1. The best way for Melissa to determine if her company will pay the tuition for the class that she is taking at the community college is by
   A. reviewing the production schedule.
   B. asking her college counselor.
   C. reading the employee handbook.
   D. submitting a formal proposal.

2. As an audience member, which of the following should you do to encourage a speaker during an oral presentation?
   A. Smile.
   B. Refrain from asking questions.
   C. Keep a straight face to communicate that you are serious.
   D. Quietly discuss the speech with the person sitting next to you.

3. Sarah is speaking to a customer who is decisive, forceful, and in a hurry. Sarah should
   A. give the customer time to talk about himself/herself.
   B. get to the point of her communication quickly.
   C. discuss detailed statistics and information.
   D. take time to develop a relationship with the customer.

4. Roberto has just finished giving a presentation about global warming. An obviously irritated audience member stands and says that there is no evidence to prove global warming exists. Roberto calmly reads results from three scientific reports on its existence. Roberto's response is an example of
   A. a transition.
   B. an effective conclusion.
   C. defending an idea objectively.
   D. expressing a cultural barrier.

5. An individual calls your company and asks to speak with your coworker, Rhonda Hoffman. What should you do if Rhonda is not available to take the call?
   A. Advise the caller to call again in a few minutes.
   B. Ask the caller if s/he would like to leave a message.
   C. Tell the caller that you would be glad to take his/her order.
   D. Put the caller on hold while you track down Rhonda.

6. What does a group's leader do?
   A. Takes the meeting minutes
   B. Puts the group on a certain course
   C. Makes sure the group members agree
   D. Follows up with everyone

7. What is a key to effective note-taking?
   A. Creative thinking
   B. Capturing details
   C. Active listening
   D. Using an outline

8. One computer tool that a businessperson can use to organize online information for a research report is
   A. index cards.
   B. mind-mapping programs.
   C. statistical applications.
   D. online survey services.

9. Alma is preparing a presentation about her department's budget to make to the company president. She wants to use a visual representation of the budget that shows parts in relation to the whole. Alma should consider using a
    A. bar graph.
    B. table.
    C. line graph.
    D. pie chart.

10. The business manager tried to write a promotional letter that was simple, clear, and interesting so that customers who received it would
    A. need to read it many times.
    B. easily understand it.
    C. find it entertaining.
    D. ask what it really meant.

11. The primary purpose of placing headings and subheadings in a long business report is to
    A. attract attention to the writer's hidden agenda.
    B. organize content in a cohesive, manageable way.
    C. provide supporting evidence for key points.
    D. solicit an opinion or response from the audience.

12. After Lana finishes writing the promotional copy for a direct-mail letter, she plans to proofread and edit her work on her computer. What technique should Lana use to determine if the text is clear and logical?
    A. Correcting grammatical mistakes
    B. Reading the text backwards
    C. Reading the text aloud
    D. Correcting punctuation errors

13. In addition to his name, address, and phone number, what information should Dwight include in his corporate email signature?
    A. His position, company, and references
    B. His work history, company, and email address
    C. His position, work history, and email address
    D. His position, company, and email address

14. Which of the following messages is written in a style that focuses on the receiver of the message?
    A. Simply fill out this form and return it to us—it's easy!
    B. We are requiring all customers to complete this form so we can make changes.
    C. Because we want to create a better product, we're sending out this evaluation form.
    D. Please complete this form so that product improvements can be made based on your needs.

15. Letters of inquiry should be as _____ as possible.
    A. specific
    B. vague
    C. verbose
    D. demanding

16. Identify the type of appeal used in the following persuasive message: "This new book is written by Dr. Juliet Browne, who holds a doctorate from the Harvard School of Medicine and is the Chair of the World Health Organization."
    A. Emotions
    B. Reason
    C. Credibility
    D. Shock value

17. Lucille has created a six-page synopsis to include as a section in the beginning of her 224-page report. What should Lucille call this section when she creates the report's table of contents?
    A. Executive summary
    B. Bibliography
    C. Footnotes
    D. Results and recommendations

18. A characteristic of simple memorandums written by business employees is that they usually are intended to be read by a(n)
    A. planning committee.
    B. board of directors.
    C. internal audience.
    D. group of suppliers.

19. Samantha manages the marketing department for a large company and has just hired a new employee to run the company's cooperative advertising program. The most appropriate way for Samantha to advise staff members that a new employee will be joining their team is by
    A. writing a news article for the company's semi-annual newsletter.
    B. making an announcement during the weekly departmental meeting.
    C. posting a short message on her personal weblog.
    D. sending a personalized text message to each employee in the department.

20. It is appropriate for a participant to ask questions during a staff meeting when
    A. the agenda is being distributed.
    B. another participant is speaking.
    C. s/he needs a point clarified.
    D. s/he does not agree with the speaker.

1. C
   Reading the employee handbook. Employee handbooks provide information about the company's general policies and procedures, such as overtime and vacation policies, pay schedules, dress codes, behavioral expectations, and tuition reimbursement. Some companies will pay for a portion of their employees' college coursework if it applies to the employee's job. Asking a college counselor, reviewing the production schedule, and submitting a proposal are not ways to obtain information about her employer's tuition reimbursement policies.
   SOURCE: CO:057
   SOURCE: Dartmouth College. (2014). *Employee policies and procedures manual.* Retrieved May 13, 2014, from http://www.dartmouth.edu/~hrs/policy/

2. A
   Smile. A smile shows the speaker that you support and encourage him/her. It is a good idea to ask questions when asked. It shows interest in the topic. A straight face is difficult for a speaker to interpret. It may mean a person is upset, is daydreaming, or is seriously listening. Talking to others during a presentation is rude to the speaker and may cause him/her to lose his/her train of thought.
   SOURCE: CO:082
   SOURCE: Leskiar, R.V., & Flatley, M.E. (2005). *Basic business communication: Skills for empowering the Internet generation* (10th ed.) [p. 439]. Boston: McGraw-Hill/Irwin.

3. B
   Get to the point of her communication quickly. Decisive, forceful individuals are typically very goal-oriented and interested in results. They usually don't like to waste time, so Sarah should get to the point of her communication quickly, especially since the customer is in a hurry. The customer is not likely to want to take time to talk about himself/herself, discuss detailed statistics and information, or develop a relationship with Sarah.
   SOURCE: CO:084
   SOURCE: Goulet, T., & Goulet, C. (2008, March 14). *Communication styles at work.* Retrieved May 13, 2014, from
            http://career.torontosun.jobboom.com/workplace/challenges/2008/03/14/5002741-fab.html

4. C
   Defending an idea objectively. Roberto is using facts to overcome an objection and defend his idea in a professional manner. A conclusion is the prepared ending of a presentation. Since Roberto had just finished his presentation, he had already delivered the conclusion. A transition occurs mid-speech to shift from one point to another smoothly. Cultural barriers to new ideas occur when a person allows his/her cultural background to affect his/her thinking. Roberto is trying to overcome a barrier to his presentation by using fact-based research.
   SOURCE: CO:061
   SOURCE: Thabet, Dia. (2010, November 28). *How to defend your idea without getting defensive.* Retrieved on May 13, 2014, from http://ezinearticles.com/?How-to-Defend-Your-Idea-Without-Getting-Defensive&id=5460159

5. B
   Ask the caller if s/he would like to leave a message. If a caller wants to speak to a specific employee who is unavailable, it is most courteous to ask if you can take a message or ask the caller if s/he would like to leave a voice-mail message. There isn't enough information to determine if the caller wants to place an order or if you are in the position to help the caller. If Rhonda is in a meeting or out of the building, putting the caller on hold until you track her down or asking him/her to call back in a few minutes are not viable options. Additionally, placing a caller on hold for a long time and telling her/him to call later are rude responses.
   SOURCE: CO:114
   SOURCE: Clark, B., Basteri, C.G., Gassen, C., & Walker, M. (2014). *Marketing dynamics* (3rd ed.) [p. 455]. Tinley Park, IL: The Goodheart-Willcox Co.

6. B
Puts the group on a certain course. Though each person in the group has the ability to influence the others, there's usually a leader who puts the group on a certain course. The leader does not necessarily take the meeting minutes, nor does s/he have to follow up with everyone later. In addition, the group members do not have to agree, though they may.
SOURCE: CO:053
SOURCE: QS LAP 29—Put In Your Two Cents

7. C
Active listening. To take meaningful notes, you must listen to what the speaker is saying. To pick up on the key points, you must actively listen. Effective note-taking does not involve capturing every detail of the presentation, nor does it involve the use of creative thinking techniques. And although it may be helpful for some individuals, effective notes do not need to be formatted as an outline.
SOURCE: CO:085
SOURCE: Dartmouth Academic Skills Center. (2014). *Classes: Note-taking, listening, participation.* Retrieved May 13, 2014, from http://www.dartmouth.edu/~acskills/success/notes.html

8. B
Mind-mapping programs. Mind-mapping computer programs help individuals organize a lot of information in a meaningful way. Some websites, such as Bubbl.us and Mindmeister, provide mind-mapping programs free of charge. After mapping out the information in a logical order, the writer can then prepare the report in a clear, understandable way. Index cards are manual tools for organizing information. Statistical applications record numerical data. Online survey services (e.g., SurveyMonkey.com) allow users to prepare, distribute, and analyze online questionnaires.
SOURCE: CO:086
SOURCE: NovaMind. (2012). *Mind Mapping Software.* Retrieved May 13, 2014, from http://www.novamind.com/

9. D
Pie chart. If Alma wants to illustrate her budget by showing parts in relation to the whole, she should use a pie chart. A table is a visual way of displaying information in rows and columns. A bar graph shows values across categories. Line graphs usually depict information over time. Although Alma might want to use these types of graphics for other parts of her presentation, the pie chart is the best way to show how the parts of her budget add up to form the whole.
SOURCE: CO:087
SOURCE: Cothran, H.M. (n.d.). Business retention and expansion (BRE) programs: Preparing a written report of survey findings and recommendations. Retrieved May 13, 2014, from http://edis.ifas.ufl.edu/fe657

10. B
Easily understand it. Effective written communications are those that are presented clearly, in simple language, and in an interesting style so that readers will easily understand the message. Written business messages do not need to be entertaining. When written communications are unclear, complicated, or difficult to understand, readers tend to lose interest and ignore them. Readers should not have to read written communications many times to find out what they really mean.
SOURCE: CO:016
SOURCE: Lesikar, R.V., & Flatley, M.E. (2005). *Basic business communication: Skills for empowering the Internet generation* (10th ed.) [pp. 23-25]. Boston: McGraw-Hill/Irwin.

11. B

Organize content in a cohesive, manageable way. Long business reports often contain a lot of information about different topics. To organize the information so the audience can understand the report's contents, report writers often break content into chunks of related information. Headings and subheadings are often included before the section or topic to let the audience know the issue at hand. Headings and subheadings do attract attention because they are often formatted with a larger or color-coded font; however, the primary purpose is not to convey a hidden agenda, provide supporting evidence, or solicit an opinion from the audience.

SOURCE: CO:088
SOURCE: Young, D.J. (2006). *Foundations of business communication: An integrative approach* (pp. 461-462, 464-465). New York: McGraw-Hill/Irwin.

12. C

Reading the text aloud. By reading the text aloud, Lana will not only see the text, she will hear it. By hearing the words, Lana can detect missing words and assess the clarity and sequence of the information. Reading text backwards helps detect misspelled words, punctuation errors, and some grammatical errors, but this activity does not help the editor clarify that content is logical and meaningful.

SOURCE: CO:089
SOURCE: Pantejo, C. (2007, October 4). *Four simple steps to effective editing and proofreading.* Retrieved May 13, 2014, from http://www.articlesbase.com/writing-articles/four-simple-steps-to-effective-editing-and-proofreading-226584.html

13. D

His position, company, and email address. An email signature is generally text or images appearing at the bottom of an email indicating a person's or business's identity, contact information, and/or offer. A business professional's email signature should contain—at the very least—the person's name, address, phone number, position, company, and email address. It is not necessary or recommended to include your work history or references in your email signature.

SOURCE: CO:090
SOURCE: Farese, L.S., Kimbrell, G., Woloszyk, C.A. (2012). *Marketing essentials* (p. 203). Columbus, OH: Glencoe/McGraw-Hill.

14. D

Please complete this form so that product improvements can be made based on your needs. This informational message focuses on how the form benefits the receiver of the message. The three other alternatives focus on the benefits the sender will receive from the completed forms.

SOURCE: CO:039
SOURCE: Lehman, C. & DuFrene, D. (2005). *Business communication* (14th ed.) [pp. 89-90]. Mason, OH: South-Western.

15. A

Specific. A letter of inquiry is typically a brief email or written letter used to request information, appointments, funding, or other assistance from letter recipients. Business people frequently write letters of inquiry to customers, vendors, and other organizations. Letters of inquiry should be as specific and concise as possible. When writing a letter of inquiry, you should provide pertinent details to the recipient but not overwhelm him/her with unnecessary information. Letters of inquiry should not be vague, verbose (wordy), or demanding.

SOURCE: CO:040
SOURCE: Norman, L. (n.d.). *How to write a letter inquiring information.* Retrieved May 13, 2014, from http://www.ehow.com/how_8445917_write-letter-inquiring-information.html

16. C
Credibility. Credibility is achieved when the audience has confidence in the persuader. In this case, Dr. Browne's prestigious job title and degree lead the audience to believe she is a credible source. Reason is when logic is used to persuade someone to do something. It often involves solid facts and statistics. An emotional appeal affects the audience's feelings, such as sympathy or love. An appeal that uses shock value is a form of an emotional appeal that includes information that the audience would find shocking.
SOURCE: CO:031
SOURCE: Hyden, J.S., Jordan, A.K., Steinauer, M.H., & Jones, M.J. (2006). *Communicating for success* (3rd ed.) [pp. 326-328]. Mason, OH: Thomson South-Western.

17. A
Executive summary. The executive summary is usually placed at the beginning of a long report to provide the reader with an overview of the entire document. The audience tends to read the executive summary to determine whether it is worthwhile to read the rest of the report. The bibliography lists the resources that the report writer used to obtain the report information. Footnotes are citations or "notes" that are placed at the bottom of the page of a report or manuscript that include pertinent information that is not as important as the primary document information. The results and recommendations is the section of a report in which the writer provides the outcome of an activity and recommendations to take a certain course of action.
SOURCE: CO:091
SOURCE: Bovée, C.L., & Thill, J.V. (2008). *Business communication today* (9th ed.) [p. 474]. Upper Saddle River, NJ: Pearson

18. C
Internal audience. Memorandums are a type of simple written report that business employees often prepare to provide information to others within the business. Since memorandums are usually intended to be read by an internal audience, they are less formal and shorter than traditional business letters. They often provide information about the progress of current projects or an explanation of upcoming events. Not all businesses have boards of directors or planning committees. However, these are examples of internal audiences that may, or may not, receive memorandums. A group of suppliers is an external audience.
SOURCE: CO:094
SOURCE: Lesikar, R.V., & Flatley, M.E. (2005). *Basic business communication: Skills for empowering the Internet generation* (10th ed.) [pp. 97-99]. Boston: McGraw-Hill/Irwin.

19. B
Making an announcement during the weekly departmental meeting. Samantha should tell her staff about the new employee at the next staff meeting. It is an efficient way to communicate because Samantha can tell all of the staff members in her department about their new colleague at one time. Text messages, personal weblogs, and a semi-annual newsletter are not appropriate ways to communicate this type of workplace news.
SOURCE: CO:092
SOURCE: Practical Management Skills. (2009-2014). *12 steps to effective workplace communication.* Retrieved May 13, 2014, from http://www.practical-management-skills.com/effective-workplace-communication.html=

20. C
S/He needs a point clarified. When employees do not understand what the speaker has said, it is appropriate to raise their hand to ask for clarification; however, it is rude to interrupt another person while s/he is speaking. In many meetings, the leader will ask the participants if they have questions, and it would be appropriate to ask for clarification at that time. Asking questions due to differing opinions or when the agenda is being distributed may not be appropriate.
SOURCE: CO:063
SOURCE: Bovée, C. L., & Thill, J. V. (2008). *Business communication today* (9th ed.) [pp. 47-48]. Upper Saddle River, NJ: Pearson Prentice Hall.