/index.php?topic=781861>

Question 573

In most cases, when you use the direct approach to organize your negative message, you'll follow the opening with a(n) _____.

- A. statement that signals the negative news ahead
- B. clear statement of the bad news
- C. sincere apology
- D. explanation of why the news is negative

Answer: <https://biology-forums.com/index.php?topic=782378>

Question 574

The mind mapping technique asks who, what, when, where, why, and how questions to distill major thoughts from unorganized information.

Answer: <https://biology-forums.com/index.php?topic=781837>

Question 575

You're using _____ voice when the subject is being acted upon and when the object comes before the verb.

Answer: <https://biology-forums.com/index.php?topic=781954>

Question 576

Business messages designed for large audiences should be carefully scripted and written in a "corporate voice" that is impersonal and objective.

Answer: <https://biology-forums.com/index.php?topic=782187>

Question 577

Ryan needs to create a report, which will explore the potential ramifications of a decision that he and the other managers are considering. For this he needs to create a _____ report.

- A. market analysis
- B. due diligence
- C. troubleshooting
- D. feasibility

Answer: <https://biology-forums.com/index.php?topic=782689>

Question 578

An application letter should follow the _____ model for persuasive messages.

Answer: <https://biology-forums.com/index.php?topic=783261>

Question 579

Informal elements such as _____ tend to translate poorly from one culture to another.

Answer: <https://biology-forums.com/index.php?topic=782858>

Question 580

In companies where any employee can email anyone else, including top management, one need not follow organizational hierarchy when communicating.

Answer: <https://biology-forums.com/index.php?topic=782183>

Question 581

A good place to start hosting e-portfolios is _____.

- A. professional portfolio creator sites
- B. commercial scanning service sites
- C. your college's career centre
- D. social networking sites

Answer: <https://biology-forums.com/index.php?topic=783114>

Question 582

If readers suspect that your information is shaky, they'll start to view all your work with skepticism. This suspicion and the resultant lack of credibility is most likely because your report is _____.

Answer: <https://biology-forums.com/index.php?topic=782863>

Question 583

_____ is when you make up your mind before truly hearing what another person has to say.

Answer: <https://biology-forums.com/index.php?topic=781727>

Question 584

Indus Tec is hiring market analysts for the automobile industry. You have applied for this position and have been asked to appear for a screening interview. During the screening interview you would _____.

- A. ask as many questions as possible, interviews are knowing the organization too.
- B. keep your answers short while focusing on your strongest attributes
- C. give elaborate and descriptive answers so that the interviewer is aware of your attention to detail
- D. keep a low profile because the time to differentiate yourself from other candidates is yet to come

Answer: <https://biology-forums.com/index.php?topic=783189>

Question 585

Your ability to listen effectively is directly related to your ability to keep informed, strengthen relationships, and avoid mistakes.

Answer: <https://biology-forums.com/index.php?topic=781702>

Question 586

Consider the following marketing message for a new breakfast cereal, "Essentials" manufactured by Total Foods, that claims to help consumers rapidly lose weight when used as part of a particular diet plan.

Do you want to get in shape before summer without starving yourself and without giving up your favorite foods? The "Essentials" cereal diet from Total Foods will help you do just that.

All you need to do to lose those pounds is to have one bowl of "Essentials" whole-grains cereal with a small bowl of fruit for dinner on alternate days for two weeks. "Essentials" is a low-fat, sugar-free wheat cereal that is fortified with 8 essential vitamins and minerals to meet all your nutritional requirements. Kendra Jones, a mother of three from Newfoundland, lost 4 pounds and dropped a dress size after 10 days on the "Essentials" diet. "I lost weight on the "Essentials" diet without feeling tired and hungry. I now fit into the jeans I wore in college!" Kendra says. This diet is guaranteed to work!

To get a personalized diet plan and free coupons, visit us at totalfoods/essentials/diet_plan.com.

Keeping in mind the Office of Customer Affairs regulations, which of the following statements must be added to the message to best support the claim made in the message?

- A. See results in two weeks or get your money back!
- B. Martin Lane from Ontario says that the "Essentials" diet helped him lose two pounds in just one week—just in time for his high-school reunion . (continued ...)
- C. Nine out of ten people who tried the "Essentials" diet reported that they were happy with the results.
- D. This diet is the only weight-loss program supported by Total Foods.

Answer: <https://biology-forums.com/index.php?topic=782568>

Question 587

Which of the following is a tendency of Business Communication 1.0?

- A. reactive
- B. information hoarding
- C. permission
- D. influence

Answer: <https://biology-forums.com/index.php?topic=781522>

Question 588

Ron needs to show regulation authorities that his company meets stipulated requirements. For this he needs to prepare a report to demonstrate _____.

Answer: <https://biology-forums.com/index.php?topic=782723>

Question 589

Always try to proofread the entire document in one setting, even if it is lengthy. This will prevent interference from other work and writing.

Answer: <https://biology-forums.com/index.php?topic=782054>

Question 590

Barney has been invited for an interview at McLloyd Brokerage. Before his interview, he wants to try and learn all he can about the organization. The most effective strategy for this would be _____.

- A. to download podcasts of any news related to the company
- B. contact the employees on LinkedIn and get their opinions about the organization
- C. refer to business books and directories
- D. go deeper than just basic research by learning everything you can about the organization and your position

Answer: <https://biology-forums.com/index.php?topic=783210>

Question 591

When you're speaking to high-ranking executives in your company, the _____ period will often consume most of the time allotted for your presentation.

Answer: <https://biology-forums.com/index.php?topic=783028>

Question 592

When writing proposals be sure to write in a confident, positive and _____ tone.

- A. dramatic
- B. formal
- C. informal
- D. professional

Answer: <https://biology-forums.com/index.php?topic=782792>

Question 593

The most important way to hold an audience's attention is to use the storytelling technique.

Answer: <https://biology-forums.com/index.php?topic=782987>

Question 594

Which of the following is a guideline for improving intercultural communication?

- A. Consider aspects like personal appearance when trying to judge a person.
- B. Be flexible and be prepared to change your habits and attitudes.
- C. Avoid using sources like travel guidebooks to learn about a culture.
- D. Always assume that others will think, believe, and behave as you do.

Answer: <https://biology-forums.com/index.php?topic=781551>

Question 595

Which of the following sentences uses bias-free language?

- A. Despite Ms. Curtis's disability, she does a good job.
- B. Ms. Curtis's disability does not prevent her from doing a good job.
- C. For a disabled person, Ms. Curtis does a good job.
- D. Ms. Curtis's employee evaluations rank among the top five in the company.

Answer: <https://biology-forums.com/index.php?topic=781874>

Question 596

Katie owns a small company that offers facility management and housekeeping services to businesses. She writes the following message to the COO of Primus Healthcare, offering the services of her company and asking for an appointment to give a sales presentation. Read the following message:

To: harry_maslow@primushealth.com

From: katie.nair@starservices.com

Sub: Sales presentation

Hi Harry,

Want to sign on for specialized housekeeping services designed for the unique needs of large hospitals such as yours?

Our company has been providing facility management and housekeeping services to local businesses for more than two years now. The past year has seen us specializing in serving the needs of hospitals and clinics in the area. In fact, two of our key personnel have diplomas in hospital management

and are well aware of the specific needs of the industry.

IMHO, your hospital will benefit greatly from switching to Star Services for your housekeeping needs. Our innovative waste management system is guaranteed to cut your costs by at least 25 percent and complies with all safety regulations. What's more, our services are customized to the smallest detail to precisely match your requirements. All this at a rate no higher than what you are paying right now.

Please let me know what time would be good for you to attend a sales presentation detailing our services and special offers. For more information about our range of services and to read customer testimonials, please visit our website.

Ciao!

Katie

Director, Star Services

Office: 678-456-1234

Mobile: 678-123-4567

Which of the following would be the best subject line for the above message?

- A. Need appointment
- B. From Star Services
- C. A unique offer from Star Services—sign up now!
- D. Offering specialized housekeeping services (continued ...)

Answer: <https://biology-forums.com/index.php?topic=782142>

Question 597

Informational reports include reports to document progress, demonstrate compliance, and _____.

- A. monitor and control operations
- B. assess opportunities
- C. solve problems
- D. support decisions

Answer: <https://biology-forums.com/index.php?topic=782633>

Question 598

If you are having fears, you should _____.

- A. stop your presentation and exit the stage
- B. apologize and let the audience know about this
- C. use an anecdote to lighten the mood
- D. think about your topic and try to read your audience reactions

Answer: <https://biology-forums.com/index.php?topic=782969>

Question 599

In a presentation _____ control how one slide replaces another, such as having the current slide gently fade out before the next slide fades in.

Answer: <https://biology-forums.com/index.php?topic=783023>

Question 600

Include only enough information to accomplish your objective, focussing on the primary decision makers.

Answer: <https://biology-forums.com/index.php?topic=781817>

Question 601

If your sentence starts with an indefinite pronoun (an expletive) such as it or there chances are that the sentence could be _____.

Answer: <https://biology-forums.com/index.php?topic=782061>

Question 602

Which voice can allow you to leave the actor completely out of the sentence?

- A. state of being
- B. passive
- C. imperative or vocative
- D. active

Answer: <https://biology-forums.com/index.php?topic=781887>

Question 603

Depending on the companies you apply to, you might want to produce your resumé in as many as _____ formats.

Answer: <https://biology-forums.com/index.php?topic=783148>

Question 604

When using the direct approach to deliver bad news, the body of your message should include

- A. an action step for ways to change or lessen the bad news
- B. a clear statement of the bad news
- C. reasons for the decision
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=782391>

Question 605

The most damaging "no" is usually the one you don't explain.

Answer: <https://biology-forums.com/index.php?topic=782443>

Question 606

Which the following decision-making scenarios presents an ethical dilemma?

- A. A disgruntled employee of one of your competitors has offered to reveal details of his company's new strategy if you were to hire him. This competitor has in the past poached key executives from your company and engaged in industrial espionage in other ways.
- B. You are manager of a large facility in a country where paying bribes to public officials is a way of life. Your company has a zero-tolerance policy toward bribing, but the officials are threatening to close down the factory, rendering several thousand workers jobless, if you don't comply.
- C. It has been brought to your notice that the company competing with you for a major contract is trying to bribe and influence decision makers in a bid to get the contract. Some of your executives feel that your company should also do the same because getting this contract will make a big difference to the company's future.
- D. The last inspection at your plant revealed structural problems with some of the buildings that, if not fixed immediately, could compromise worker safety. However, your company is low on funds and taking on repair work will push the company into the red.

Answer: <https://biology-forums.com/index.php?topic=781539>

Question 607

Explain the three recommended ways of responding to a request for an adjustment when a third party is at fault.

Answer: <https://biology-forums.com/index.php?topic=782354>

Question 608

If readers suspect that your information is shaky, they'll start to view all your work with skepticism. This suspicion and the resultant lack of credibility is most likely because your report is _____.

- A. inaccurate
- B. incomplete
- C. unbalanced
- D. illogical

Answer: <https://biology-forums.com/index.php?topic=782777>

Question 609

When the interviewer asks you if you have any more questions and checks the time, you should _____.

- A. let him know the time
- B. conclude gracefully
- C. summarize the interview
- D. ask for more time

Answer: <https://biology-forums.com/index.php?topic=783231>

Question 610

What are the disadvantages of the social communication model?

Answer: <https://biology-forums.com/index.php?topic=781602>

Question 611

The first task in planning persuasive messages is to _____.

- A. gather information
- B. select the right medium
- C. organize your information

D. analyze the situation

Answer: <https://biology-forums.com/index.php?topic=782498>

Question 612

The written channel includes which of the following?

- A. information on scribbled notes to formal reports
- B. electronic forms
- C. letters, memos, and reports
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=781763>

Question 613

The two main types of meetings are _____.

- A. informational and decision-making
- B. problem and solution
- C. focused and free-form
- D. analytical and comprehensive

Answer: <https://biology-forums.com/index.php?topic=781632>

Question 614

When you must reach a dispersed audience personally, which of these channels is most effective?

- A. oral channels
- B. electronic forms
- C. written channels
- D. presentations

Answer: <https://biology-forums.com/index.php?topic=781783>

Question 615

During an interview in Innova for a team-lead position, the applicant was asked to lead a brainstorming session. This kind of interview would be classified as a _____.

- A. situational interview
- B. behavioural interview
- C. working interview
- D. stress interview

Answer: <https://biology-forums.com/index.php?topic=783203>

Question 616

You are Manager, Customer Services, at Famous Watches. You have received a complaint from a customer stating that his watch has stopped working ever since the time he wore it when he went diving. This particular model, though water resistant, cannot be worn when underwater. This information is clearly given—with graphics—on the reverse of the watch, in the user manual enclosed with the product and on the packaging. However, in order to build goodwill, the company decides to provide free service and parts to repair the watch. Draft an email to the customer, communicating the company's decision, making up any details that you may need.

Answer: <https://biology-forums.com/index.php?topic=782352>

Question 617

Offer a few suggestions for writing condolence messages.

Answer: <https://biology-forums.com/index.php?topic=782356>

Question 618

Proposals can be of two general categories: _____ proposals.

- A. investment and sales
- B. investment and grant
- C. internal and external
- D. internal and investment

Answer: <https://biology-forums.com/index.php?topic=782692>

Question 619

Rewrite the following sentence in a more concise way by eliminating the indefinite pronouns in the opening.
There are three new tenants who are moving in today.

Answer: <https://biology-forums.com/index.php?topic=782086>

Question 620

It is always a good idea to dress professionally for the office.

Answer: <https://biology-forums.com/index.php?topic=781712>

Question 621

When developing podcasts, you should NOT _____.

- A. make up your content on the fly
- B. use previews, transitions, and reviews
- C. speak out of notes and outlines
- D. try to record your podcast in one take

Answer: <https://biology-forums.com/index.php?topic=782168>

Question 622

Unfortunately, business messages you write are not verifiable.

Answer: <https://biology-forums.com/index.php?topic=781823>

Question 623

Liam is appreciated for his visual literacy by his manager. Given the importance of visuals in today's business environment, it has become a key business skill. Liam is appreciated because of his ability to _____.

- A. manipulate visual media
- B. take pictures
- C. create effective images
- D. to create effective images and to correctly interpret visual messages

Answer: <https://biology-forums.com/index.php?topic=782825>

Question 624

Jeremy writes articles on personal finance for a local paper. He often needs to simplify financial concepts and reduce them to everyday terms to reach his audience. In order to structure his articles, he starts with a key question from the audience's perspective and works back toward the message. Each answer generates new questions until he can identify the information that needs to be in the article. His method of working is known as _____.

- A. question of fact
- B. hypothetical questioning
- C. the question-and-answer chain
- D. rhetorical questioning

Answer: <https://biology-forums.com/index.php?topic=781795>

Question 625

When conveying negative news you should always _____.

- A. use the indirect approach
- B. close on a positive note
- C. offer a sincere apology
- D. open with a neutral, noncontroversial statement

Answer: <https://biology-forums.com/index.php?topic=782382>

Question 626

"For an older person, he knows a lot about computers." This statement is an example of _____ bias.

- A. gender
- B. disability
- C. age
- D. racial

Answer: <https://biology-forums.com/index.php?topic=781875>

Question 627

Constructive criticism delivers criticism with no effort to stimulate improvement.

Answer: <https://biology-forums.com/index.php?topic=781690>

Question 628

List four methods of using transitions to help make paragraphs coherent.

Answer: <https://biology-forums.com/index.php?topic=781979>

Question 629

In the _____ paragraph of your application letter, you should respectfully request to meet the recipient.

Answer: <https://biology-forums.com/index.php?topic=783264>

Question 630

Wikis usually do not have guidelines to help new contributors integrate their work into the group's ongoing effort. Wikis are more of an intuitive free-form tool.

Answer: <https://biology-forums.com/index.php?topic=782848>

Question 631

Proofreading is important because it _____.

- A. carries your message and you reputation
- B. ensures that your document is the correct length
- C. prevents other writers from stealing your ideas
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=782014>

Question 632

Which of the following is a benefit of using IM?

- A. immune to computer viruses and network infiltration
- B. does not require user authentication
- C. messages can be easily logged for later review
- D. ability to mimic conversation more closely than email

Answer: <https://biology-forums.com/index.php?topic=782146>

Question 633

Most persuasive messages use the indirect approach.

Answer: <https://biology-forums.com/index.php?topic=782576>

Question 634

A line of communication created by people in an audience to connect with others inside or outside the room, with or without the knowledge of the speaker, which is akin to texting with your classmates or live-blogging during a lecture is generally known as the _____.

Answer: <https://biology-forums.com/index.php?topic=783032>

Question 635

The body of a request for information should _____.

- A. include the full name and address of the person to whom the letter should be sent.
- B. try to trigger the reader's memory of the relationship you had
- C. include an offer to pay for the service rendered
- D. contain a sincere apology for the trouble caused

Answer: <https://biology-forums.com/index.php?topic=782243>

Question 636

When writing for multilingual audiences, you should use _____.

- A. slang and jargon
- B. figures instead of spelling out numbers
- C. transitions sparingly
- D. abbreviations generously

Answer: <https://biology-forums.com/index.php?topic=781553>

Question 637

A line of communication created by people in an audience to connect with others inside or outside the room, with or without the knowledge of the speaker, which is akin to texting with your classmates or live-blogging during a lecture, is generally known as _____.

- A. the backchannel
- B. datasourcing
- C. the datachannel
- D. backnoise

Answer: <https://biology-forums.com/index.php?topic=782975>

Question 638

Which of these email addresses would be appropriate in a resumé?

- A. deathhammer@email.com
- B. hardworking.harry@craftsolutions.com
- C. cindy.cooper@highlandsystems.com
- D. nancy.drew@email.com

Answer: <https://biology-forums.com/index.php?topic=783090>

Question 639

The four design elements include all of the following except _____.

- A. type styles
- B. page size
- C. justification
- D. white space

Answer: <https://biology-forums.com/index.php?topic=782003>

Question 640

When speaking with a multilingual audience, you should check for understanding by asking "Am I going too fast?" rather than "Is this too difficult for you?"

Answer: <https://biology-forums.com/index.php?topic=781581>

Question 641

Which of the following is a guideline for closing a negative message organized using the indirect approach?

- A. Avoid a certain conclusion.
- B. Encourage additional communication or discussion.
- C. Act as though the negative news never happened.
- D. Be sincere.

Answer: <https://biology-forums.com/index.php?topic=782410>

Question 642

Ellen is the moderator of her company's complaints forum. Customers post their queries or complaints on the forum, and Ellen provides them answers or solutions. Which of the following guidelines must Ellen follow?

- A. Always start new topics on the original thread; don't change threads.
- B. Use acronyms to save time and make it easier for readers to skim through.
- C. Focus on the subject at hand, not on personal characteristics of respondents.
- D. In order to save time for readers, avoid providing supporting statements.

Answer: <https://biology-forums.com/index.php?topic=781674>

Question 643

Two rival candidates in the race for mayor of Springton are scheduled to speak on education policies in the city, a controversial topic. Each will be promoting his plan for education. Which type of listening will help listeners decide which plan is likely to be successful?

Answer: <https://biology-forums.com/index.php?topic=781732>

Question 644

Which of the following is the first step in the podcasting process?

- A. Install recording software.
- B. Connect and verify microphone.

- C. Click the record button and start talking.
- D. Create and validate your feed.

Answer: <https://biology-forums.com/index.php?topic=782169>

Question 645

The closing of a routine request message should include _____.

- A. a sincere apology for the inconvenience caused
- B. explanations and justifications for the request
- C. the phrase "thank you in advance" to ensure compliance
- D. information about how you can be reached

Answer: <https://biology-forums.com/index.php?topic=782233>

Question 646

Online content does not require you to take special care to build trust with your audience because of the anonymity of the Internet.

Answer: <https://biology-forums.com/index.php?topic=782845>

Question 647

Nearly half of North American companies have policies to restrict the use of _____.

Answer: <https://biology-forums.com/index.php?topic=781721>

Question 648

References are important, because they properly and ethically credit the person who created the original material; they show the audience that the author had sufficient support for his/her message, and _____.

- A. they help avoid plagiarism
- B. they help readers relate to the material
- C. they help readers explore the topic in more detail, if desired
- D. they help take advantage of the source documentation tools

Answer: <https://biology-forums.com/index.php?topic=782669>

Question 649

If your boss is late and makes you wait for her at meeting after meeting, she could be trying to _____.

- A. be deferential
- B. show her own importance
- C. work all the time
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=781669>

Question 650

What are the guidelines for handling bad news about transactions?

Answer: <https://biology-forums.com/index.php?topic=782493>

Question 651

An abstract word stands for something you can touch, see, taste, hear, or feel.

Answer: <https://biology-forums.com/index.php?topic=781938>

Question 652

Most of your application efforts will take place online, so don't bother with a traditional paper resumé.

Answer: <https://biology-forums.com/index.php?topic=783131>

Question 653

_____ is usually the most effective and easiest delivery mode.

- A. Following builds
- B. Using transitions
- C. Speaking from notes
- D. Reciting from memory

Answer: <https://biology-forums.com/index.php?topic=782961>

Question 654

Rewrite this resumé according to current guidelines for effective resumé writing. Assume the position being applied for is a marketing analyst for a foreign electric car company trying to enter the Canadian market. Feel free to create some new facts to help create a more effective resumé.

Sharon Bueller

859 Marlo Avenue

Winnipeg, MB

(204) 555-6308

prettybueller@abcmail.com

PERSONAL: Married, in good health, 5'6", 155 lbs.; hobbies include cooking, music, and reading.

JOB OBJECTIVE: To obtain a responsible position in market analysis with a good company.

Education: MBA degree, University of Manitoba, 2001.

Graduated with a 3.0 average. Member of the varsity cheer leading

squad. President of Helvetica League. Was voted as Miss Congeniality at the provincial exhibition.

WORK EXPERIENCE

McShear Aeronautics, 2004 to now, marketing analyst

Responsible for promotional activities.

Answer: <https://biology-forums.com/index.php?topic=783158>

Question 655

In today's hectic, competitive world, the notion of etiquette is no longer relevant.

Answer: <https://biology-forums.com/index.php?topic=781569>

Question 656

Business writers should try to incorporate as many design elements as possible into their documents in order to make them more visually appealing and interesting to readers.

Answer: <https://biology-forums.com/index.php?topic=782035>

Question 657

Remember that your online _____ is a career-management tool.

Answer: <https://biology-forums.com/index.php?topic=783151>

Question 658

When making claims or requesting adjustments, you should open with a(n) _____.

- A. apology for the inconvenience caused
- B. straightforward statement of the problem
- C. neutral buffer statement
- D. expression of your anger and frustration

Answer: <https://biology-forums.com/index.php?topic=782251>

Question 659

Informal elements such as _____ tend to translate poorly from one culture to another.

- A. monotonous writing
- B. impersonal journalism
- C. humour
- D. attire

Answer: <https://biology-forums.com/index.php?topic=782770>

Question 660

Why do unsolicited proposals offer more flexibility than solicited proposals? Can unsolicited proposals be sent within an organization? If yes, draft the introduction for one such unsolicited internal proposal. If not, explain your answer and draft an introduction for an unsolicited external proposal. Do proposals require secondary research and why?

Answer: <https://biology-forums.com/index.php?topic=782765>

Question 661

When writing, Alyssa finds it best to talk through a communication challenge before beginning to write. She records herself describing what she intends to write. When she listens to the playback, she identifies ways to tighten and clarify the message. The process Alyssa uses is known as

- _____.
- A. mind mapping
 - B. the journalistic approach
 - C. a question-and-answer chain
 - D. the storyteller's tour

Answer: <https://biology-forums.com/index.php?topic=781796>

Question 662

Seamus has to conduct market research on viability of his company's new product. While planning his research, he needs to define its purpose (the conclusion he needs to reach at the end of the process). He should therefore develop a(n) _____.

Answer: <https://biology-forums.com/index.php?topic=782729>

Question 663

Clarifying the purpose of your message, gathering necessary information, and tailoring your message to the needs and expectations of your audience takes place in the _____ stage of the writing process.

Answer: <https://biology-forums.com/index.php?topic=781844>

Question 664

When you discuss salary requirements with a job recruiter, you should _____.

- A. be proactive and initiate the discussion
- B. let the interviewer raise the topic first
- C. insist on a signing bonus
- D. be certain about the company's compensation policies

Answer: <https://biology-forums.com/index.php?topic=783233>

Question 665

Video clips, animation, presentation software slides, screencasts (recordings of on-screen activity), and other media elements can enhance the communication and persuasion powers of the written word. Documents that incorporate these elements are generally referred to as _____ documents.

Answer: <https://biology-forums.com/index.php?topic=782880>

Question 666

Which of the following is a tip for speaking with multilingual audiences?

- A. Ask questions like "Is this too difficult for you?" to ensure understanding.
- B. Learn important phrases in your audience's language.
- C. Make multiple points at a time.
- D. Don't repeat your points.

Answer: <https://biology-forums.com/index.php?topic=781555>

Question 667

Which of the following statements describes a benefit of a product?

- A. Get a car loan with no money down and a 0% interest rate.
- B. Our gyms are designed to make you feel comfortable and positive.
- C. Our food bank provides nutritious food to 200 homeless people everyday.
- D. This digital camera has a resolution of 8 megapixels.

Answer: <https://biology-forums.com/index.php?topic=782554>

Question 668

A career summary offers a brief recap of your career and is particularly useful for upper-level managers.

Answer: <https://biology-forums.com/index.php?topic=783129>

Question 669

A fundamental difference with oral presentations and written reports is that when people read written reports, they can _____.

- A. appreciate flexibility
- B. get confused and need further classification
- C. prefer the direct or indirect approach
- D. skip back and forth if they're confused or don't need certain information

Answer: <https://biology-forums.com/index.php?topic=782921>

Question 670

To create an effective business writing style, it is a good idea to _____.

- A. adapt a personal and familiar tone-like you are old friends
- B. simplify your language
- C. use humour
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=781880>

Question 671

IM conversations should not be planned; they should be spontaneous and natural.

Answer: <https://biology-forums.com/index.php?topic=782186>

Question 672

Dave's last presentation to the Board of Directors flopped miserably. He isn't sure why exactly. The information was interesting and should have been more relevant to the audience. Midway through Dave noticed people were texting, doodling even yawning. What would you suggest to Dave to improve the introduction portion of a presentation? In other words, explain the three things that an effective speech introduction should do.

Answer: <https://biology-forums.com/index.php?topic=783037>

Question 673

Which of the following is true about refusing routine requests?

- A. Use phrases such as "Let me think about it and get back to you" as a way to delay saying no.
- B. The indirect approach works best for most routine negative responses.
- C. Offer alternative ideas if you can, particularly if the relationship is important.
- D. Always imply that other assistance or information might be available.

Answer: <https://biology-forums.com/index.php?topic=782413>

Question 674

A(n) _____ resumé emphasizes your skills and capabilities, identifying employers and academic experience in subordinate sections.

- A. functional
- B. chronological
- C. online
- D. plain-text

Answer: <https://biology-forums.com/index.php?topic=783074>

Question 675

Outline the four elements necessary to plan a productive meeting.

Answer: <https://biology-forums.com/index.php?topic=781730>

Question 676

_____ come after a body of material and summarize the information for your readers, helping them absorb details.

- A. Review sections
- B. Footnotes
- C. Preview sections
- D. Callouts

Answer: <https://biology-forums.com/index.php?topic=782799>

Question 677

Adam is giving his first big presentation in his organization and he is quite nervous about it. Your advice to Adam would be to _____.

- A. avoid nervousness
- B. allow himself to be distracted and overcome nervousness
- C. embrace nervousness because there's nothing you can do about it
- D. turn that nervousness to positive energy, with practice

Answer: <https://biology-forums.com/index.php?topic=782912>

Question 678

In most messages making a claim or requesting adjustments, assume that a fair adjustment will be made and open with a straightforward statement of the problem.

Answer: <https://biology-forums.com/index.php?topic=782311>

Question 679

Readers should be able to follow the structure of your document and pick up the key points of your message from the _____.

- A. previews
- B. subheadings
- C. reviews
- D. headings and subheadings

Answer: <https://biology-forums.com/index.php?topic=782795>

Question 680

In the final paragraph of your application letter you should demand to meet the recipient immediately.

Answer: <https://biology-forums.com/index.php?topic=783244>

Question 681

User-generated content sites are sites where _____.

- A. the users also own the websites
- B. users rather than website owners contribute most or all of the content
- C. the content generates users by using search engine optimization techniques
- D. proprietary content is sold to interested users—companies or individuals

Answer: <https://biology-forums.com/index.php?topic=782123>

Question 682

Barney has spent a number of years in the professional work force. However, when he started he held a number of part-time, temporary, or entry-level jobs that don't relate to his career objective now. In the work experience section of his resumé Barney should _____.

- A. include all those details to give the right picture of his career path
- B. never mention them
- C. include them only in the career summary
- D. exclude the irrelevant details that might clutter his resumé

Answer: <https://biology-forums.com/index.php?topic=783097>

Question 683

"Treating others like you want to be treated" is a valuable etiquette rule.

Answer: <https://biology-forums.com/index.php?topic=781713>

Question 684

It's a good rule when writing business messages to avoid being too intimate, too folksy or chatty.

Answer: <https://biology-forums.com/index.php?topic=781926>

Question 685

Most of the fonts available on your computer are easy to read on screen, so they are good choices for presentation slides.

Answer: <https://biology-forums.com/index.php?topic=782992>

Question 686

You have to create a presentation for junior high school kids regarding the ill-effects of obesity. Which of these elements would you choose to appeal to your audience and how should they be used: structured or free-form slides? What considerations regarding colour, font, visuals, or background would you keep in mind? Would the backchannel be effective with this group and why?

Answer: <https://biology-forums.com/index.php?topic=783040>

Question 687

The content and tone are essentially the same for negative messages.

Answer: <https://biology-forums.com/index.php?topic=782454>

Question 688

While working in teams is productive for the individual, the group effort is less creative than an individual effort.

Answer: <https://biology-forums.com/index.php?topic=781679>

Question 689

You are required to give a presentation on the technical upgrades for a software designed by your team. You have practised your delivery, familiarized yourself with the software, and anticipated potential questions from the audience. Midway through your presentation there is a technical malfunction because of which you cannot display your slides. How would you tackle this situation?

Answer: <https://biology-forums.com/index.php?topic=783043>

Question 690

When writing condolences, you should _____.

- A. avoid recounting humorous anecdotes
- B. dwell on the details of the loss
- C. quote poetic passages and use formal phrases
- D. write about special qualities of the deceased

Answer: <https://biology-forums.com/index.php?topic=782297>

Question 691

Jennifer isn't impressed by her professor's mismatched suit of tweed and stripes and his voice is so boring it drives her crazy. Jennifer is an example of _____.

- A. the surface listener
- B. the reluctant listener
- C. the effective listener
- D. the ineffective listener

Answer: <https://biology-forums.com/index.php?topic=781656>

Question 692

TGA Solutions has employees in branches across Canada. The company wants to create a common site for information about all the projects that its employees tackle, the solutions they offer, and the outcomes of these solutions over time. Most of its employees are not well versed with creating web content, but will be required to update the site frequently by themselves, adding their observations and experiences. Which of the following technologies is the best option for both TGA and its employees?

- A. a centrally-controlled content management system
- B. a wiki
- C. a social networking site
- D. a virtual whiteboard

Answer: <https://biology-forums.com/index.php?topic=781620>

Question 693

When writing promotional messages for social media, you should NOT _____.

- A. use automated tools to help listen to online conversations
- B. use a conversational style of communicating
- C. initiate conversations within the community, but only respond to them
- D. rely largely on the news media to distribute the message

Answer: <https://biology-forums.com/index.php?topic=782563>

Question 694

Military experience can help you develop many skills that are valuable in business, so include standard military terminology to build credibility in your resumé.

Answer: <https://biology-forums.com/index.php?topic=783127>

Question 695

Nouns and verbs are the most concrete kinds of words.

Answer: <https://biology-forums.com/index.php?topic=781941>

Question 696

After a message is received, the receiver needs to extract the idea from the message, a step known as _____.

- A. encoding
- B. decoding
- C. abstracting
- D. indexing

Answer: <https://biology-forums.com/index.php?topic=781518>

Question 697

Effective teams do all of the following except _____.

- A. have a clear sense of purpose
- B. think creatively
- C. reach decisions by consensus
- D. consider every possible perspective

Answer: <https://biology-forums.com/index.php?topic=781618>

Question 698

Many companies now use IM in their daily operations. Describe five ways you can make IM more effective.

Answer: <https://biology-forums.com/index.php?topic=782214>

Question 699

Conventional promotional efforts should be used in all of a company's social media conversations.

Answer: <https://biology-forums.com/index.php?topic=782181>

Question 700

Robert has created a visually charged report and uploaded it on the company website. His manager has commended his efforts and asked him to include certain details that would help readers "decode" the visual by explaining what various colours, symbols, or other design choices mean. So Robert needs to include _____.

Answer: <https://biology-forums.com/index.php?topic=782893>

Question 701

Which of the following is the first step in the basic eight-step communication model?

- A. The sender transmits the message through a channel.
- B. The sender produces the message in a medium.
- C. The sender has an idea.
- D. The sender writes the message.

Answer: <https://biology-forums.com/index.php?topic=781515>

Question 702

Taking the initiative to write to companies even though they haven't announced a job opening that is right for you is _____.

- A. being proactive
- B. an easier way to get jobs
- C. usually looked down on by employers
- D. prospecting

Answer: <https://biology-forums.com/index.php?topic=783172>

Question 703

Use written channels when _____.

- A. your message is detailed, complex, or requires planning
- B. your message has emotional content
- C. you need immediate feedback
- D. you do not need a permanent record

Answer: <https://biology-forums.com/index.php?topic=781790>

Question 704

Towards the end of this section refer your reader to your resumé by citing _____.

- A. your references
- B. a specific fact covered there
- C. your volunteer experience
- D. a general point

Answer: <https://biology-forums.com/index.php?topic=783180>

Question 705

When communicating on social networks, you should _____.

- A. change the personality projected in your communications to suit individual social networking environments
- B. maintain a consistent compositional mode across networks
- C. anchor your presence at your own central hub—a web presence that you own and control
- D. inject conventional promotional efforts into all social networking conversations

Answer: <https://biology-forums.com/index.php?topic=782159>

Question 706

In the selection round of an interview, you are asked, "Meeting deadlines is paramount in our industry. If you are unable to meet your deadline and realize this two days earlier, would you ask your colleague to help meet your deadline?" Such an interview which helps assess your behaviour, is called a _____.

- A. stress interview
- B. closed-ended interview
- C. situational interview
- D. behavioural interview

Answer: <https://biology-forums.com/index.php?topic=783202>

Question 707

Staging mock interviews can help you identify self-defeating nonverbal behaviours and speech mannerisms.

Answer: <https://biology-forums.com/index.php?topic=783253>

Question 708

The groups affected in some way by a company's actions are referred to as its _____.

- A. actions
- B. cliques
- C. stakeholders
- D. captive audience

Answer: <https://biology-forums.com/index.php?topic=781508>

Question 709

_____ encourage potential buyers to make a decision there and then.

Answer: <https://biology-forums.com/index.php?topic=782614>

Question 710

Good leaders clearly dominate any meeting.

Answer: <https://biology-forums.com/index.php?topic=781694>

Question 711

A good introduction will _____.

- A. grab the reader's attention
- B. transfer the RFP into an SOW
- C. make sure further proposals are pre-authorized
- D. be a formal obligation to your firm

Answer: <https://biology-forums.com/index.php?topic=782796>

Question 712

Bart is relatively new to wikis and needs to practise his writing and editing skills. He should _____.

- A. write and edit content on a notepad, before loading it to the wiki
- B. use the sandbox

- C. use the talk page
- D. use the safebox

Answer: <https://biology-forums.com/index.php?topic=782819>

Question 713

If you are unsure what an audience wants, the best solution is to include more information to be more complete.

Answer: <https://biology-forums.com/index.php?topic=781818>

Question 714

Be sure to exclude any information that could encourage _____ such as family status or religion.

Answer: <https://biology-forums.com/index.php?topic=783146>

Question 715

Dangling modifiers occurs when there is no connection between the subject of a sentence and the phrase that modifies the subject.

Answer: <https://biology-forums.com/index.php?topic=782024>

Question 716

In business writing you should limit the number of typefaces on a page. In general, use no more than _____ typefaces on a page.

Answer: <https://biology-forums.com/index.php?topic=782065>

Question 717

Zack's dishwasher has broken down several times since he bought it six months ago. Zack writes a letter to the company's customer care centre, explaining his problem and requesting that he receive a replacement for the defective product. This is an example of a routine message requesting _____.

Answer: <https://biology-forums.com/index.php?topic=782333>

Question 718

Most printed formal reports consist of these parts: _____.

- A. prefatory, body, and supplementary
- B. cover, text, and supplementary
- C. cover, body, and supplementary
- D. prefatory, text, and supplementary

Answer: <https://biology-forums.com/index.php?topic=782832>

Question 719

Before you start a collaborative group writing project, the first thing you should do is _____.

Answer: <https://biology-forums.com/index.php?topic=781716>

Question 720

Dennis is giving his first training presentation to his team. His manager has asked Dennis to make sure his presentation fits the allotted time, since there are other presentations following his. Therefore Dennis should limit his _____.

Answer: <https://biology-forums.com/index.php?topic=783009>

Question 721

Which of the following is a guideline for making a clear statement of the bad news when organizing a negative message using the indirect method?

- A. Put the bad news as the main clause of a compound or complex sentence.
- B. Avoid putting the bad news in parenthetical expressions.
- C. Maximize the space or time devoted to the bad news.
- D. De-emphasize the bad news.

Answer: <https://biology-forums.com/index.php?topic=782401>

Question 722

The richest form of feedback is the face-to-face conversation.

Answer: <https://biology-forums.com/index.php?topic=781825>

Question 723

Which of the following is true about the use of email as a mode of business communication?

- A. Email is usually the best choice for brief online conversations.
- B. Email is not suitable for private, short- to medium-length messages; IM or Twitter is more effective for this purpose.
- C. You need to join a special online group or be friended by a group member in order to communicate with someone through email.
- D. Email allows senders to compose substantial messages in private and on their own schedule, and it allows recipients to read those messages at their leisure.

Answer: <https://biology-forums.com/index.php?topic=782126>

Question 724

A statement of purpose helps explain who you are preparing the report for and when you plan to deliver.

Answer: <https://biology-forums.com/index.php?topic=782700>

Question 725

Which of the following is true about the importance of effective communication to your career and to the companies where you will work?

- A. Communication is important for most jobs, except technical jobs such as engineering or finance.
- B. The higher you rise in your organization, the more time you spend using the technical skills of your profession, and the less time you spend communicating.
- C. Good communicators are generally more difficult to find than good accountants, good engineers, or good attorneys.
- D. Good communication has not been linked to financial advantages for companies.

Answer: <https://biology-forums.com/index.php?topic=781505>

Question 726

Explain the five suggestions for effectively conducting database searches.

Answer: <https://biology-forums.com/index.php?topic=782767>

Question 727

Barry is giving a presentation at his organization's annual summit, but he is given very little time to present. To effectively get his message across, he can _____.

- A. use the direct approach
- B. distribute printed handouts or other support materials at the end of his presentation
- C. load his slides with more information
- D. limit introduction and conclusion

Answer: <https://biology-forums.com/index.php?topic=782960>

Question 728

Weaver Designs, a manufacturer and retailer of earth-friendly clothes for women, received a complaint from a customer that the dress she had purchased from them had faded after just one wash. The customer had asked that she be given a full refund on her purchase. However, all the clothes manufactured by Weaver Designs use natural dyes, which run upon being washed in the machine in hot water, which this customer indicated she had done. The washing instructions are clearly printed on the labels of all garments manufactured by Weaver and on the packaging. Nevertheless, in order to build customer goodwill, the company decides to offer to replace the garment with an identical piece.

Which of the following would be most effective as the opening statement for a message from a customer service executive of Weaver Designs to the customer, granting the claim?

- A. Thanks for contacting us about the dress that you purchased from Weaver Designs. Even though the problem of fading arose from the fact that you washed the dress in hot water, instead of cold—as is spelled out in the washing instructions on the label—we are sending you a replacement.
- B. The problem that you brought to our notice occurred because you washed the naturally dyed dress in hot water, instead of cold, as the instructions clearly explain. Nevertheless, we are mailing you a dress identical to the one you purchased.
- C. Thanks for contacting us about the dress that you purchased from Weaver Designs. We are mailing you a dress identical to the one you purchased, even though the fading was a result of washing the naturally dyed dress in hot water in the machine.
- D. At Weaver Designs, we take pride in making all of our clothes from natural, earth-friendly fabrics and dyes. However, to retain their colour and shape, these fabrics need to be washed gently in cold water, either in your machine or by hand, and laid flat to air-dry. From your email, it appears that you neglected to do so. Nevertheless, we are mailing you an identical dress.

Answer: <https://biology-forums.com/index.php?topic=782276>

Question 729

Brunton is planning to use visually oriented free-form slides that many presentation specialists now advocate. While creating his slides Brunton should

make sure that _____.

- A. he follows the same basic format and template throughout the presentation
- B. the structure does not change randomly from one slide to the next
- C. the structure changes randomly from one slide to the next
- D. the number of slides are fewer than would be with the structured slides approach

Answer: <https://biology-forums.com/index.php?topic=782947>

Question 730

The process of effective research involves planning, locating data, processing data, applying your findings, and efficient management of _____.

Answer: <https://biology-forums.com/index.php?topic=782730>

Question 731

Innovations in _____ continue to reshape the nature of presentations.

- A. audience behaviour strategies
- B. communication
- C. social media
- D. management techniques

Answer: <https://biology-forums.com/index.php?topic=782979>

Question 732

Website designers use the term _____ to describe the structure and navigational flow of all the parts of a website.

- A. online design
- B. website architecture
- C. website design
- D. information architecture

Answer: <https://biology-forums.com/index.php?topic=782684>

Question 733

You are manager at "Club Indigo," a company that manufactures and retails stylish, affordable office wear for men and women. The company has over 50 retail stores across the country and an online store. You wish to announce the launch of your new Fall-Winter collection to customers. Craft a message using the AIDA model for this purpose and then adapt the same message for use in social media.

Answer: <https://biology-forums.com/index.php?topic=782627>

Question 734

List four methods of establishing transitions to make paragraphs coherent.

Answer: <https://biology-forums.com/index.php?topic=781975>

Question 735

Which of the following terms stands for the third phase in the AIDA model of organizing persuasive messages?

- A. defend
- B. desire
- C. design
- D. demonstrate

Answer: <https://biology-forums.com/index.php?topic=782510>

Question 736

A majority of executives no longer care about grammar, spelling, or clarity in messaging.

Answer: <https://biology-forums.com/index.php?topic=782030>

Question 737

Estimates vary, but one comprehensive study uncovered lies about work history in more than 40 percent of the _____ tested.

- A. job portals
- B. job advertisements
- C. blogs
- D. resumé

Answer: <https://biology-forums.com/index.php?topic=783081>

Question 738

If a team uses wikis to collaborate on a report, the editing and upgrading of information should be done by _____.

- A. anyone in the organization
- B. the collaborating members
- C. only the manager of the team
- D. professional website developers

Answer: <https://biology-forums.com/index.php?topic=782821>

Question 739

Describe the four steps of the AIDA model for persuasive messages.

Answer: <https://biology-forums.com/index.php?topic=782618>

Question 740

The _____ of a message refers to the form a message takes and the channel is the system used to deliver the message.

Answer: <https://biology-forums.com/index.php?topic=781586>

Question 741

Which of the following is a guideline for granting claims and requests for adjustment when your company is at fault?

- A. Sympathize with the customer's inconvenience or frustration.
- B. Specifically assign blame by name to someone in your organization.
- C. Start from the assumption that the information the customer provided is incorrect.
- D. Imply that the customer is at fault.

Answer: <https://biology-forums.com/index.php?topic=782267>

Question 742

Quoting a source means _____.

- A. rewording the passage to enhance your argument
- B. mentioning the source
- C. reproducing the material exactly
- D. listing references

Answer: <https://biology-forums.com/index.php?topic=782653>

Question 743

Kathy has just completed primary research for the company's pilot product, "Jovial Jingles." Her manager has asked her to include secondary research information as well. For this, she should include _____.

- A. information from research conducted using focus groups
- B. information from research conducted only on specified core customers
- C. information sourced from magazines, newspapers, public websites, books, and other reports
- D. information from her review of the primary research

Answer: <https://biology-forums.com/index.php?topic=782650>

Question 744

List and briefly describe the stages that should be included in the presentation outline.

Answer: <https://biology-forums.com/index.php?topic=783035>

Question 745

_____ range from brief descriptions of business procedures to manuals that run dozens or hundreds of pages.

- A. Policy reports
- B. Personal reports
- C. Procedural reports
- D. White papers

Answer: <https://biology-forums.com/index.php?topic=782679>

Question 746

One of the ways to arouse audience interest is to _____.

- A. avoid storytelling
- B. try focusing on better visuals
- C. focus the presentation on the audience's sense of hearing only
- D. open with an amusing observation about yourself

Answer: <https://biology-forums.com/index.php?topic=782937>

Question 747

Rewrite the following sentence in a more concise way by eliminating the wordy phrases.

In view of the fact that the customer service department is closed, we do not have the capability of offering refunds until such a time as they reopen.

Answer: <https://biology-forums.com/index.php?topic=782076>

Question 748

Jason has just cleared the final round of the interview and was told that he will be sent the offer letter by email. Jason should _____.

- A. congratulate himself and look forward to his offer letter
- B. insist that the offer letter be hand-delivered to him
- C. request that they also let him know about it on the phone, as further confirmation
- D. call them back frequently

Answer: <https://biology-forums.com/index.php?topic=783193>

Question 749

Explain the difference between primary and secondary information.

Answer: <https://biology-forums.com/index.php?topic=782766>

Question 750

In the indirect approach to drafting a message, the _____.

- A. main idea is usually followed by the supporting points
- B. main idea requires no explanation or argument
- C. main idea is usually presented at the beginning of the message
- D. main idea usually appears towards the end of the message

Answer: <https://biology-forums.com/index.php?topic=781804>

Question 751

James Sharp has to write a formal email to Mark Simpson, his manager, explaining that he has to take a few days' leave. He must also send an email to Joan Sanders, his colleague, discussing what has to be done and the tasks that need to be completed during his absence. In what way will the two emails be different? Discuss the differences in tone between the two and how James can achieve this.

Answer: <https://biology-forums.com/index.php?topic=781969>

Question 752

For small projects it is okay to skip the planning step.

Answer: <https://biology-forums.com/index.php?topic=781809>

Question 753

Consider using a transition device whenever it might help the reader understand your ideas and follow you from point to point.

Answer: <https://biology-forums.com/index.php?topic=781947>

Question 754

When deciding if your purpose is worth pursuing, ask yourself _____.

- A. what likely response will it receive
- B. what are audience attitudes toward the purpose
- C. is the purpose realistic
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=781748>

Question 755

During a stress interview you might be asked pointed questions designed to anger or unsettle you.

Answer: <https://biology-forums.com/index.php?topic=783250>

Question 756

Neville needs to do online research for "tips for creating reports/proposals, but not presentations." Using Boolean operators, his search string would look like _____.

- A. tips for creating reports and proposals, but not presentations
- B. tips OR creating AND reports OR proposals NOT presentations
- C. tips AND creating AND reports OR proposals NOT presentations
- D. tips AND creating AND reports AND proposals NOT presentations

Answer: <https://biology-forums.com/index.php?topic=782666>

Question 757

Which of the following approaches is more compatible with persuasive messages for today's social media?

- A. conversational approach
- B. AIDA approach
- C. unidirectional approach
- D. formal approach

Answer: <https://biology-forums.com/index.php?topic=782514>

Question 758

Cover letters accompanying the resumés should _____.

- A. be detail oriented
- B. repeat the information from the resumé
- C. be descriptive
- D. be given as much care as the resumé

Answer: <https://biology-forums.com/index.php?topic=783170>

Question 759

When trying to make a message more concise _____.

- A. remove adverbs that don't add to the meaning
- B. add shorter ones
- C. examine every word
- D. both A and C

Answer: <https://biology-forums.com/index.php?topic=781999>

Question 760

Reaching good conclusions is one of the most important skills you can develop in your business career. The ability to see patterns and possibilities that others can't see _____.

- A. usually deviates the research from the intended plan
- B. is one of the hallmarks of innovative business leaders
- C. is the sign of a genius
- D. is purely logical

Answer: <https://biology-forums.com/index.php?topic=782656>

Question 761

When you want to use similarities or differences to develop the main idea in a paragraph, which method of development would be the most effective?

- A. illustration
- B. classification
- C. cause and effect
- D. comparison or contrast

Answer: <https://biology-forums.com/index.php?topic=781906>

Question 762

Clare has been asked to edit and revise a document written by her colleague Megan. Which of the following should Clare do?

- A. She should rewrite the document according to her own impression of Megan's intent.
- B. She should concentrate more on the style of writing than on the readability of the message.
- C. She should rewrite the document to suit her own style of writing in order to make the piece more effective.

D. She should stick to Megan's style of writing unless absolutely necessary and ask Megan about the intention of the message.

Answer: <https://biology-forums.com/index.php?topic=781984>

Question 763

If your interview does not end with a job offer, you should _____.

- A. not bring up the topic
- B. mention that you have another job offer and need to give the other company an answer by a specific date
- C. tactfully ask when you can expect to know the decision
- D. ask whether you did anything wrong during the interview

Answer: <https://biology-forums.com/index.php?topic=783232>

Question 764

A(n) _____ appeal calls on human reason.

Answer: <https://biology-forums.com/index.php?topic=782610>

Question 765

What makes business communication effective?

Answer: <https://biology-forums.com/index.php?topic=781598>

Question 766

Many of the transition effects now available are little more than distractions and are best avoided.

Answer: <https://biology-forums.com/index.php?topic=782993>

Question 767

Good-news announcements are often communicated in a _____, a specialized document used to share relevant information with the news media.

- A. boilerplate
- B. manifesto
- C. newsfeed
- D. press release

Answer: <https://biology-forums.com/index.php?topic=782284>

Question 768

Not all formal reports have a title-fly because it is optional.

Answer: <https://biology-forums.com/index.php?topic=782854>

Question 769

To create an effective negative message, it is important to choose _____ words that can ease disappointment.

Answer: <https://biology-forums.com/index.php?topic=782465>

Question 770

"Shortly after Annie's Craft Store advertised in 'The Ridgewood Chronicle,' their sales went up by 10 percent." Which of the following facts, if true, would prove the cause and effect relationship implied in this message?

- A. Annie's Craft Store had advertised in several newspapers, including the "The Ridgewood Chronicle."
- B. Some of Annie's Craft Store's new customers said that they visited the store after seeing the advertisement in "The Ridgewood Chronicle."
- C. Annie's Craft Store had its winter clearance sale shortly after it advertised in "The Ridgewood Chronicle."
- D. The increase in sales at Annie's Craft Store was preceded by the appearance of their advertisement in "The Ridgewood Chronicle."

Answer: <https://biology-forums.com/index.php?topic=782532>

Question 771

Which of the following is a guideline for granting claims and requests for adjustment when your company is at fault?

- A. Explain precisely how you have resolved, or plan to resolve, the situation.
- B. Specifically assign blame to someone in your organization by name.
- C. Start from the assumption that the information the customer provided is incorrect.
- D. Imply that the customer is at fault.

Answer: <https://biology-forums.com/index.php?topic=782269>

Question 772

When developing negative organizational news, you should match the approach used to organize the message to the situation.

Answer: <https://biology-forums.com/index.php?topic=782457>

Question 773

Tim is developing a message to inform a customer that though volume 1 of a set of two books he ordered is being mailed right away, volume 2 can be mailed out only after a week. Which of the following lines reflects the most effective way of making a clear statement of the bad news when organizing the message using the indirect method?

- A. We regret to inform you that, while we are mailing volume 1 of the Goldwyn anthology to you right away, we can dispatch volume 2 only next week.
- B. The delivery of volume 2 of the Goldwyn anthology has been delayed by a week, while volume 1 is being mailed to you right away.
- C. We are mailing volume 1 of the Goldwyn anthology right away and volume 2 will be delivered to you next week.
- D. While we are mailing volume 1 of the Goldwyn anthology to you right away, there will be a week-long delay in delivering volume 2.

Answer: <https://biology-forums.com/index.php?topic=782407>

Question 774

_____ is stealing someone else's words or work.

- A. Plagiarism
- B. An ethical lapse
- C. Distorting the truth
- D. An error of omission

Answer: <https://biology-forums.com/index.php?topic=781535>

Question 775

For more complex requests you may have to include _____.

- A. the full name and address of the person to whom the letter should be sent
- B. a complete career summary
- C. a sincere apology for the trouble caused
- D. more extensive reasons and a justification for your request

Answer: <https://biology-forums.com/index.php?topic=782245>

Question 776

All of the following phrases are redundant except _____.

- A. return home
- B. free gift
- C. follows after
- D. round in shape

Answer: <https://biology-forums.com/index.php?topic=782001>

Question 777

Richard is the marketing manager of a company that manufactures and retails bicycles. The company, started by an ardent cyclist with \$50 in his pocket, has an interesting history. Richard has framed this as an inspiring story that highlights the victory of small business over big corporations and has put it on the company's website. Identify the compositional mode used by Richard for this message.

- A. orientation
- B. conversation
- C. summary
- D. narrative

Answer: <https://biology-forums.com/index.php?topic=782113>

Question 778

Which of the following is true regarding social media and other communication technologies in a social media environment?

- A. Companies should limit their online presence to prevent online attacks and malicious campaigns.
- B. Customers who feel they have been treated unfairly like these sites because they can use the public exposure as leverage.
- C. Companies should respond to each and every rumour or negative information that appears in social media.
- D. Customers that voice their negative opinions in a social media environment can easily be erased from the sites.

Answer: <https://biology-forums.com/index.php?topic=782421>

Question 779

Describe four important elements of business blogging.

Answer: <https://biology-forums.com/index.php?topic=782218>

Question 780

If you are an employee writing to the CEO of the company, your persuasive message should use the direct approach.

Answer: <https://biology-forums.com/index.php?topic=782578>

Question 781

Nicholas and his team need to write and design a small brochure for an insurance plan. Which of the following methods is the ideal way to go about this?

- A. Allocate every task, from planning to writing, equally among all members of the team.
- B. Assign parts of the project to certain members and allow them to decide the concept and write in their own styles.
- C. Outline the brochure together but assign the task of writing to one person.
- D. Divide the writing equally among all team members and have each person review another person's work.

Answer: <https://biology-forums.com/index.php?topic=781645>

Question 782

The _____ listener fakes attention.

Answer: <https://biology-forums.com/index.php?topic=781726>

Question 783

Bad news messages should be delivered promptly, without delay.

Answer: <https://biology-forums.com/index.php?topic=782440>

Question 784

Which of the following is true about sending goodwill messages?

- A. A personal tone is inappropriate when sending congratulations even if you are already friendly with the reader.
- B. A handwritten note of appreciation is inappropriate in today's electronic media environment.
- C. Send congratulations for personal events only if you know the reader well.
- D. Goodwill messages need not have a direct business purpose.

Answer: <https://biology-forums.com/index.php?topic=782294>

Question 785

When communicating on social networks, you should _____.

- A. use conventional promotional efforts extensively in social networking conversations
- B. stimulate and facilitate new conversations instead of joining existing ones
- C. tailor your company's personality to the unique environments of different social networks
- D. choose the best compositional mode for each message, purpose, and network

Answer: <https://biology-forums.com/index.php?topic=782119>

Question 786

Jenny has applied for the position of an office assistant. What should she do, if her application letter and resumé fail to bring a response within a month?

- A. She should call to find out why she hasn't heard from the prospective employer.
- B. She should send a follow-up letter or email.
- C. She should cross this particular job possibility off her list and apply somewhere else.
- D. She should mail them another copy of her application letter and resumé.

Answer: <https://biology-forums.com/index.php?topic=783183>

Question 787

In high-context cultures, the rules of everyday life are stated explicitly.

Answer: <https://biology-forums.com/index.php?topic=781579>

Question 788

You can animate just about everything in an electronic presentation, but _____

- A. avoid animations as they are tedious
- B. make sure an animation has a purpose
- C. use videos instead
- D. use sparingly as they can be distracting

Answer: <https://biology-forums.com/index.php?topic=782955>

Question 789

The _____ period is one of the most important parts of an oral presentation. It gives you a chance to obtain important information, to emphasize your main idea and supporting points, and to build enthusiasm for your point of view.

- A. introductory
- B. middle
- C. question-and-answer
- D. conclusion

Answer: <https://biology-forums.com/index.php?topic=782970>

Question 790

Biased language _____.

- A. often leads listeners to disbelieve unfair stereotypes
- B. conveys meaning without carrying negative connotations
- C. avoids words and phrases that unfairly categorize or stigmatize people
- D. perpetuates the underlying stereotypes and prejudices that it represents

Answer: <https://biology-forums.com/index.php?topic=781871>

Question 791

Justified margins are not preferred for business documents because they _____.

- A. make the document look like a form letter
- B. often cause excessive hyphenation
- C. make the document harder to read
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=782006>

Question 792

When preparing to apply for jobs, it is best to _____.

- A. focus your research on only two or three companies for whom you want to work
- B. realize that employers rarely expect candidates to have done any research
- C. explore a wide range of firms and positions
- D. expect fewer job offers

Answer: <https://biology-forums.com/index.php?topic=783184>

Question 793

As an executive in the Admissions Office of Greenwood College, Janet must send rejection letters to applicants to the MBA program at the college.

She decides to organize her messages using the indirect approach. Which of the following facts, if true, would support Janet's choice?

- A. All the rejected applicants are offered the option of registering for the two-year diploma course in management instead, which has the same standing in the job market as an MBA.
- B. The college was recently refused a grant that it had applied for to support its MBA program.
- C. The college's decision is final and further discussion or communication about the matter will not be entertained.
- D. Owing to the large number of enrollments it accepts and its above average rating, this college is considered a "safety net" college by several applicants—a college they wouldn't mind getting into if the bigger names don't work out.

Answer: <https://biology-forums.com/index.php?topic=782371>

Question 794

When going in for a job interview, it's best to take _____.

- A. a list of questions to ask the interviewer
- B. gum or candy to help reduce stress during the interview
- C. a palmtop computer to avoid fumbling with papers
- D. a branded briefcase to showcase good taste

Answer: <https://biology-forums.com/index.php?topic=783219>

Question 795

An essential task in your job search is presenting your skills and accomplishments in a way that is relevant to the employer's business challenges. An important step in showing employers that you will be a good fit is to _____.

- A. customize your resumé to each job opening
- B. research the organizations
- C. be aware of company's sales regions
- D. master persuasive communication

Answer: <https://biology-forums.com/index.php?topic=783057>

Question 796

Amber Consulting decides to organize a public service ad campaign as part of its corporate social responsibility (CSR) initiatives. The company chooses the issue of water conservation and aims to inform people about the problem through its ad campaign. Which of the following will MOST weaken Amber Consulting's decision to start the campaign?

- A. Statistics reveal that 60 percent of all industrial waste is dumped untreated into natural water sources.
- B. The water conservation campaign complements the company's long-running clean energy campaign.
- C. This issue of water conservation has been in the news for the past several months and has been the subject of numerous campaigns.
- D. Research suggests that most people are becoming increasingly environmentally conscious and are willing to act on their beliefs.

Answer: <https://biology-forums.com/index.php?topic=781753>

Question 797

Using all uppercase letters is a good idea when you want to draw readers' attention to a specific paragraph.

Answer: <https://biology-forums.com/index.php?topic=782049>

Question 798

Identify the one trait that does not characterize a responsible leader of a meeting.

- A. draws out participants in the discussion
- B. keeps the meeting moving along
- C. dominates the meeting
- D. summarizes meeting achievements

Answer: <https://biology-forums.com/index.php?topic=781638>

Question 799

Abstract words should be avoided in all business writing; they are too unclear.

Answer: <https://biology-forums.com/index.php?topic=781940>

Question 800

What is bait and switch advertising?

- A. It involves an attempt to persuade customers to buy a certain product by offering huge discounts to undercut the competition.
- B. It involves offering customers baits in the form of money-back guarantees and offers to exchange the product if customers are not satisfied.
- C. It involves using unsubstantiated claims and false customer testimonials to sell a product.
- D. It involves an attempt to attract buyers by advertising a product that you don't intend to sell and then trying to sell them another product.

Answer: <https://biology-forums.com/index.php?topic=782571>

Question 801

Preparing more material than necessary when preparing for presentations helps in overcoming anxiety.

Answer: <https://biology-forums.com/index.php?topic=782996>

Question 802

_____ proposals can seem surprisingly picky, even to the point of specifying the size of paper to use, but you must follow every detail to avoid having your proposal rejected.

- A. Sales
- B. Grant
- C. Investment
- D. Request for

Answer: <https://biology-forums.com/index.php?topic=782697>

Question 803

Media richness depends in part on a medium's ability to facilitate feedback.

Answer: <https://biology-forums.com/index.php?topic=781833>

Question 804

List and describe the nine techniques for revising for clarity.

Answer: <https://biology-forums.com/index.php?topic=782079>

Question 805

When writing positive letters you should close with a courteous expression of _____.

Answer: <https://biology-forums.com/index.php?topic=782339>

Question 806

_____ help erase the constraints of geographic and organizational boundaries using profiles and connections.

Answer: <https://biology-forums.com/index.php?topic=781718>

Question 807

In a(n) _____ application letter it is necessary to discuss each requirement specified in the job ad.

Answer: <https://biology-forums.com/index.php?topic=783262>

Question 808

When creating a document, the only thing that really matters is the quality of the writing; the appearance of the document is unimportant.

Answer: <https://biology-forums.com/index.php?topic=782034>

Question 809

When conveying negative organizational news, you should _____.

- A. utilize the element of surprise to buy time to prepare a response
- B. use face-to-face communication, not electronic communication
- C. ideally use the direct approach
- D. if possible, give yourself enough time to plan and manage a response.

Answer: <https://biology-forums.com/index.php?topic=782426>

Question 810

Analytical reports include reports to assess opportunities, solve problems, and _____.

- A. document progress
- B. implement policies
- C. control proposals
- D. support decisions

Answer: <https://biology-forums.com/index.php?topic=782635>

Question 811

List four factors that influence the distribution of a message. Explain how each factor has an influence on the choice of medium.

Answer: <https://biology-forums.com/index.php?topic=782095>

Question 812

One aspect that is common across cultures is that _____.

- A. men hold most positions of authority
- B. age earns respect and increasing power and freedom
- C. nonverbal signs like gestures or facial expressions are interpreted the same way
- D. men and women tend to have slightly different communication styles

Answer: <https://biology-forums.com/index.php?topic=781547>

Question 813

When granting claims and requests for adjustment when your company is at fault, you should NOT _____.

- A. blame anyone in your organization by name
- B. go into the details of how you plan to resolve the situation
- C. start from the assumption that the information the customer provided is correct
- D. openly sympathize with the customer's situation

Answer: <https://biology-forums.com/index.php?topic=782272>

Question 814

When explaining or justifying your request, you should always _____.

- A. offer to pay for the service rendered
- B. enclose a pre-written letter that the receiver only needs to sign
- C. ask only relevant questions
- D. apologize sincerely for the trouble caused

Answer: <https://biology-forums.com/index.php?topic=782246>

Question 815

A functional resumé, sometimes called a combination resumé, emphasizes your skills and capabilities, identifying employers and academic experience in subordinate sections.

Answer: <https://biology-forums.com/index.php?topic=783125>

Question 816

Which of the following is a guideline for making a clear statement of the bad news when organizing a negative message using the indirect method?

- A. Try to put the bad news as the main clause of a compound or complex sentence.
- B. Avoid putting the bad news in parenthetical expressions.
- C. Maximize the space or time devoted to the bad news.
- D. Try to use a conditional statement to imply that a favorable answer may be possible in the future.

Answer: <https://biology-forums.com/index.php?topic=782402>

Question 817

_____ context cultures put less emphasis on the written word and consider personal pledges more important than contracts.

Answer: <https://biology-forums.com/index.php?topic=781595>

Question 818

Which of the following is a disadvantage of the social communication model?

- A. It can cause distractions and hit productivity.
- B. It is static.
- C. It is hierarchical.
- D. The frequency of messages is relatively low.

Answer: <https://biology-forums.com/index.php?topic=781530>

Question 819

Danielle is preparing a report and needs to present, analyze, and interpret the information she gathered during her investigation of the subject matter. She should include this information in the _____ of her report.

Answer: <https://biology-forums.com/index.php?topic=782859>

Question 820

Describe the elements that should be included in an effective closing for a routine request.

Answer: <https://biology-forums.com/index.php?topic=782344>

Question 821

Keeping in mind the importance of media requirements on her reports and how that reflects on her skills, Susan dresses up a routine marketing report in extensive multimedia. This act would be viewed as _____.

- A. a step in the right direction
- B. a good use of company resources

- C. giving attention to detail
- D. a waste of valuable company resources

Answer: <https://biology-forums.com/index.php?topic=782644>

Question 822

Elena is the director for a retirement home. She is writing material that will be included in the brochure promoting the home. When referring to the residents of the home, she is careful to use "senior citizens" instead of "old people," to avoid the unpleasant connotations of the words. This is an example of the use of _____.

- A. comparison
- B. metaphors
- C. euphemisms
- D. similes

Answer: <https://biology-forums.com/index.php?topic=781867>

Question 823

The richest form of feedback is _____.

Answer: <https://biology-forums.com/index.php?topic=781852>

Question 824

Steve is beginning his job search this semester. He is ready with his strategy and is focused on what he needs. Before he takes the plunge, he needs to know which hot-button issues recruiters face. For this he should _____.

- A. check the company website for clues about the recruiting process
- B. "listen in" on their professional conversations by reading relevant blogs and publications
- C. speak to potential colleagues
- D. keep up with market trends

Answer: <https://biology-forums.com/index.php?topic=783053>

Question 825

You can establish transitions in various ways. Provide four examples.

Answer: <https://biology-forums.com/index.php?topic=781976>

Question 826

_____ communication like a head shake can vary significantly between cultures.

Answer: <https://biology-forums.com/index.php?topic=781719>

Question 827

Which of these techniques will help you convert anxiety into positive energy?

- A. Take a five-minute break from speaking.
- B. Breathe slowly and deeply.
- C. Memorize your presentation.
- D. Visualize your failure and how to avoid it.

Answer: <https://biology-forums.com/index.php?topic=782966>

Question 828

A kind of sans serif typeface is _____.

- A. Times Roman
- B. Wingdings
- C. Helvetica
- D. Courier

Answer: <https://biology-forums.com/index.php?topic=782009>

Question 829

Which of the following electronic media provides a variety of communication tools including status updates, user comments, and personal profiles?

- A. text messaging
- B. social networking
- C. email
- D. instant messaging (IM)

Answer: <https://biology-forums.com/index.php?topic=782096>

Question 830

Writers in a wiki environment need to let go of traditional expectations of authorship, including individual recognition and control.

Answer: <https://biology-forums.com/index.php?topic=782849>

Question 831

You can always achieve the purpose of organizational communication most effectively through group meetings.

Answer: <https://biology-forums.com/index.php?topic=781682>

Question 832

Keira is aware that creating links often use _____ to help readers find items of interest.

- A. supplements
- B. key words
- C. live connections
- D. other documents

Answer: <https://biology-forums.com/index.php?topic=782806>

Question 833

Online databases and specialty search engines can help you access parts of the hidden Internet.

Answer: <https://biology-forums.com/index.php?topic=782709>

Question 834

Identify six ways to establish your credibility in persuasive messages.

Answer: <https://biology-forums.com/index.php?topic=782622>

Question 835

The medium you use for your message makes no difference so long as your document is effectively designed and well written.

Answer: <https://biology-forums.com/index.php?topic=782042>

Question 836

Use positive words to try to hide the bad news.

Answer: <https://biology-forums.com/index.php?topic=782438>

Question 837

When using the direct approach to deliver bad news, the closing could often include a(n)

- A. apology
- B. description of the actions being taken to avoid similar mistakes in the future
- C. action step for those who want to appeal or contest the bad news
- D. explanation for the bad news

Answer: <https://biology-forums.com/index.php?topic=782393>

Question 838

A sentence that has a single subject and a single predicate is called a _____.

- A. compound-complex sentence
- B. complex sentence
- C. simple sentence
- D. compound sentence

Answer: <https://biology-forums.com/index.php?topic=781898>

Question 839

Your _____ is your capability of being believed because you're reliable and worthy of confidence.

Answer: <https://biology-forums.com/index.php?topic=782606>

Question 840

A scannable version of your resumé is simply a computer file without any of the formatting that you typically apply using a word processor.
Answer: <https://biology-forums.com/index.php?topic=783133>

Question 841

Routine replies and positive messages should close with _____.

- A. a sincere apology for the trouble caused
- B. an expression of appreciation or goodwill
- C. a detailed explanation of the request
- D. a mention of the consequences of non-compliance

Answer: <https://biology-forums.com/index.php?topic=782266>

Question 842

While you may disagree with Joan's recommendations, you must admit that her suggestions would save the company money.

- A. simple sentence
- B. complex sentence
- C. compound-complex sentence
- D. compound sentence

Answer: <https://biology-forums.com/index.php?topic=781901>

Question 843

In some cultures sustained eye contact can be interpreted as a sign of disrespect.

Answer: <https://biology-forums.com/index.php?topic=781710>

Question 844

The _____ approach asks who, what, when, where, why, and how questions to distill major thoughts from unorganized information.

- A. storytelling
- B. journalistic
- C. brainstorming
- D. question-and-answer chain

Answer: <https://biology-forums.com/index.php?topic=781794>

Question 845

When conveying negative organizational news, you should _____.

- A. utilize the element of surprise to buy time to prepare a response
- B. use face-to-face communication, not electronic communication
- C. ideally use the direct approach
- D. consider the unique needs of every group

Answer: <https://biology-forums.com/index.php?topic=782428>

Question 846

When responding to a claim where a third party is at fault, you should clearly assign the blame to the third party and ask the customer to follow up the claim with the third party.

Answer: <https://biology-forums.com/index.php?topic=782317>

Question 847

When the employer asks you about what didn't you like about your previous job, you should _____.

- A. let her know about the negatives so you could avoid the same situation
- B. tell her your previous job had nothing to dislike
- C. mention only the likes and avoid dislikes
- D. make sure that you don't give the impression that you are a difficult employee

Answer: <https://biology-forums.com/index.php?topic=783212>

Question 848

List and describe the six tasks you need to complete to prepare for a successful job interview.

Answer: <https://biology-forums.com/index.php?topic=783284>

Question 849

Define "cultural diversity" and give examples to support your answer.

Answer: <https://biology-forums.com/index.php?topic=781606>

Question 850

_____ reports contain data, facts, and feedback but not analysis or recommendations.

Answer: <https://biology-forums.com/index.php?topic=782718>

Question 851

What are the advantages and challenges of a diverse workforce?

Answer: <https://biology-forums.com/index.php?topic=781605>

Question 852

The _____ channel includes media such as face-to-face conversation, telephone calls, speeches, presentations, and meetings.

Answer: <https://biology-forums.com/index.php?topic=781850>

Question 853

Email _____ specify how employees can use email, including restrictions against using company email for personal uses.

Answer: <https://biology-forums.com/index.php?topic=782197>

Question 854

Which listener mentally paraphrases key points?

- A. the ineffective listener
- B. the surface listener
- C. the reluctant listener
- D. the effective listener

Answer: <https://biology-forums.com/index.php?topic=781659>

Question 855

When developing bad news about transactions, you should _____.

- A. explain how you are trying to resolve the problem
- B. always open with an apology
- C. use the direct approach
- D. open with a clear and succinct statement of the bad news

Answer: <https://biology-forums.com/index.php?topic=782416>

Question 856

Many companies now have formal email policies. Describe five main elements that are typically contained in these types of policies.

Answer: <https://biology-forums.com/index.php?topic=782213>

Question 857

Avery has created a resumé that is simple, clean, and professional because she fears falling victim to the most common way to get into trouble with resumé design. The most common way to get in trouble in this regard is by _____.

- A. using more than one colour
- B. using graphic design
- C. being creative
- D. going overboard with creativity

Answer: <https://biology-forums.com/index.php?topic=783105>

Question 858

When using communication technology, it is important to _____.

- A. use blog feeds and Twitter follows to the maximum extent possible
- B. reconnect with people on the phone or in person frequently
- C. use technology to completely do away with face-to-face communication
- D. pay equal attention to all the information—immediately useful or not—that you receive

Answer: <https://biology-forums.com/index.php?topic=781564>

Question 859

Meetings in which participants persuade, analyze, and solve problems are called _____ meetings.

Answer: <https://biology-forums.com/index.php?topic=781715>

Question 860

A style checker will make sure that no headers are left at the bottom of a page.

Answer: <https://biology-forums.com/index.php?topic=782044>

Question 861

For more complex situations you may need to provide _____.

- A. include the full name and address of the person to whom the letter should be sent
- B. mention the deadline for sending the response
- C. more extensive reasons and justification for your request
- D. include an offer to pay for the service rendered

Answer: <https://biology-forums.com/index.php?topic=782240>

Question 862

Joe is well aware of the huge losses his company incurred due to a few unplanned investments in technology shares. He needs to prepare a report that brings out the lessons learned from this debacle. Reports of this kind are examples of _____.

- A. problem-solving reports
- B. trouble-shooting reports
- C. failure analysis reports
- D. due diligence reports

Answer: <https://biology-forums.com/index.php?topic=782688>

Question 863

Consider the following marketing message for a new breakfast cereal, "Essentials" manufactured by Total Foods, that claims to help consumers rapidly lose weight when used as part of a particular diet plan.

Do you want to get in shape before summer without starving yourself and without giving up your favorite foods? The "Essentials" cereal diet from Total Foods will help you do just that.

All you need to do to lose those pounds is to have one bowl of "Essentials" whole-grains cereal with a small bowl of fruit for dinner on alternate days for two weeks. "Essentials" is a low-fat, sugar-free wheat cereal that is fortified with 8 essential vitamins and minerals to meet all your nutritional requirements. Kendra Jones, a mother of three from Newfoundland, lost 4 pounds and dropped a dress size after 10 days on the "Essentials" diet. (continued ...)

"I lost weight on the "Essentials" diet without feeling tired and hungry. I now fit into the jeans I wore in college!" Kendra says. This diet is guaranteed to work!

To get a personalized diet plan and free coupons, visit us at totalfoods/essentials/diet_plan.com.

Which of the following information, if true, would make Total Foods vulnerable to being penalized by the Office of Consumer Affairs?

- A. The price of "Essentials" cereal is significantly higher than that of other low-fat, fortified cereals.
- B. Weight-loss plans other than the "Essentials" diet plan have shown better results.
- C. Kendra regained the pounds she lost shortly after she stopped having the cereal.
- D. "Essentials" cereal has a Canadian Food Inspection-approved appetite suppressant.

Answer: <https://biology-forums.com/index.php?topic=782570>

Question 864

Using "senior citizens," rather than "old people" when referring to people beyond a certain age is an example of euphemism.

Answer: <https://biology-forums.com/index.php?topic=781923>

Question 865

Which of the following is a guideline for granting claims and requests for adjustment when your company is at fault?

- A. Do not go into details of how you plan to resolve the situation.
- B. Specifically assign blame to someone in your organization by name.
- C. Start from the assumption that the information the customer provided is correct.
- D. Imply that the customer is at fault.

Answer: <https://biology-forums.com/index.php?topic=782268>

Question 866

What is a wiki sandbox and how is it different from the talk page? If a wiki is constantly edited by the assigned members and most contributors have followed the stipulated guidelines, should the final report be approved by the team lead? Explain your answer.

Answer: <https://biology-forums.com/index.php?topic=782903>

Question 867

_____ is a research technique in which companies track social networks and other media with automated language-analysis software that tries to take the pulse of public opinion and identify influential opinion makers.

- A. Free-writing
- B. Mind mapping
- C. Critical path analysis
- D. Sentiment analysis

Answer: <https://biology-forums.com/index.php?topic=782115>

Question 868

When you request information or action through your email, you should _____.

- A. wait for the reader to ask for a deadline for the request
- B. put your main request in all caps in the opening of the message
- C. clearly state what you are asking for
- D. not volunteer information about the reasons for your request

Answer: <https://biology-forums.com/index.php?topic=782138>

Question 869

Which of the following is true about points to keep in mind when developing routine requests for recommendations?

- A. Be sure to adapt your request to your audience and the situation.
- B. Avoid stating why the recommendation is required.
- C. Always write and enclose the letter yourself and ask that the reference sign the letter.
- D. Offer to pay for the favour.

Answer: <https://biology-forums.com/index.php?topic=782239>

Question 870

Evan has organized his material around conclusions and recommendations because his purpose is to _____ his audience.

Answer: <https://biology-forums.com/index.php?topic=783012>

Question 871

After writing the first draft the writer should revise the message to make it _____.

- A. clear
- B. concise
- C. correct
- D. all of the above

Answer: <https://biology-forums.com/index.php?topic=781740>

Question 872

Identify the one item that is a method for improving your nonverbal communication.

- A. Smile all the time.
- B. Grasp the different meanings of common gestures in various cultures.
- C. Use touch often
- D. Maintain the eye contact.

Answer: <https://biology-forums.com/index.php?topic=781668>

Question 873

Which of the following is true about the use of the AIDA model in organizing persuasive messages?

- A. AIDA is a unidirectional method that essentially talks at audiences, not with them.
- B. The AIDA model can only use the indirect approach to persuasive messages.
- C. AIDA is especially useful for building a mutually beneficial, long-term relationship with the audience.
- D. The AIDA model is tailor-made for using the direct approach in persuasive messages.

Answer: <https://biology-forums.com/index.php?topic=782513>

Question 874

Proposals should be approached the same way as _____.

- A. informational reports
- B. analytical reports
- C. trouble shooting reports
- D. persuasive messages

Answer: <https://biology-forums.com/index.php?topic=782785>

Question 875

James is interested in working as a developer for Next Level Gaming Solutions. However, he is not sure of how he should apply for this dream job. James should _____.

- A. look out for this job advertisement in jobsites
- B. get in touch with their HR department and sell himself
- C. scan periodicals for job openings
- D. monitor the company's website for openings

Answer: <https://biology-forums.com/index.php?topic=783058>

Question 876

In his proposal when Richard is indicating exactly how he will accomplish the solution, he is presenting the _____.

- A. organizational plan
- B. statement of work
- C. statement of qualifications
- D. request for proposal

Answer: <https://biology-forums.com/index.php?topic=782793>

Question 877

Which of the following is true of persuasive requests for action?

- A. They should always use the direct approach.
- B. They must begin with a request for some specific action.
- C. The suggested course of action in these messages should be as easy to follow as possible.
- D. They should avoid specifying the action required; leave the decision to the audience.

Answer: <https://biology-forums.com/index.php?topic=782538>

Question 878

You should use the indirect approach in most instances of refusing a claim.

Answer: <https://biology-forums.com/index.php?topic=782451>

Question 879

Jonas was giving a presentation and when it was time to for his final remarks he said, "Well, I guess that's it." Instead of what Jonas did, you would have _____.

- A. made sure your final remarks were memorable and had the right emotional tone
- B. said the same thing because it was a familiar audience and a casual presentation
- C. used the final remarks to further establish credibility
- D. ended it more optimistically

Answer: <https://biology-forums.com/index.php?topic=782944>

Question 880

The goal of a screening interview is to gauge a candidate's personality and nonverbal skills.

Answer: <https://biology-forums.com/index.php?topic=783247>

Question 881

Your dream job is to be a Food Analyst at Fast Foods Inc., a company that prides itself as being the "King of Fries." They also promote themselves as a company that respects their employees' right to privacy. When you applied to this job, you were asked to take a few tests. Which of these tests could be perceived as an invasion of your privacy?

- A. integrity tests

- B. personality tests
- C. cognitive tests
- D. drug tests

Answer: <https://biology-forums.com/index.php?topic=783209>

Question 882

Naomi is preparing a report and needs to present, analyze, and interpret the information she gathered during her investigation of the subject matter. She should include this information in the _____ of her report.

- A. introduction
- B. opening
- C. body
- D. close

Answer: <https://biology-forums.com/index.php?topic=782773>

Question 883

A more formal writing style _____

- A. helps keep the communication clear and error-free
- B. can be an immediate turn-off for an audience
- C. uses the impersonal journalism style
- D. needs to be interspersed with humour, to break the monotony

Answer: <https://biology-forums.com/index.php?topic=782772>

Question 884

At the beginning of an article or webpage, a _____ functions as a miniature version of the document, giving readers all the key points while skipping over details and often helping a reader decide whether to invest the time needed to read the full document. This compositional mode can also function as a review, reminding readers of the key points they've just read.

- A. summary
- B. orientation
- C. critique
- D. teaser

Answer: <https://biology-forums.com/index.php?topic=782109>

Question 885

When writing a persuasive message, it is important to try to hide your purpose so that the readers don't know you are trying to persuade them to do something.

Answer: <https://biology-forums.com/index.php?topic=782573>

Question 886

All business documents should have justified margins because it makes the document look more professional.

Answer: <https://biology-forums.com/index.php?topic=782036>

Question 887

Describe the main sections or elements that are included on most resumé's.

Answer: <https://biology-forums.com/index.php?topic=783161>

Question 888

The _____ channel includes media that range from notes to formal reports, letters, memos, and email.

Answer: <https://biology-forums.com/index.php?topic=781851>

Question 889

Use headings to emphasize key content.

Answer: <https://biology-forums.com/index.php?topic=782022>

Question 890

When developing routine requests and positive messages, you should _____.

- A. slowly build up to the request or main idea

- B. not assume that your audience will comply
- C. demand action to ensure compliance
- D. soften your request with words such as "please" and "I would appreciate"

Answer: <https://biology-forums.com/index.php?topic=782224>

Question 891

Jake is giving a presentation to an angry group of investors. He is quite sure that during the Q&A round at least some of them will ask hostile questions. In this situation, Jake should _____.

- A. sidestep the questions
- B. allow himself to show his emotional commitment to the subject
- C. respond honestly and directly while keeping his cool
- D. refuse to answer those questions

Answer: <https://biology-forums.com/index.php?topic=782974>

Question 892

In marketing and sales messages, what is the primary difference between selling points and benefits?

- A. Selling points are ethical to use whereas benefits are not.
- B. Selling points focus on the user rather than the product.
- C. Selling points focus on the product rather than the user.
- D. Selling points are unethical to use whereas benefits are not.

Answer: <https://biology-forums.com/index.php?topic=782549>

Question 893

Beth and Ruby need to know, which of their short-listed candidates are good with problem solving while working as a team. Which of these interview formats would you suggest?

- A. panel interview
- B. group interview
- C. behavioural interview
- D. stress interview

Answer: <https://biology-forums.com/index.php?topic=783199>

Question 894

Your organization decides to switch its top-down decision-making structure with a participatory approach, in which all employees have a say in decision-making. Draft the message using first the direct and then the indirect approach. Describe the type of audience for each approach and explain why that particular approach is necessary.

Answer: <https://biology-forums.com/index.php?topic=781863>

Question 895

To make the best use of any search tool, Sherin should use fewer search terms to find more results and use more search terms to find fewer results.

Answer: <https://biology-forums.com/index.php?topic=782711>

Question 896

You can practise interviewing by _____.

- A. writing down and memorizing your answers to expected interview questions
- B. applying for many positions, even if you aren't interested in them
- C. using an online interview simulator
- D. talking with human resources professionals about what they look for in an interview

Answer: <https://biology-forums.com/index.php?topic=783215>

Question 897

A report is no more formal than a presentation directed to three or four people in your department.

Answer: <https://biology-forums.com/index.php?topic=781822>

Question 898

Every business report that Sam creates puts his credibility and career advancement on the line. In his reports he needs to present all sides of the issue fairly and equitably and include all the essential information, even if some of the information doesn't support his line of reasoning. By doing this he is making sure his content is _____.

Answer: <https://biology-forums.com/index.php?topic=782862>

Question 899

For a junior member of a status-conscious organization, the direct approach is by far the most popular and convenient for business reports; it saves time, makes the rest of the report easier to follow, and produces a more forceful document.

Answer: <https://biology-forums.com/index.php?topic=782702>

Question 900

Describe a work plan and list the elements a detailed work plan often contains.

Answer: <https://biology-forums.com/index.php?topic=782756>

Question 901

Whereas a conclusion interprets information, a recommendation suggests what to do about the information.

Answer: <https://biology-forums.com/index.php?topic=782707>

Question 902

Which of the following persuasive messages would constitute a sales message?

- A. a message introducing a new cell phone to potential customers
- B. a message educating potential customers about the benefits of a new cell phone
- C. a message requesting potential customers to place an order for a cell phone
- D. a message reminding potential customers that a particular cell phone is available

Answer: <https://biology-forums.com/index.php?topic=782547>

Question 903

The purpose of using the indirect approach to organize a negative message is to _____.

- A. obscure bad news
- B. help readers accept the news
- C. limit your responsibility
- D. help readers get to the main idea of the message immediately

Answer: <https://biology-forums.com/index.php?topic=782383>

Question 904

List three measures you can take to help you create more effective sentences.

Answer: <https://biology-forums.com/index.php?topic=781973>

Question 905

Using an induction to create logical appeal in a persuasive message involves _____.

- A. working from a generalization to a specific conclusion
- B. working from specific evidence to a general conclusion
- C. presenting a specific problem and offering a solution
- D. reasoning from specific evidence to specific evidence

Answer: <https://biology-forums.com/index.php?topic=782524>

Question 906

For which of these applicants is education their strongest selling point?

- A. a college graduate who has no experience
- B. an upper-level manager who is to be promoted soon
- C. a recently promoted lower level manager
- D. an office assistant looking to upgrade his qualifications

Answer: <https://biology-forums.com/index.php?topic=783093>

Question 907

Which among these is the centrepiece of your job search package?

- A. job-inquiry letter
- B. application letter
- C. resumé

D. job advertisement

Answer: <https://biology-forums.com/index.php?topic=783167>

Question 908

When in doubt a firm handshake is always welcomed.

Answer: <https://biology-forums.com/index.php?topic=781711>

Question 909

In the selection round of interviews, your best approach is to _____.

- A. stick to brief, yes or no answers
- B. relate your training and experience to the organization's needs
- C. inquire about salary and benefits
- D. identify top candidates and underplay their skills

Answer: <https://biology-forums.com/index.php?topic=783192>

Question 910

Which of the following is true about refusing claims and requests for adjustment?

- A. You should always accept responsibility for the negative answer.
- B. You must resist the temptation to call the other party dishonest or incompetent.
- C. You should clearly point out the customer's mistakes to him.
- D. The direct approach is usually the better choice for this purpose.

Answer: <https://biology-forums.com/index.php?topic=782414>

Question 911

Mentioning your strengths in an application letter _____.

- A. can be a strong selling point when backed up with relevant experience
- B. takes a lesser priority compared to stressing about experience
- C. is usually overlooked by applicants
- D. can be repetitive as it is already mentioned in the resumé

Answer: <https://biology-forums.com/index.php?topic=783177>

Question 912

Brad wants to set up a catering business from his home. He needs to publicize his business and build his credibility with potential customers. Explain how Brad can build his credibility with the help of concrete examples.

Answer: <https://biology-forums.com/index.php?topic=781967>

Question 913

Why is decoding a message such a complex process?

Answer: <https://biology-forums.com/index.php?topic=781600>

Question 914

Explain what you should include in the body of a request message.

Answer: <https://biology-forums.com/index.php?topic=782346>

Question 915

Briefly explain the difference between selling points and benefits, giving an example of each.

Answer: <https://biology-forums.com/index.php?topic=782624>

Question 916

How can a worker adjust his or her attitude in the workplace?

Answer: <https://biology-forums.com/index.php?topic=781608>

Question 917

A _____ offers a brief recap of your career and is particularly useful for upper-level managers.

Answer: <https://biology-forums.com/index.php?topic=783145>

Question 918

An open-ended interview where the interviewer adapts his or her line of questioning based on the answers you give and any questions you ask is still a _____ meeting.

- A. professional
- B. informal
- C. casual
- D. selection

Answer: <https://biology-forums.com/index.php?topic=783190>

Question 919

Sensient Solutions picked out a team from its employees to research and develop a new software product. The team outlined the requirements for the product and set a deadline for the research process, leaving individual developers free to explore and research their own ideas. When the team finally began to evaluate the results of the research, it was found that a lot of the effort had been duplicated, resulting in a waste of time and resources. Which of the following guidelines for collaborative work did the team ignore?

- A. Agree on project goals before the start of the project.
- B. Clarify individual responsibilities.
- C. Make sure tools are compatible across the team.
- D. Give the team time to bond before beginning.

Answer: <https://biology-forums.com/index.php?topic=781644>

Question 920

If you are asked a difficult or complex question, avoid the temptation to _____.

- A. answer it
- B. sidestep it
- C. refuse to answer
- D. respond with another question

Answer: <https://biology-forums.com/index.php?topic=782973>

Question 921

Rewrite the following sentence in a more concise way using infinitive phrases.

If you want clarity in your writing, you must revise carefully.

Answer: <https://biology-forums.com/index.php?topic=782082>

Question 922

Choosing between alternatives that aren't clear-cut is termed an

- A. ethical misdeed
- B. ethical crime
- C. ethical lapse
- D. ethical dilemma

Answer: <https://biology-forums.com/index.php?topic=781537>

Question 923

If most resumés are about selling yourself for the ideal career opportunity, why should they not include any personal data? Why should employers not insist on a resumé with the applicant's picture on it but welcome video resumés?

Answer: <https://biology-forums.com/index.php?topic=783163>

Question 924

Rewrite the following sentence to improve clarity and avoid the long noun sequence.

The financial estimates and accounting consulting firm will be closed next week.

Answer: <https://biology-forums.com/index.php?topic=782071>

Question 925

Type style refers to _____.

- A. any modification that lends contrast or emphasis to type
- B. serif and sans serif styles
- C. the physical design of letters, numbers, and other text characters

D. all of the above

Answer: <https://biology-forums.com/index.php?topic=782010>

Question 926

Rewrite the following sentence in a more concise way by using short, simple words.

During the preceding month, company managers became cognizant of the fact that an increase in low employee morale was a direct causation of the decrease in sales.

Answer: <https://biology-forums.com/index.php?topic=782083>

Question 927

If you are physically able, always _____ when shaking someone's hand.

Answer: <https://biology-forums.com/index.php?topic=781728>

Question 928

The most effective main idea for persuasive messages is _____

- A. have one thing in common
- B. an emotional appeal
- C. an analysis of the situation
- D. a money back guarantee

Answer: <https://biology-forums.com/index.php?topic=782502>

Question 929

Avoid using phrases like "due to the fact that" or "until such time as" because they are inefficient.

Answer: <https://biology-forums.com/index.php?topic=782029>

Question 930

A work plan, which describes how you'll accomplish what must be done, states when work will begin, how it will be divided into stages, when you'll finish, and whether follow-up will be needed. This is usually included in the _____ of proposals.

Answer: <https://biology-forums.com/index.php?topic=782882>

Question 931

Which of the following is a guideline for making a clear statement of the bad news when organizing a negative message using the indirect method?

- A. Subordinate the bad news in a compound or complex sentence.
- B. Avoid putting the bad news in parenthetical expressions.
- C. Maximize the space or time devoted to the bad news.
- D. Put the bad news in the beginning or end of a paragraph.

Answer: <https://biology-forums.com/index.php?topic=782398>

Question 932

You are applying for the position of an H.R. Consultant but are unsure which companies in your city have an opening. You decide to mail your resumé to a few companies. Which of these guidelines would you keep in mind while mailing your application letter?

- A. You thoroughly research the requirements of your position.
- B. You mail the letter only to those companies where you are acquainted with the managers.
- C. You refrain from mailing unsolicited application letters.
- D. You email only the application letters.

Answer: <https://biology-forums.com/index.php?topic=783173>

Question 933

When blogging, you should _____.

- A. post long, report-style posts.
- B. use traditional promotional methods in your posts.
- C. link generously.
- D. ignore criticism.

Answer: <https://biology-forums.com/index.php?topic=782162>

Question 934

The willingness of individuals to set aside their personal opinions and go along with everyone else, even if everyone else is wrong, is termed _____.

Answer: <https://biology-forums.com/index.php?topic=781714>

Question 935

Producing and distributing a resumé used to be fairly straightforward; you printed it on quality paper and mailed or faxed it to employers. However, the advent of databases that let managers sort through incoming applications to find the most promising candidates, called _____, and social media has dramatically changed the nature of resumé production and distribution.

- A. applicant recruitment systems
- B. quality tracking systems
- C. auto-tracking systems
- D. applicant tracking systems

Answer: <https://biology-forums.com/index.php?topic=783102>

Question 936

Which of the following is true about the importance of effective communication to your career and to the companies where you will work?

- A. Communication is important for most jobs, except technical jobs such as engineering or finance.
- B. Your ability to connect with people outside your field can be as important as your technical skills.
- C. Good communicators are generally much easier to find than good accountants, good engineers, or good attorneys.
- D. Communication is important for most jobs, unless you are an entrepreneur.

Answer: <https://biology-forums.com/index.php?topic=781506>

Question 937

For the _____ of the presentation, be prepared to explain the who, what, when, where, why, and how of your subject.

Answer: <https://biology-forums.com/index.php?topic=783011>

Question 938

You do not have to cite a source for knowledge that's generally known among your readers or is a well known fact.

Answer: <https://biology-forums.com/index.php?topic=782713>

Question 939

Linda has prepared a Microsoft Word document of her resumé and she wants to create a PDF as well. She knows that creating a PDF file is a simple procedure, but she needs the right software, such as _____.

- A. Adobe Reader
- B. Microsoft PDF Reader
- C. Google Chrome
- D. Adobe Acrobat

Answer: <https://biology-forums.com/index.php?topic=783112>

Question 940

_____ surveys offer a number of advantages like speed, cost, and the ability to adapt the question set along the way based on a respondent's answers.

Answer: <https://biology-forums.com/index.php?topic=782739>

Question 941

Today's email systems are immune to security threats.

Answer: <https://biology-forums.com/index.php?topic=781832>

Question 942

Unless you need to capture exact wording, speaking from an outline and notes rather than a prepared script is often the best choice.

Answer: <https://biology-forums.com/index.php?topic=782191>

Question 943

The best way to counteract stress during job interviews is to _____.

- A. remind yourself that you have value to offer
- B. use humour to mask these feelings

- C. act overly confident to counteract these feelings
- D. rely on your appearance alone

Answer: <https://biology-forums.com/index.php?topic=783214>

Question 944

Zack's dishwasher has broken down several times since he bought it six months ago. Zack writes a letter to the company's customer care center, explaining his problem and requesting that he receive a replacement for the defective product. This is an example of a routine message _____.

- A. asking for information
- B. asking for recommendations
- C. asking for a decision
- D. requesting adjustment

Answer: <https://biology-forums.com/index.php?topic=782248>

Question 945

Bill needs to organize information for his report and he has been told to follow the direct approach. Bill should _____.

- A. present the report's recommendations followed by the conclusions that led to that recommendation at the beginning of the report
- B. present conclusions but no recommendations, in the close of the report
- C. draw conclusions in the body of the report
- D. present conclusions but no recommendations, in the body of the report

Answer: <https://biology-forums.com/index.php?topic=782646>

Question 946

To help ensure that your content fits the same style as the rest of the wiki, use _____.

- A. the sandbox
- B. the safebox
- C. page templates and other formatting options
- D. common editor functions

Answer: <https://biology-forums.com/index.php?topic=782818>

Question 947

Stay on top of business news because you never know which avenue will provide a job opportunity.

Answer: <https://biology-forums.com/index.php?topic=783119>

Question 948

You should use the direct approach to organize negative news messages when _____.

- A. you want to soften the blow of the negative news
- B. the reader has an emotional investment in the situation
- C. the situation is routine or minor
- D. you need to maintain a close working relationship with the reader

Answer: <https://biology-forums.com/index.php?topic=782362>

Question 949

Briefly explain why appreciation messages are important and what they should include.

Answer: <https://biology-forums.com/index.php?topic=782358>

Question 950

Which of the following is a high-context culture?

- A. American
- B. English
- C. German
- D. Japanese

Answer: <https://biology-forums.com/index.php?topic=781544>

Question 951

Which of the following refers to proposals that are generally prepared at the request of external parties that require a product or a service?

- A. requests for proposals
- B. grant proposals

- C. sales proposals
- D. compliance proposals

Answer: <https://biology-forums.com/index.php?topic=782695>

Question 952

Mac has served in the army as a general officer, but now he is applying for jobs in the private corporate sector. When he lists his experience in his resumé, he needs to make sure that he _____ .

- A. doesn't mention his army background
- B. mentions only the ranks he held and not the responsibilities
- C. does not disclose his rank
- D. elaborates on the general responsibilities of the positions he held

Answer: <https://biology-forums.com/index.php?topic=783072>

Question 953

Presentations not only highlight your communication skills but also help you demonstrate how you _____.

- A. grasp basic issues
- B. simplify problems
- C. understand verbal communication
- D. handle challenging situations

Answer: <https://biology-forums.com/index.php?topic=782911>

Question 954

The _____ approach to organizing negative messages opens with the reasons behind the bad news before presenting the bad news itself.

Answer: <https://biology-forums.com/index.php?topic=782462>

Question 955

Lisa Moreno has created an extensive report about travel expense trends at the optical firm Eurovison. She has included the list of secondary sources that she has consulted in the supplementary part of the report. This part of the supplement is known as the _____.

Answer: <https://biology-forums.com/index.php?topic=782895>

Question 956

Visuals for presentations need to be simpler than visuals for printed documents.

Answer: <https://biology-forums.com/index.php?topic=782991>

Question 957

Which of the following includes a dangling modifier?

- A. The vending machines are situated in the break room.
- B. The break room has several vending machines for employees to use.
- C. Employees will find the vending machines situated in the break room.
- D. Situated in the break room, employees will find the vending machines.

Answer: <https://biology-forums.com/index.php?topic=781994>

Question 958

The ineffective listener _____.

- A. takes detailed notes
- B. nods a lot
- C. asks questions
- D. listens with the same style in ever situation

Answer: <https://biology-forums.com/index.php?topic=781652>

Question 959

When conveying negative organizational news, you should _____.

- A. utilize the element of surprise to buy time to prepare a response
- B. try to minimize the element of surprise
- C. ideally use the direct approach
- D. close with a clear expression of optimism

Answer: <https://biology-forums.com/index.php?topic=782429>

Question 960

Describe seven recommendations for effective surveys.

Answer: <https://biology-forums.com/index.php?topic=782760>

Question 961

List four technological tools that would help you write lengthy reports and proposals. Briefly explain how they can prove useful and what their limitations are.

Answer: <https://biology-forums.com/index.php?topic=782900>

Question 962

Sometimes the best way to deal with a troublesome element in a sentence is to remove it rather than trying to rewrite it.

Answer: <https://biology-forums.com/index.php?topic=782027>

Question 963

If you are creating a new wiki, think through your long-term purpose carefully because _____.

- A. wikis cannot be created for a one-time project, like creating reports
- B. modification of wikis is unrestricted, anybody can make changes
- C. you need to set what rules and guidelines you will establish to guide the growth of the wiki
- D. wikis don't need any security measures, since it is accessible by anyone

Answer: <https://biology-forums.com/index.php?topic=782820>

Question 964

Routine replies and positive messages should close with information highlighting a _____ to the audience.

Answer: <https://biology-forums.com/index.php?topic=782336>

Question 965

A(n) _____ appeal is aimed at your audience's feelings and sympathies.

Answer: <https://biology-forums.com/index.php?topic=782611>

Question 966

Tamara is the editor of her company's newsletter. For years, the newsletter has used a drab style that is not very reader-friendly. How can Tamara change this into a style that is easier to read using typeface choices and margins? Explain Tamara's options in terms of typefaces and margins and explain which she should choose to achieve this.

Answer: <https://biology-forums.com/index.php?topic=782091>

Question 967

When you want to ease interaction, which of these channels is the most effective?

- A. teleconferencing
- B. oral channels
- C. written channels
- D. electronic forms

Answer: <https://biology-forums.com/index.php?topic=781784>

Question 968

Margaret is in the process of developing a message using the direct approach to inform a customer that the company is currently all sold out of the AT3 model lawnmower that he wished to purchase. Which of the following lines would best form the opening lines of this message?

- A. The AT3 model lawnmower is the best-selling lawnmower in the market right now and a favourite of homeowners across the country.
- B. We regret to inform you that we are currently all sold out of the AT3 model lawnmower that you had requested.
- C. We are currently all sold out of the best-selling AT3 model lawnmower that you had requested.
- D. Summer is peak season for us and we usually see a marked spike in demand for our entire range of lawn mowers during this time; it's no different this time.

Answer: <https://biology-forums.com/index.php?topic=782377>

Question 969

What are the five main goals when delivering bad news?

Answer: <https://biology-forums.com/index.php?topic=782481>

Question 970

When making claims or requesting adjustments, you should always maintain a professional _____.

Answer: <https://biology-forums.com/index.php?topic=782334>

Question 971

Regardless of its format and structure, a good proposal _____.

- A. will focus on the direct approach
- B. will highlight the problems that the company might be facing
- C. does not discuss costs right away
- D. explains how the recipient and his or her organization will benefit

Answer: <https://biology-forums.com/index.php?topic=782699>

Question 972

Which of the following is a guideline for making a clear statement of the bad news when organizing a negative message using the indirect method?

- A. Put the bad news in the main clause of a compound or complex sentence.
- B. Avoid putting the bad news in parenthetical expressions.
- C. Minimize the space or time devoted to the bad news.
- D. Put the bad news in the beginning or end of a paragraph.

Answer: <https://biology-forums.com/index.php?topic=782397>

Question 973

Describe the three-step strategy for sending routine replies and positive messages. _____

Answer: <https://biology-forums.com/index.php?topic=782345>

Question 974

"It is widely believed that the economy is now well on its way to recovery. Therefore, it is only a matter of time before our company also sees a turnaround." This message uses the reasoning method of _____ to create logical appeal.

- A. induction
- B. analogy
- C. abductive reasoning
- D. deduction

Answer: <https://biology-forums.com/index.php?topic=782529>

Question 975

Internet research tools fall into two categories: search tools and _____ tools.

Answer: <https://biology-forums.com/index.php?topic=782736>

Question 976

Use oral channels when _____.

- A. your message is simple
- B. your message has no emotional content
- C. you do not need immediate feedback
- D. you need a permanent record

Answer: <https://biology-forums.com/index.php?topic=781791>

Question 977

One of the first things employers look for in job applicants is(are) good _____.

- A. communication skills
- B. problem solving skills
- C. free thinking skills
- D. risk taking

Answer: <https://biology-forums.com/index.php?topic=783051>

Question 978

The purpose of using the indirect approach to organize a negative message is to help readers _____.

Answer: <https://biology-forums.com/index.php?topic=782468>

Question 979

When making a persuasive claim, assume that the person handling the claim has complete information about the case at hand and avoid outlining or reviewing the information.

Answer: <https://biology-forums.com/index.php?topic=782586>

Question 980

When selecting the right design elements in producing your message, list the seven tips discussed to make your message more attractive and contemporary.

Answer: <https://biology-forums.com/index.php?topic=782090>

Question 981

You should _____ cover up a criminal record on your resumé.

Answer: <https://biology-forums.com/index.php?topic=783143>

Question 982

List six tips to receiving calls for effectively.

Answer: <https://biology-forums.com/index.php?topic=781739>

Question 983

A _____ version of your resumé is simply a computer file without any of the formatting that you typically apply using a word processor.

Answer: <https://biology-forums.com/index.php?topic=783149>

Question 984

Company files, supervisors, and colleagues may be a good source for the information you need for a particular memo or email message.

Answer: <https://biology-forums.com/index.php?topic=781819>

Question 985

Business Communication 2.0 tends to be _____.

- A. structured
- B. hierarchical
- C. unidirectional
- D. reactive

Answer: <https://biology-forums.com/index.php?topic=781527>

Question 986

Janice is seeking input on a new initiative with her company Global Communications. She has asked for a meeting of supervisors, managers and front line workers. She is engaging in a strategy of _____.

- A. reducing tension between workers
- B. unleashing creativity and energy in workers who share a sense of purpose
- C. reducing boredom
- D. participative management

Answer: <https://biology-forums.com/index.php?topic=781612>

Question 987

You need to send a message to your manager, presenting a new idea you have to boost company sales in the next year. This message is a page long and incorporates confidential company information. Which of the following communication modes would you use to send this message, so that it can be reviewed by your manager at his leisure?

- A. IM
- B. Twitter

- C. text messaging
- D. email

Answer: <https://biology-forums.com/index.php?topic=782127>

Question 988

_____ reports provide the feedback that employees, managers, and others need in order to make decisions, take action and respond to changes.

Answer: <https://biology-forums.com/index.php?topic=782740>

Question 989

Dan has been assigned to prepare a formal invitation to external agencies to bid for contracts. He has been instructed to specify exactly the type of work to be performed or products to be delivered, along with budgets, deadlines, and other requirements. Dan should prepare _____.

Answer: <https://biology-forums.com/index.php?topic=782752>

Question 990

You should use the indirect approach to organize negative news messages when _____.

- A. you need to get the reader's attention
- B. the audience prefers short messages
- C. the situation is routine or minor
- D. the bad news will come as a shock to the audience

Answer: <https://biology-forums.com/index.php?topic=782368>

Question 991

Joe is well aware of the huge losses his company incurred due to a few unplanned investments in technology shares. He needs to prepare a report that brings out the lessons learned from this debacle. Reports of this kind are examples of _____ reports.

Answer: <https://biology-forums.com/index.php?topic=782747>

Question 992

In general, written and electronic communication _____.

- A. cannot use the "you" attitude
- B. allow the writer to adjust the message according to the audience's reaction
- C. require more tact than oral communication
- D. are only used when an informal approach is required

Answer: <https://biology-forums.com/index.php?topic=781883>

Question 993

In which of the following cases will a direct approach be the appropriate message strategy?

- A. when the audience is hostile to the message
- B. when the message is extremely long
- C. when the message is non-routine or unusual
- D. when the audience is likely to disbelieve or doubt the content of the message

Answer: <https://biology-forums.com/index.php?topic=781803>

Question 994

The primary advantage of using the direct approach is that it is _____.

Answer: <https://biology-forums.com/index.php?topic=782464>

Question 995

While preparing for his presentation, John is working on arousing audience interest in his topic and establishing his credibility. Which part of the presentation is he working on?

- A. introduction
- B. body
- C. presentation outline
- D. summary

Answer: <https://biology-forums.com/index.php?topic=782936>

Question 996

Teams tend to be ineffective when there is/are _____.

- A. few members
- B. only one focus
- C. high involvement
- D. a lack of trust

Answer: <https://biology-forums.com/index.php?topic=781614>

Question 997

For any career path you might want to pursue, as you craft your personal strategy, keep these two guidelines in mind: _____.

- A. choose the career that suits your needs and obtain the required qualifications
- B. be ready to start as soon as you are qualified and stay motivated
- C. take charge and understand your key audience
- D. stay in touch with every organization you have applied to and learn to be persuasive

Answer: <https://biology-forums.com/index.php?topic=783050>

Question 998

Consider the following marketing message for a new breakfast cereal, "Essentials" manufactured by Total Foods, that claims to help consumers rapidly lose weight when used as part of a particular diet plan.

Do you want to get in shape before summer without starving yourself and without giving up your favorite foods? The "Essentials" cereal diet from Total Foods will help you do just that.

All you need to do to lose those pounds is to have one bowl of "Essentials" whole-grains cereal with a small bowl of fruit for dinner on alternate days for two weeks. "Essentials" is a low-fat, sugar-free wheat cereal that is fortified with 8 essential vitamins and minerals to meet all your nutritional requirements. Kendra Jones, a mother of three from Newfoundland, lost 4 pounds and dropped a dress size after 10 days on the "Essentials" diet. "I lost weight on the "Essentials" diet without feeling tired and hungry. I now fit into the jeans I wore in college!" Kendra says. This diet is guaranteed to work!

To get a personalized diet plan and free coupons, visit us at totalfoods/essentials/diet_plan.com.

Which of the following statements would be deceptive to use in the message?

- A. No other diet works.
- B. The "Essentials" diet can give you a head-start on your fitness goals.
- C. See results in two weeks or get your money back!
- D. Our online community will support you in your mission to get fit.

Answer: <https://biology-forums.com/index.php?topic=782569>

Question 999

Sam has been told that to create an effective resumé he should keep its style direct and simple. So Sam should _____.

- A. focus on his work history
- B. use long sentences
- C. focus on what he wants the reader to know
- D. use crisp phrases

Answer: <https://biology-forums.com/index.php?topic=783085>

Question 1000

Ron needs to show regulation authorities that his company meets stipulated requirements. For this he needs to prepare a report to _____.

- A. demonstrate compliance
- B. control operations
- C. implement policies
- D. show project status

Answer: <https://biology-forums.com/index.php?topic=782634>

Question 1001

Today's employers expect serious candidates to demonstrate an understanding of the company's operations, its markets, and tactical challenges.

Answer: <https://biology-forums.com/index.php?topic=783251>

Question 1002

Business proposals need to provide more than just attractive ideas—readers look for evidence of _____.

- A. facts
- B. achievable solutions
- C. persuasive messages
- D. path-breaking ideas

Answer: <https://biology-forums.com/index.php?topic=782787>

Question 1003

To encourage candidates to use their own experiences and attributes to craft answers, many employers now rely heavily on _____ interviews in making hiring decisions.

- A. video
- B. virtual
- C. behavioural
- D. screening

Answer: <https://biology-forums.com/index.php?topic=783201>

Question 1004

Oral presentations, delivered in person or online, offer important opportunities to put all your _____ skills on display.

Answer: <https://biology-forums.com/index.php?topic=783000>

Question 1005

The attempt to change an audience's attitudes, beliefs or actions is _____.

Answer: <https://biology-forums.com/index.php?topic=782603>

Question 1006

Minutes should be taken _____.

- A. only at larger or more formal meetings
- B. only at smaller or more informal meetings
- C. at every meeting
- D. only when some members of the group cannot be present

Answer: <https://biology-forums.com/index.php?topic=781643>

Question 1007

Read the following paragraph and add transitions to connect ideas and sentences:

The world is getting smaller every day. Most people use electronic gadgets for communication. Distances between countries are shrinking daily. Travel is easier than ever before. Road and rail transit is too slow for modern travelers. Air travel is quick and easy. Cultural and social boundaries are blurring. Ideas, languages, and popular culture spread across the globe almost instantly. National cultures are making way for a unified global culture. Technology has played a major part in globalization.

Answer: <https://biology-forums.com/index.php?topic=781978>

Question 1008

List three things you should avoid to achieve a conversational tone in business messages.

Answer: <https://biology-forums.com/index.php?topic=781970>

Question 1009

The most significant factor when planning a proposal depends on whether the proposal is _____ or _____.

Answer: <https://biology-forums.com/index.php?topic=782750>

Question 1010

_____ involves the collection of new data through surveys, interviews, and other techniques.

Answer: <https://biology-forums.com/index.php?topic=782732>

Question 1011

When conveying negative organizational news, you should look for angles but do not give _____.

Answer: <https://biology-forums.com/index.php?topic=782478>

Question 1012

The key to productive meetings is careful planning of _____.

- A. risks
- B. rewards
- C. hidden agendas
- D. purpose, participation and a place to meet

Answer: <https://biology-forums.com/index.php?topic=781631>

Question 1013

Internet research tools fall into two categories: search tools and _____.

- A. search engines
- B. multipurpose tools
- C. monitoring tools
- D. optimization tools

Answer: <https://biology-forums.com/index.php?topic=782660>

Question 1014

Stock prices have fallen at an unprecedented rate, and foreign investments are far below normal levels.

- A. compound-complex sentence
- B. compound sentence
- C. simple sentence
- D. complex sentence

Answer: <https://biology-forums.com/index.php?topic=781902>

Question 1015

A sentence that has two main clauses, at least one of which contains a subordinate clause, is called a _____.

- A. complex sentence
- B. compound sentence
- C. compound-complex sentence
- D. simple sentence

Answer: <https://biology-forums.com/index.php?topic=781900>

Question 1016

Frank is giving a presentation to his team, which is a small group of people he already knows. His presentation style should be _____.

- A. a formal style because it is still an office presentation
- B. storytelling style
- C. a casual style that encourages audience participation
- D. the direct approach

Answer: <https://biology-forums.com/index.php?topic=782935>

Question 1017

Anita is an active listener. She tries to _____.

- A. turn off her biases and filters
- B. truly hear and understand the message
- C. fidgets
- D. all but C

Answer: <https://biology-forums.com/index.php?topic=781665>

Question 1018

List and describe the four strategies for creating a sales message.

Answer: <https://biology-forums.com/index.php?topic=782626>

Question 1019

Which of the following statements about writing technology and tools is true?

- A. Style sets address the overall look and feel of the page, including colour palettes and background images.
- B. Both autocompletion and autocorrection refer to the same function.
- C. Standard blocks of text that are reused in multiple documents are known as style sheets.
- D. Templates set overall document parameters such as page size and provide a set of styles to use.

Answer: <https://biology-forums.com/index.php?topic=781920>

Question 1020

Which of the following is true for the use of mobile phones in the workplace?

- A. Mobile phones have the potential to boost productivity if used mindfully.
- B. Texting during meetings is now an accepted practice in offices.
- C. Mobile phone etiquette demands that all incoming calls are answered immediately.
- D. Restrictions on mobile phone use during meetings drain productivity.

Answer: <https://biology-forums.com/index.php?topic=781671>

Question 1021

Alicia was told by Mark about a vacancy at his organization and that they are accepting applications for the next two weeks. Alicia applies within a week. What should she do next?

- A. She should call as soon as she submits the application.
- B. She should email after three days.
- C. She should wait for their call.
- D. She should call after a week or two.

Answer: <https://biology-forums.com/index.php?topic=783182>

Question 1022

Effective resumé designs are simple, clean, and professional—not _____.

- A. boastful
- B. longer than a page
- C. sophisticated
- D. monotone

Answer: <https://biology-forums.com/index.php?topic=783103>

Question 1023

Explain the importance and process of proofreading. Why does it matter and what should you look for?

Answer: <https://biology-forums.com/index.php?topic=782092>

Question 1024

Documents that contain data, facts, feedback, and other types of information including analysis or recommendations are _____.

- A. informational reports
- B. personal activity reports
- C. position papers
- D. analytical reports

Answer: <https://biology-forums.com/index.php?topic=782630>

Question 1025

Revision should only occur after you have completed the entire first draft of your message.

Answer: <https://biology-forums.com/index.php?topic=782018>

Question 1026

_____ is the process of using a graphic method to generate and organize ideas. It begins with a main idea and then branches out, connecting all other related ideas to the main idea.

- A. Blue-sky thinking
- B. Idea designing
- C. Brainstorming
- D. Mind mapping

Answer: <https://biology-forums.com/index.php?topic=781797>

Question 1027

Dana, HR manager at a small company, must communicate to an employee that his request for a raise cannot be fulfilled, considering his productivity rates. Which of the following lines would best serve as a buffer for this message?

- A. We would love to grant your request but your productivity is really not up to the mark this year.
- B. We have decided that, considering your productivity rate, we cannot give you the raise that you had requested.

- C. You are doing a great job out there and we would like to commend you on your performance.
- D. After receiving your request for a raise, we did a careful evaluation of your productivity levels over the course of the last year.

Answer: <https://biology-forums.com/index.php?topic=782387>

Question 1028

In social networking, _____ are mechanisms for finding and communicating with other members.

- A. connections
- B. wikis
- C. archives
- D. forums

Answer: <https://biology-forums.com/index.php?topic=781626>

Question 1029

_____ sentences de-emphasize the subject and imply action done by something or someone.

Answer: <https://biology-forums.com/index.php?topic=781956>

Question 1030

Explain how defining your main idea is different from limiting your scope?

Answer: <https://biology-forums.com/index.php?topic=783034>

Question 1031

Jeremy is all set to give his presentation in a couple of days, but he is really nervous and about to lose sleep over it. He wants to know, what is the best antidote for anxiety that will give him confidence and help him overcome glitches. What is your suggestion?

- A. creativity
- B. visualization
- C. preparation
- D. breathing techniques

Answer: <https://biology-forums.com/index.php?topic=782965>

Question 1032

In the close of your routine message making claims or requesting actions, you should _____.

- A. politely request specific action
- B. apologize for the inconvenience caused
- C. warn the reader of the consequences of inaction
- D. give a complete and specific explanation of the details of the claim

Answer: <https://biology-forums.com/index.php?topic=782253>

Question 1033

Explain the importance of revising for clarity.

Answer: <https://biology-forums.com/index.php?topic=782069>

Question 1034

Mark wants to overcome the differences in multiple search engines, so he decides to format his search request for multiple search engines. For this he needs to use _____ engines.

Answer: <https://biology-forums.com/index.php?topic=782737>

Question 1035

In a survey questionnaire, if we need to formulate questions to provide answers that are easy to analyze, we should _____.

- A. not provide instructions
- B. keep the questions short
- C. ask for opinions
- D. base answers on numbers and facts

Answer: <https://biology-forums.com/index.php?topic=782674>

Question 1036

When using the direct approach to deliver bad news, the opening of your message should

- A. include a goodwill statement aimed at maintaining a good relationship with the reader
- B. offer explanations for the bad news
- C. give a clear statement of the bad news
- D. provide an apology

Answer: <https://biology-forums.com/index.php?topic=782392>

Question 1037

All of the following are techniques for selecting the best words except _____.

- A. avoid jargon
- B. choose formal and unfamiliar words
- C. avoid clichés
- D. blend abstract and concrete words

Answer: <https://biology-forums.com/index.php?topic=781894>

Question 1038

Two kinds of type style include _____ and _____.

Answer: <https://biology-forums.com/index.php?topic=782066>

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