

### Question 1

During which step of the writing process should you define the main idea and limit the scope of the message?

- A) Writing
- B) Composing
- C) Producing
- D) Planning
- E) Completing

Answer: <https://biology-forums.com/index.php?topic=1868849>

### Question 2

Conflict can be a constructive part of teamwork.

[b][True or False?]/[b]

Answer: <https://biology-forums.com/index.php?topic=1868713>

### Question 3

Which of the following will help the audience leave with the message clearly in mind?

- A) Summarize key ideas
- B) Anticipate and answer audience questions
- C) Leave the audience wanting to know more
- D) Explain the relationship between ideas
- E) Ask for opinions

Answer: <https://biology-forums.com/index.php?topic=1869472>

### Question 4

A compound sentence is really two or more simple sentences that are related.

[b][True or False?]/[b]

Answer: <https://biology-forums.com/index.php?topic=1868971>

### Question 5

Marketing and sales messages for social media should have the same focus as other marketing messages that follow the AIDA plan.

[b][True or False?]/[b]

Answer: <https://biology-forums.com/index.php?topic=1869326>

### Question 6

Which of the following can be accomplished by ensuring your message supports the objectives and policies of the organization?

- A) That the timing is right for the message
- B) That the purpose is realistic
- C) That the specific purpose has been well defined
- D) That the purpose of the message is acceptable to the organization
- E) That something will change as a result of the message

Answer: <https://biology-forums.com/index.php?topic=1868861>

### Question 7

Which of the following is one of the most powerful aspects of using online tools when conducting research?

- A) The flood of information received from monitoring tools
- B) The ability to automatically monitor for new information
- C) The ability to access the deep web
- D) The human editors who place information from websites into web directories
- E) The ability to avoid a metasearch

Answer: <https://biology-forums.com/index.php?topic=1869345>

### Question 8

Which of the following is the result of people receiving more information than they can process?

- A) Less access to the Internet of Things
- B) Information overload
- C) Radical connectivity
- D) Digital information fluency
- E) A strong social communication model

Answer: <https://biology-forums.com/index.php?topic=1868686>

### Question 9

During which step of the writing process should you select the medium and channel to be used?

- A) Writing
- B) Composing
- C) Producing
- D) Planning
- E) Completing

Answer: <https://biology-forums.com/index.php?topic=1868848>

### Question 10

Buzzwords and clichs serve the same purpose in a message.

[b][True or False?][b]

Answer: <https://biology-forums.com/index.php?topic=1868963>

### Question 11

Why should you pay attention to spelling, grammar, and mechanics when blogging?

- A) Tweets with errors cannot be retweeted
- B) They get sent to a flog file, similar to spam
- C) Journalist and governments cannot use information with errors in it
- D) Errors undermine your credibility
- E) Creative spelling and grammar will add interest to your posts.

Answer: <https://biology-forums.com/index.php?topic=1869176>

### Question 12

When charts and diagrams are too complex for a screen, how can a presenter still incorporate them into the presentation?

- A) Provide a copy in handout materials
- B) Create a build slide to show each key point of the material
- C) Replace them with animation that makes the same point
- D) Discuss them without using slides
- E) Use a hyperlink to access the original data

Answer: <https://biology-forums.com/index.php?topic=1869513>

### Question 13

Which of the following is the general purpose of any proposal?

- A) To inform
- B) To persuade
- C) To seek approval
- D) To solve a problem
- E) To establish need

Answer: <https://biology-forums.com/index.php?topic=1869431>

### Question 14

A visual does not need documentation if you have gathered data from other sources and created the visual yourself.

[b][True or False?][b]

Answer: <https://biology-forums.com/index.php?topic=1869226>

### Question 15

What should be done if you are unsure of the types of information the audience will need from you?

- A) Ask them
- B) Follow their blogs
- C) Access the knowledge management system
- D) Cover all key points in detail
- E) Gather more information than needed

Answer: <https://biology-forums.com/index.php?topic=1868874>

### Question 16

In the formal communication network, what type of communication path is used when information flows from leadership to employees?

- A) Upward
- B) Horizontal
- C) Vertical
- D) Downward
- E) Multidirectional

Answer: <https://biology-forums.com/index.php?topic=1868659>

### Question 17

What is the pattern of physical cues and implicit understanding where communication takes place?

- A) Cultural context
- B) Orientation
- C) Inclusiveness
- D) Cultural competency
- E) Elements of culture

Answer: <https://biology-forums.com/index.php?topic=1868808>

### Question 18

How do design conventions change between formatting letters, and formatting memos?

Answer: <https://biology-forums.com/index.php?topic=1869048>

### Question 19

To make a message visually inviting and easy to read, what is the ideal length for most paragraphs?

- A) One screen of a mobile device
- B) Short to medium
- C) At least one page
- D) Between 300 and 500 words
- E) One sentence

Answer: <https://biology-forums.com/index.php?topic=1869014>

### Question 20

Discuss the advantages to engaging early and often when considering responding to negative messages.

Answer: <https://biology-forums.com/index.php?topic=1869299>