



FINAL EXAM

Course # 371005 Effective Business Communications

based on the electronic .pdf file(s):

Effective Business Communications

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pages



15 CPE Credit Hours
Communication &
Sales

*This exam sheet is made available for your convenience in answering questions while offline.
Please note that you will still need to enter your answers on the online exam sheet for grading.
Instructions are provided at the end of this document.*

Chapter 1 - Communication as a Process

1. The communication process does not include:

Encoder

Sender

Reporter

Decoder

2. _____ is the process of interpreting a message.

Decoding

Feedback

Encoding

Transmitting

3. Douglas MacGregor is associated with:

Theory A Theory B

Theory X Theory Y

Theory X Theory Z

Theory M Theory N

4. _____ is not one of Abraham Maslow's sequences of needs.

Professional needs

Ego needs

Social needs

Physiological needs

Chapter 2 - Choosing Appropriate Words

5. Kinesic (non verbal) messages are not conveyed by

Wink

Frown

Smile

Thought

6. Messages in letters that we pick up "between the lines" are

- Meta communication
- Telecommunication
- Social communication
- ESP

7. Superlatives do not include

- Youngest
- Worst
- Oldest
- Elder

8. Which one of the following is not a redundant expression

- Routine, usage
- Exact, same
- Full, complete
- Basic, fundamental

9. An example of a meta-communication is:

- Wink
- "I hope you will be prompt"
- Frown
- Smile

10. An example of words that does not waste time and distort the meaning includes:

- Promulgate, masticate
- Aware, show
- Ameliorate, cognizant
- Modification, accomplished

Chapter 3 - Writing Effective Sentences

11. Which of the following is not a type of sentence?

- Naive
- Simple
- Complex
- Compound

12. Subjunctive mood suggests the following conditions except

- Doubt

Supposition

Probability

Fact

13. _____ is not passive mood

The truck was driven

The pen was empty

The papers will be signed

The man drove the truck

14. For business writing, average sentence length should be

Between 16 and 22 words

Between 6 and 10 words

Between 35 and 40 words

Between 2 and 4 words

15. If a portion of a sentence is not properly attached to the rest of the sentence it is said to be

Expletive

Dependent

Irregular

Dangling

16. In a letter, report, or speech a central idea refers to all except

Thesis

Theme

Central idea

Conclusion

Chapter 4 - Writing Paragraphs and Compositions

17. Which of the following statements is true?

A topic sentence (major idea of a paragraph) is preferably placed about the middle of the paragraph

In letters, paragraphs are normally shorter than in reports

When a paragraph is written to persuade, the arrangement should be deductive

In reports, the paragraphs should contain no more than ten lines and no fewer than eight

Chapter 5 - Planning Messages for Reader Reaction

18. Planning a message does not include

- Designing to convey the right message
- Writing for the right purpose
- Evoking an emotional reaction
- Making sophisticated sentences

Chapter 6 - Writing About the Routine and the Pleasant

19. Types of business writing problems do not include

- Claim letter
- Credit letter
- Social letter
- Order letter

20. A letter that asks for a refund or replacement or exchange is defined as:

- Credit letter
- Claim letter
- Order letter
- Request letter

Chapter 7 - Writing About the Unpleasant

21. Types of letters about the unpleasant do not include

- Adjustment refusals
- Credit refusal
- Order refusal
- Legal refusal

22. In writing about an unpleasant message it is best to:

- Talk about something only remotely related to the subject
- Provide reasons first to clarify the explanation before presenting the unpleasant idea
- Give an elementary lecture
- Employ a strong resale pitch at the beginning

Chapter 8 - Writing to Persuade

23. Which of the following is TRUE regarding a sales letter?

- The task of the first sentence of a sales letter is to introduce the proposal.
- Before writing a sales letter, the writer needs to become familiar with the product and competing products.
- "We shall expect a response from you" is a commendable sentence for encouraging action.
- In sales letters, general words are more useful than specific words.

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

- Routine.
- Negative.
- Persuasive.
- Positive.

25. Which of the following statements is TRUE?

- The central selling point can be either an outstanding feature of a product or an advantage a reader gains by using the product.
- Language that is specific, concrete, and objective is less effective than language that is general, abstract, and subjective.
- The price of a product should be introduced early in the letter.
- The price of a product should be presented in a short, simple sentence.

26. Various techniques in getting attention include all except

- A solution to a problem
- An insult
- A bargain
- A proverb

27. A letter to a delinquent debtor does not appeal to

- Fair play
- Violence
- Pride
- Fear

Chapter 9 - Writing Special Letters

28. Which of the following is FALSE?

- Letters of introduction are developments of social and business courtesies.
- The technique of placing the inside address at the bottom of the informal letter helps remove the aura of a routine business letter.
- Handwritten acknowledgments indicate informality.
- Letters of sympathy should be handwritten. This extra effort indicates the genuineness of the sympathy expressed.

29. Writing special letters does not include

- Condolence of sympathy
- Congratulations
- Product orders
- Resignations

Chapter 10 - Preparing Personal Resumes

30. A person who deserves a job should be able to answer all except:

- Do I want to work
- Can I do something specific
- Would I be loyal
- Would I be uncooperative

31. A resume should not include

- Education
- Unrelated experiences
- Work-related experiences
- Personal information

Chapter 11 - Writing Application Letters

32. The application letter is used to sell your merits by:

- Sounding humble
- Getting attention and interest
- Repeating resume information
- Copying a letter written by some other person

33. From the applicant's point of view, the unsolicited application letter also has advantages except:

- Increases the job selection for the applicant
- It does not assist in getting a better job
- Meets with less competition
- Could create a job position for the applicant

34. Which of the following statements is true?

- The application letter follows the same sequence-of-idea pattern as does the sales letter
- The application letter should repeat information presented on the resume

- An applicant should state specifically "Please consider me an applicant for the position"
- Firms normally resent applications for jobs that have not been advertised

35. In application letters some attention getters include all the following except:

- Ask for action: Please consider me for the position
- Present outstanding qualifications
- Describe and match your education and experience to the job requirements
- Use the name of someone in the organization

36. An example of a letter that turns down a job is:

- Job-inquiry letters
- Job-refusal letters
- Job-acceptance letters
- Application follow up letters

Chapter 12 - Business Reports and Research Methods

37. Commonly used research methods do not include

- Experimental research
- Observational research
- Normative survey research
- Diligent research

38. _____ is not part of the report outlining process.

- Opinion
- The problem
- Method used
- Findings

39. Logical steps in problem solving include all except

- Recognize and define the problem
- Select a method of solution
- Speculate on outcomes
- Collect and analyze data

40. _____ should not be on the title page of a report.

- The title
- Identification of authority
- Identification of preparer

Page number

41. _____ is not a search engine:

Google

Ask Yourself

Bing Search

Yahoo

42. A method used to determine the status of something which describes norms or standards is:

Library research

Experimental research

Normative survey research

Observation research

43. Common errors by researchers in collecting and organizing information can include all the following except:

Follow a step-by-step plan

Trying unconsciously to make the results conform to the predicted or desired results

Attempting to compare when commonality is absent

Assuming a cause-effect relationship when one does not exist

Chapter 13 - Organizing Reports

44. The normal order of the report outline process follows steps that include the following numerical order: 1) Recognize and define the problem; 2) Select a method; 3) Recommendations and conclusions; 4) Findings

1, 2, 4, 3

1, 3, 2, 4

3, 1, 4, 2

1, 2, 3, 4

45. The outline symbols developed by Dewey and used in most libraries including the Library of Congress consists of:

Alphabetic symbols

Decimal symbols

Roman numeral symbols

Alphanumeric symbols

46. The formal report may include the following parts except for:

Letters of transmittal

Title page and content page

Synopsis of summary, body, and addenda

Statistical software

47. Evidence that lends credibility to a report is included in the:

- Transmittal letter
- Synopsis of the summary
- Addenda
- Title page

48. Business report charts do not include

- Pie charts
- Candlestick charts
- Bar charts
- Line charts

Chapter 14 - Using Graphics in Reports

49. A visual display of quantitative data in two or more columns is:

- Chart
- Table
- Graph
- Figure

50. A graphic technique that dramatizes quantity comparisons through the use of pictures of cars, people or dollars is:

- Bar chart
- Pictograms
- Pie charts
- Line charts

Chapter 15 - Writing the Report

51. Which of the following statements is true?

- Using personal pronouns is taboo in all formal report writing
- "Bill wrote to Bob" is an active-voice revision of "Bob received a letter from Bill."
- "The writer discovered..." is a satisfactory revision of "I discovered..." to eliminate the use of "I."
- "Notice the chart on page 15 which..." has an implied subject for the verb "notice" and is written in passive voice.

52. When writing the business report in an impersonal style you should try to avoid:

- Nouns
- Adjectives

First-person pronouns

Verbs

53. Reports usually involve some kind of actions, suggesting the use of the active voice. An example of active voice is:

The contracts were reviewed by the attorney.

The attorney reviewed the contract.

The contract was signed by the judge.

The contract was approved by both the attorney and the judge.

54. Which of the following statements is true?

The following statement is an effective definition: Salesmanship is when one person convinces another of the need for a product or service

"Public Undecided on Strip Mining" would be a satisfactory talking heading for a section of a report containing data on a consumer poll which showed that 30 percent of those polled favored permission to strip mine coal, 40 percent were opposed, and 30 percent were undecided

First-degree headings should always be centered on the page and second-degree headings placed on the margin a double space above the narrative.

Repetition of an idea without repeating key words is the best way to achieve transition.

Chapter 16 - Finishing the Report

55. _____ is not part of a business plan.

A summary of product or service

Company background

Management

Influence

56. Objective writing is not characterized by:

Use of inferences

Avoidance of emotional terms

Use of unsolicited judgments

Recognition of assumptions

57. Words that are frequently used by good writers to reveal the degree to which they are to stand behind their findings are:

Judgments

Assumptions

Weasel words

Opinions

58. _____ is not a generally accepted method of documentation:

Footnotes

- Internet sources
- Bibliographies
- Textual references to sources

Chapter 17 - Preparing Memorandums and Short Reports

59. Reports should be

- Emotional
- Objective
- Opinionated
- Judgmental

60. Which one of the following is not a short-report characteristic?

- Flow downward
- Flow upward
- Stress objectivity
- Small readership

61. Which of the following is TRUE?

- Memorandums should be written and planned in the same way letters are rather than follow report methods.
- In an inductively organized memorandum, the first paragraph serves the different purpose as an introduction section of a report.
- In a deductively organized memorandum, the first paragraph serves the different purpose as a summary serves at the beginning of a formal report.
- Memorandums and short reports differ in degree of subject complexity, reader needs, and ultimate use; a true distinction is often difficult.

62. Some characteristics of business reports such as the memorandum will include all the following characteristics except:

- The reports flow downward from higher authorities
- The reports stress objectivity, planning and organization
- The reports are written for small readership often one
- The reports follow problem-solving steps.

63. Memorandums are characterized by:

- They flow upward to higher authorities
- They stress objectivity and attention to planning and layout
- They flow in various directions
- They are usually written for small readerships, often one person

64. The simple short business report usually differs from a memorandum by:

- Use of a standard address: FROM: and TO:

- Use of a subject: and date heading
- Normally requires a rough draft prior to a final version
- Flows from bottom to top or any other direction

Chapter 18 - Listening and Making Oral Presentations

65. Effective listening does not include:

- Watch the speaker
- Listen between the lines
- Think along with the speaker
- Think of what your response will be

66. Which of the following statements is true?

- Listening is our most frequently used communicative skill
- The ear is the key instrument in effective listening
- The speed at which oral messages are delivered would not be a factor in listening if people would slow down their speaking rate
- Speakers have nothing to do with activating bad listening habits

67. The key instrument in effective listening is:

- The ear
- The eyes
- The mind
- The speed

68. Public speakers normally use one of four styles such as when a speaker is called on to speak but has no forewarning. That is:

- Written-and-read
- Impromptu
- Memorizing
- Extemporaneous

Chapter 19 - New Technology in Business Communication

69. _____ is not an example of social networking sites:

- Facebook
- Wiki
- Twitter
- LinedIn

70. _____ technologies can convey nonverbal subtleties such as facial expressions and hand gestures and enable realistic conferences in which participants thousands of miles apart almost seem to be in the same room.

- Telepresence
- Whiteboard
- Internet
- Teleconferencing

71. Financial or money blogs do not include

- www.seekingalpha.com
- www.pfblog.com
- www.fivecentnickel.com
- www.msn.com

72. Matthew has discovered a production problem that will cause this month's shipments to be a few days late. Because his Asian customers will need to know about this problem right away, Justin should

- Write a letter
- Send a memo
- Send an e-mail message
- Post a blog

73. _____ is not a GSS software package.

- Collabra Share
- Access
- OpenMind
- TeamWare

74. What allows two or more people to engage in online, interactive "conversation" over the Internet?

- Content streaming
- E-mail
- Chat room
- Hypermedia

Chapter 20 - Appendix

75. E-mails can be divided into three parts:

- Introduction, body, closing
- Purpose, methodology, proposed action
- Greeting, body, conclusion
- Introduction, methods, proposal

Instructions for Submitting Answers Online:

- Sign In at www.ApexCPE.com
- Click the "My CPE" tab at the top of the page.
- Click "My CPE Courses".
- Find the current CPE year and click "Go to My Courses".
- Find this course and click the "Go to Course" link.
- Step 2 on the Course Syllabus page is "Take the Final Exam". Click the "Begin Final Exam" link.
- Enter your answers on the online exam sheet.
- Click the "Grade Exam" button at the bottom of the page. Your exam will be graded automatically. If your score exceeds 70%, a "Create Certificate" button will display. Otherwise, you may continue to retake the exam until you pass.
- A short evaluation page will display. Please provide your feedback for the course.
- Once the evaluation is complete, click the "Submit Evaluation & Create Certificate" button at the top of the page.
- You may print your Certificate of Completion by selecting File Print from your browser. Certificates remain online for at least five years from the certificate date.

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