

**TEST BANK**

*to accompany*

Gurak/Lannon

**STRATEGIES FOR TECHNICAL  
COMMUNICATION IN THE  
WORKPLACE**

*Second Edition*

**Daun Daemon**

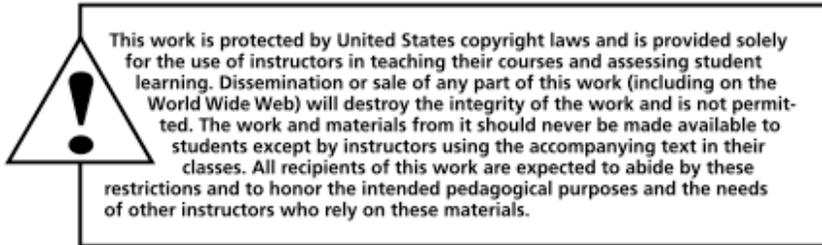
*North Carolina State University*

**PEARSON**

Boston Columbus Indianapolis New York San Francisco Upper Saddle River

Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montreal Toronto

Delhi Mexico City São Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo



*Test Bank* to accompany Gurak/Lannon, *Strategies for Technical Communication in the Workplace*, Second Edition

Copyright © 2013, 2010 Pearson Education, Inc.

All rights reserved. Printed in the United States of America. Instructors may reproduce portions of this book for classroom use only. All other reproductions are strictly prohibited without prior permission of the publisher, except in the case of brief quotations embodied in critical articles and reviews.

1 2 3 4 5 6 7 8 9 10–online–15 14 13 12

**PEARSON**

[www.pearsonhighered.com](http://www.pearsonhighered.com)

ISBN 10: 0-205-24552-8  
ISBN 13: 978-0-205- 24552-9

CHAPTER 1. Introduction to Technical Communication	1
CHAPTER 2. Teamwork and Global Issues in Technical Communication	5
CHAPTER 3. The Research Process in Technical Communication	9
CHAPTER 4. Providing Audiences with Usable Information	13
CHAPTER 5. Recognizing Ethical Issues in Technical Communication	17
CHAPTER 6. Structuring Information for Your Reader	20
CHAPTER 7. Writing with a Readable Style	24
CHAPTER 8. Using Audience-Centered Visuals	28
CHAPTER 9. Designing User-Friendly Documents	30
CHAPTER 10. Résumés and Other Employment Materials	36
CHAPTER 11. Memos and Letters	39
CHAPTER 12. Definitions	44
CHAPTER 13. Descriptions	48
CHAPTER 14. Instructions and Procedures	52
CHAPTER 15. Summaries	56
CHAPTER 16. Informal Reports	60
CHAPTER 17. Formal Reports	64
CHAPTER 18. Proposals	68
CHAPTER 19. Email and Text Messages	72
CHAPTER 20. Blogs, Wikis, and Social Networks	76
CHAPTER 21. Web Pages and Online Videos	79
CHAPTER 22. Oral Presentations	83

## CHAPTER 1. Introduction to Technical Communication

### True/False Questions

1. \_\_\_\_\_ Technical communication rarely focuses on the author's personal thoughts or feelings.
2. \_\_\_\_\_ Technical documents are almost always designed for expert readers.
3. \_\_\_\_\_ Phone calls, conversations, and meetings have largely replaced the need for written documents.
4. \_\_\_\_\_ Most technical writing is done in teams.
5. \_\_\_\_\_ All documents have some persuasive aspect.
6. \_\_\_\_\_ Research is involved in creating virtually all technical documents.
7. \_\_\_\_\_ Technical communication includes digital media such as blogging and PowerPoint slides.
8. \_\_\_\_\_ In the United States, most people read documents from beginning to end.

### Fill-in-the-blank Questions

9. In \_\_\_\_\_ communication, the reader's needs and interests are primary.
10. Four different types of technical communication documents are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
11. The kind of easily correctable errors proofreading can detect include \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
12. Three ways in which technical communications differs from academic communication are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

## Multiple-choice Questions

13. Technical communication seeks to

- (a) anticipate and answer questions.
- (b) help people perform a task.
- (c) persuade people to do something.
- (d) b and c
- (e) All of these answers are correct.

14. When proofreading your work

- (a) do so early on in the writing process so you don't have to rework your sentences later.
- (b) read your paper on a computer screen for easy viewing and correcting.
- (c) be sure to read the entire document at one time.
- (d) never rely on computerized writing aids.
- (e) None of these answers is correct.

15. Effective technical documents

- (a) use obfuscation.
- (b) avoid combining text, visuals, and sound.
- (c) are easy to navigate.
- (d) a and c
- (e) None of these answers is correct.

16. Of the following statements, which is *least* accurate?

- (a) As long as a document is persuasive, it need not be clear and efficient.
- (b) Instructions and procedures are two types of technical documents.
- (c) At some point, all professionals engage in technical communication.
- (d) Errors in punctuation and grammar can distract a reader.
- (e) Technical documents must account for cultural differences among users.

17. Which of the following statements is *most* accurate?

- (a) Technical communication helps us interact with technology in our daily lives.
- (b) Technical communication helps advance workplace goals.
- (c) Technical communication helps specialists solve complex problems.
- (d) Technical communication helps both to advance workplace goals and to assist specialists in solving complex problems.
- (e) All of these answers are correct.

18. An effective technical communicator does all of the following *except*

- (a) works well as part of a team.
- (b) performs research.
- (c) proofreads carefully.
- (d) considers global audiences as needed.
- (e) uses appropriate media.

## CHAPTER 1 ANSWER KEY

1. T

2. F

3. F

4. T

5. T

6. T

7. T

8. F

9. user-centered

10. Several options are possible: instructions, user manuals, memos, reports, procedures, emails, etc.

11. Any combination of the following types of errors is correct: sentence, punctuation, usage, mechanical, format, and typographical.

12. Several options are possible. Unlike academic papers, technical documents are reader based, task oriented, context sensitive, and design based. It also uses different formats: written, visual, digital, and oral.

13. e

14. d

15. c

16. a

17. e

18. b

## CHAPTER 2. Teamwork and Global Issues in Technical Communication

### True/False Questions

1. \_\_\_\_\_ In collaborating to produce a document, all members of a collaborative team participate in the actual “writing.”
2. \_\_\_\_\_ “Reviewing” is a more precise term for “editing.”
3. \_\_\_\_\_ A meeting leader should take charge by steering the group discussion.
4. \_\_\_\_\_ Teleconferencing is no longer used as a form of virtual communication.
5. \_\_\_\_\_ Paying attention to “face saving” is key to working across cultures.
6. \_\_\_\_\_ Any technical document may be distributed globally.
7. \_\_\_\_\_ Face-to-face meetings are still essential for personal contact.
8. \_\_\_\_\_ Women who speak up in meetings are often perceived as overbearing, while men who do so are considered to be leadership-oriented.

### Fill-in-the-blank Questions

9. A \_\_\_\_\_ allows users to collaborate by writing, sketching, and erasing in real time from their computers.
10. When \_\_\_\_\_ a document, you examine it for accuracy and readability.
11. Being embarrassed in public is an example of losing \_\_\_\_\_.

### Multiple-choice Questions

12. Sources of conflict in collaborative groups include
  - (a) interpersonal differences.
  - (b) cultural differences.
  - (c) gender differences.
  - (d) All of these answers are correct.
  - (e) both cultural and gender differences

13. Effective strategies for managing group conflict include

- (a) suppressing disagreement with others' ideas or opinions.
- (b) offering and accepting constructive criticism.
- (c) supporting a decision when you are outvoted.
- (d) offering and accepting constructive criticism, as well as supporting a decision when you are outvoted
- (e) suppressing disagreement with others' ideas or opinions, as well as offering and accepting constructive criticism

14. Choose the most accurate statement below about reviewing a team document.

- (a) Use general language when identifying weaknesses.
- (b) Begin with a positive comment before suggesting improvements.
- (c) Rewrite the entire document yourself if needed.
- (d) Dictate advice to the team.
- (e) Evaluate it on the first read.

15. An effective strategy for global technical communication is to

- (a) avoid stereotyping.
- (b) not do anything that will cause someone to lose face.
- (c) avoid slang and idioms.
- (d) understand the communication norms for the culture you will work with.
- (e) All of these answers are correct.

16. Teamwork is successful only when there is

- (a) homogeneity.
- (b) cooperation.
- (c) a team structure.
- (d) cooperation and a team structure
- (e) homogeneity and a team structure

17. Which statement below is *most* accurate?

- (a) Blogs are not a useful medium for collaboration.
- (b) An intranet is an external company Web site.
- (c) Instant messaging is an easy means of holding real-time team meetings.
- (d) "Web conferencing" is another term for "teleconferencing."
- (e) None of these answers is correct.

18. When communicating with someone from another culture,

- (a) use humor on first contact to break the ice.
- (b) use humor only in email correspondence.
- (c) use humor only in face-to-face contact.
- (d) always use humor to facilitate strong interpersonal connections.
- (e) avoid humor.

19. Which of the following statements about organizing a team project is *least* accurate?

- (a) Work without a manager; allow all team members to take charge.
- (b) Compose a purpose statement.
- (c) Develop a file-naming system for documents.
- (d) Decide on a specific meeting schedule.
- (e) All of these are accurate.

## CHAPTER 2 ANSWER KEY

1. F

2. F

3. T

4. F

5. T

6. T

7. T

8. T

9. Several answers are possible.

10. reviewing

11. face

12. d

13. d

14. b

15. e

16. d

17. c

18. e

19. a

## CHAPTER 3. The Research Process in Technical Communication

### True/False Questions

1. \_\_\_\_\_ A survey is an example of secondary research.
2. \_\_\_\_\_ Subject directories are indexes of information that are maintained by computer programs.
3. \_\_\_\_\_ Sometimes the most reliable material resides in less attractive, text-only sites.
4. \_\_\_\_\_ Commercial sites should not be used as reliable sources of information since they are inherently biased.
5. \_\_\_\_\_ Blogs can be sources of relevant and reliable information.
6. \_\_\_\_\_ Questionnaires use closed-ended questions, not open-ended questions.
7. \_\_\_\_\_ Direct observation is the surest way to eliminate bias in research.
8. \_\_\_\_\_ Hard-copy sources are easier to preserve and keep secure than Web-based sources.
9. \_\_\_\_\_ Key words and search phrases should be as general as possible.

### Fill-in-the-blank Questions

10. Dissertations and medical pamphlets are examples of \_\_\_\_\_ literature.
11. Conducting \_\_\_\_\_ research means getting information directly from the source.
12. A \_\_\_\_\_ is a community encyclopedia that allows users to edit the content.
13. A large, identifiable group of people is called a \_\_\_\_\_ population, while representatives of that group are called a \_\_\_\_\_.
14. An \_\_\_\_\_ is a controlled form of observation designed to verify an assumption.

## Multiple-choice Questions

15. Reference works include all of the following *except*

- (a) encyclopedias.
- (b) indexes.
- (c) abstracts.
- (d) conference papers.
- (e) almanacs.

16. Thinking critically about research depends on all of the following *except*

- (a) finding a definite answer.
- (b) looking at the research from many viewpoints.
- (c) achieving sufficient depth.
- (d) asking the right questions.
- (e) evaluating the reliability and completeness of sources.

17. Sources that explore topics at deeper levels include

- (a) newspapers.
- (b) tabloids.
- (c) commercial Web sites.
- (d) popular press.
- (e) trade publications.

18. Informational interviews

- (a) do not require a clear purpose statement because they are exploratory in nature.
- (b) should avoid providing questions in advance to create a more spontaneous and authentic reaction.
- (c) should use open-ended questions instead of closed-ended questions.
- (d) should always be recorded.
- (e) should get the most sensitive questions out of the way from the start.

19. When creating a survey,

- (a) phrase questions precisely.
- (b) use loaded questions.
- (c) keep it simple and brief.
- (d) phrase questions precisely and use loaded questions
- (e) phrase questions precisely as well as keep it simple and brief

20. Web-based sources

- (a) are always very reliable.
- (b) can often be found in a hard-copy equivalent.
- (c) are inefficient to research.
- (d) are more current than hard-copy sources.
- (e) All of these are correct.

21. Which of these statements about Web-based research is *most* accurate?

- (a) The more design elements on a site, the more reliable the information there.
- (b) Since Web sites are always accessible, you do not need to save any of the material you find on them.
- (c) No single search engine indexes everything on the Web.
- (d) Web sites with the domains .gov and .edu will most likely not contain reliable information.
- (e) You may download anything from the Web and use it without permission.

### CHAPTER 3 ANSWER KEY

1. F

2. F

3. T

4. F

5. T

6. F

7. F

8. T

9. F

10. gray

11. primary

12. wiki

13. target, sample

14. experiment

15. d

16. a

17. e

18. c

19. e

20. d

21. c

## CHAPTER 4. Providing Audiences with Usable Information

### True/False Questions

1. \_\_\_\_\_ The relationship connection is particularly important in cross-cultural communication.
2. \_\_\_\_\_ The relationship of the writer to the reader does not affect how to approach a writing situation.
3. \_\_\_\_\_ Audience analysis is necessary only when a document is long or complex.
4. \_\_\_\_\_ Both the primary and secondary purpose of a document affect the language, format, and other features.
5. \_\_\_\_\_ A claim is a statement of the point you are trying to prove.
6. \_\_\_\_\_ Write all documents at the technical level of laypeople.
7. \_\_\_\_\_ The target audience and the specific audience may be different.
8. \_\_\_\_\_ Across cultures, readers prefer a direct, plain language approach to communication.

### Fill-in-the-blank Questions

9. Five aspects of a document to ask user testers about in order to determine how to revise the document include \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
10. A measure of how well a document meets the audience's information needs is called its \_\_\_\_\_.
11. An \_\_\_\_\_ is an outline that begins with a document's purpose statement and then details all of the important usability considerations.

### Multiple-choice Questions

12. A task analysis
  - (a) entails knowing what the audience needs to do to accomplish something.
  - (b) applies only when creating instructions or procedures.
  - (c) uses noun phrases to express the steps.
  - (d) is a process used primarily in technical fields.
  - (e) None of these answers is correct.

13. An information plan

- (a) includes a purpose statement.
- (b) should be kept to one page or less.
- (c) avoids issues related to budget.
- (d) describes potential problems.
- (e) includes a purpose statement and describes potential problems

14. “General readers”

- (a) do not exist, so don’t try writing to them.
- (b) want high levels of detail to fully understand the message.
- (c) want explanations to accompany facts.
- (d) want you to show them how smart you are.
- (e) prefer to know the theoretical basis of the topic at hand.

15. The preferred strategy is to use

- (a) the power connection strategy.
- (b) the rational connection strategy.
- (c) the relationship connection strategy.
- (d) the rational and relationship connection
- (e) the power connection and the rational connection strategy

16. Effective strategies for persuasion include all of the following *except*

- (a) standing firm when your message is rejected.
- (b) allowing for give-and-take.
- (c) asking for what your audience will consider reasonable.
- (d) recognizing constraints.
- (e) identifying your specific goal.

17. Which of the following statements is *most* accurate?

- (a) A task analysis should be completed after a step-by-step process is written.
- (b) Most technical communication is task-oriented.
- (c) Subtasks should be planned before the main task is decided upon.
- (d) Tasks and subtasks should be listed using passive verb constructions.
- (e) All of these statements are accurate.

18. To prepare a usable document, consider the

- (a) budget.
- (b) setting.
- (c) length.
- (d) budget and length, only.
- (e) budget, setting, length.

19. A claim can be a statement that

- (a) acknowledges facts.
- (b) interprets facts.
- (c) asks for direct action.
- (d) All of these answers are correct.
- (e) interprets facts and asks for direct action.

## CHAPTER 4 ANSWER KEY

1. T

2. F

3. F

4. T

5. T

6. F

7. T

8. F

9. content; organization; style; layout and visuals; ethical, cultural, and legal considerations

10. usability

11. information plan

12. a

13. e

14. c

15. d

16. a

17. b

18. e

19. d

## CHAPTER 5. Recognizing Ethical Issues in Technical Communication

### True/False Questions

1. \_\_\_\_\_ Using pleasurable images to downplay the negative messages of written text may be persuasive, but it is unethical.
2. \_\_\_\_\_ Ethical decisions are always “black and white.”
3. \_\_\_\_\_ When in doubt, assume that information is confidential.
4. \_\_\_\_\_ Decisions may be unethical, but they will rarely cause harm to workers or customers.
5. \_\_\_\_\_ The team leader of a collaborative project is ethically able to claim all of the credit for the work.
6. \_\_\_\_\_ A document prepared for an international audience should be simple and honest.
7. \_\_\_\_\_ Proprietary information is not the exclusive property of a company.
8. \_\_\_\_\_ Never tell readers when you are uncertain about your understanding of the facts.

### Fill-in-the-blank Questions

9. More than \_\_\_\_\_ percent of managers nationwide feel pressure to compromise ethics for company goals.
10. \_\_\_\_\_ occurs when a person claims the work of another as his or her own.
11. A \_\_\_\_\_ offers guidelines for avoiding ethical abuses within a specific organization or company.

### Multiple-choice Questions

12. Examples of ethical abuses in technical communication include
  - (a) plagiarizing the work of others.
  - (b) exaggerating claims.
  - (c) downplaying information.
  - (d) plagiarizing and exaggerating claims.
  - (e) All of these examples should be included.

13. When preparing a technical document, do all of the following *except*

- (a) provide possible alternatives if needed.
- (b) exaggerate information.
- (c) respect rights to privacy.
- (d) provide sufficient information.
- (e) inform of consequences or risks.

14. Omitting a confidentiality statement from a medical document asking for a patient's medical history

- (a) is not misleading.
- (b) carries no consequences for any party involved.
- (c) is unethical.
- (d) is a clever way to protect the company's interests.
- (e) is not misleading and carries no consequences for any party involved.

15. Which statement below is *least* accurate?

- (a) Because the company owns all the documents produced, employees cannot possibly plagiarize each other's work.
- (b) Charts and other visuals can be distorted to create a more positive outcome.
- (c) Withholding information is equally as unethical as fabricating information.
- (d) The pressure to produce work quickly can lead to misuse of texts or data.
- (e) All of these statements are accurate.

16. Taking an ethical stance requires you to

- (a) make a personal decision.
- (b) consider only the demands of your job.
- (c) consider the effects of your decision on others.
- (d) make a personal decision as well as to consider the effects of that decision on others.
- (e) consider only the demands of your job, but also to consider the effects of your decision on others.

17. Which of the following statements is *least* accurate?

- (a) I should make a distinction between what is certain and what is probable.
- (b) I need not be reasonably sure that a document will not have harmful consequences.
- (c) I should make sure that my sources of information are credible.
- (d) I should believe what I say and not have a hidden agenda.
- (e) I should distribute copies of the document to everyone who has a right to know about it.

## CHAPTER 5 ANSWER KEY

1. T

2. F

3. T

4. F

5. F

6. T

7. F

8. F

9. 50

10. Plagiarism

11. code of ethics

12. e

13. b

14. c

15. a

16. d

17. b

## CHAPTER 6. Structuring Information for Your Reader

### True/False Questions

1. \_\_\_\_\_ Readers of printed pages expect longer passages of text than readers of Web pages.
2. \_\_\_\_\_ Once the writing process has begun, a working outline should never be changed.
3. \_\_\_\_\_ In technical writing, the topic sentence usually appears first in the paragraph.
4. \_\_\_\_\_ Chunking is only relevant for Web-based documents.
5. \_\_\_\_\_ A progress report usually follows a problem/solution sequence.
6. \_\_\_\_\_ Transitions and connectors help create a sense of unity in a paragraph.
7. \_\_\_\_\_ Some documents may not need headings.
8. \_\_\_\_\_ Overviews are not appropriate for instructions.
9. \_\_\_\_\_ In a chronological sequence, a description begins at one location and ends at another.
10. \_\_\_\_\_ A support paragraph provides transition within a document.

### Fill-in-the-blank Questions

11. Outlines are organized by \_\_\_\_\_ notation or \_\_\_\_\_ notation.
12. \_\_\_\_\_ is the process of breaking information into smaller units.
13. For a paragraph to be \_\_\_\_\_, it must have a connected line of thought.

## Multiple-choice Questions

14. Formal outlines

- (a) use letters for the introduction, body, and conclusion.
- (b) indent the first level sub-topics.
- (c) must include at least two sub-topics for each level of division.
- (d) indent the first level sub-topics and must include at least two sub-topics for each level of division.
- (e) use letters for the introduction, body, and conclusion, as well as indent the first level sub-topics.

15. A conclusion is a good place to

- (a) take a position.
- (b) make recommendations.
- (c) suggest further research.
- (d) add new information.
- (e) take a position, make recommendations, and suggest further research.

16. A coherent paragraph will have

- (a) a topic sentence embedded in the middle.
- (b) an accessible line of reasoning.
- (c) few transitions.
- (d) no concluding sentence.
- (e) All of these answers are correct.

17. Which statement below is *most* accurate?

- (a) Information should be ordered in a logical progression.
- (b) An overview is required in all technical documents.
- (c) Questions should be avoided as headings.
- (d) Information should be ordered in a logical progression, and an overview is required in all technical documents.
- (e) Information should be ordered in a logical progression, and questions should be avoided as headings.

18. Technical communication blueprints include

- (a) topic sentences and paragraphs.
- (b) structure, visuals, and design.
- (c) structure, style, visuals, and design.
- (d) coherence and unity.
- (e) the four types of sequencing.

19. Which statement below is *least* accurate?

- (a) A cause-and-effect sequence must always start with an action and progress to the result.
- (b) A chronological sequence can be used to explain how something should be done.
- (c) A problem-solution sequence is useful in long reports.
- (d) A spatial sequence can be used to explain how parts of something fit together.
- (e) All of these statements are accurate.

20. Headings take the form of

- (a) words.
- (b) phrases.
- (c) brief statements.
- (d) questions.
- (e) All of these are options for headings.

## CHAPTER 6 ANSWER KEY

1. T

2. F

3. T

4. F

5. F

6. T

7. T

8. F

9. F

10. F

11. alphanumeric, decimal

12. Chunking

13. coherent

14. d

15. e

16. b

17. a

18. c

19. a

20. e

## CHAPTER 7. Writing with a Readable Style

### True/False Questions

1. \_\_\_\_\_ The passive voice should always be avoided.
2. \_\_\_\_\_ Jargon can be useful in communications among specialists.
3. \_\_\_\_\_ Whenever possible, you should preface your assertions with “I think,” “In my opinion,” “I believe,” or some other qualifier.
4. \_\_\_\_\_ Nominalizations add credibility and efficiency to your writing.
5. \_\_\_\_\_ Avoid using short sentences in technical writing.
6. \_\_\_\_\_ Combining sentences can help deemphasize some ideas and emphasize others.
7. \_\_\_\_\_ Using the term “Ms.” is an out-of-date strategy that should be avoided.
8. \_\_\_\_\_ Inefficient style is not only difficult to read, but also potentially unethical when it confuses the audience.
9. \_\_\_\_\_ Items in a list need not be written in similar grammatical form.
10. \_\_\_\_\_ Avoid person-first language for people with disabilities.

### Fill-in-the-blank Questions

11. A noun that has been formed from a verb and often ends in *ion* is called a \_\_\_\_\_.
12. Whereas repetition is saying the same thing twice using the same words, \_\_\_\_\_ is saying the same thing twice but using different words.
13. \_\_\_\_\_ is the accepted phrases, terms, and shorthand individuals in a profession use to communicate with each other efficiently.

## Multiple-choice Questions

14. Sentences using active voice

- (a) include a clear agent performing the action.
- (b) might be too blunt to be effective.
- (c) might be inappropriate if the object is more important than the subject.
- (d) have the recipient of the action in the subject slot of the sentence.
- (e) include a clear agent performing the action, but might be too blunt to be effective, and might be inappropriate if the object is more important than the subject.

15. In choosing the appropriate tone,

- (a) show confidence and directness by using the active voice.
- (b) remember that using “you” and “your” is too informal.
- (c) emphasize the positive.
- (d) remember that using “you” and “your” is too informal, but the tone could emphasize the positive.
- (e) show confidence and directness by using the active voice, and also emphasize the positive.

16. All of the following are elements of style *except*

- (a) sentence length.
- (b) tone.
- (c) grammar.
- (d) sentence construction.
- (e) wording.

17. Which of the following statements about tone is *most* accurate?

- (a) When conveying negative news, a negative tone is appropriate.
- (b) Vary the tone of a document from section to section as needed.
- (c) Never use “I” or “we” in a technical document.
- (d) Using “you” and “your” will help a writer connect with readers.
- (e) Use a very informal tone when writing to subordinates.

18. An example of sexist language is

- (a) Ms.
- (b) Dear Sir.
- (c) chairperson.
- (d) flight attendant.
- (e) Both Ms. and Dear Sir are sexist.

19. To write fluently

- (a) use parallel structure.
- (b) use the same sentence construction throughout.
- (c) vary sentence length.
- (d) use parallel structure and vary sentence length
- (e) use parallel structure and vary sentence length, but use the same sentence construction throughout.

20. All of the following are common sources of wordiness *except*

- (a) strong verbs.
- (b) qualifiers.
- (c) prepositional phrases.
- (d) “there is.”
- (e) weak verbs.

## CHAPTER 7 ANSWER KEY

1. F

2. T

3. F

4. F

5. F

6. T

7. F

8. T

9. F

10. F

11. nominalization

12. redundancy

13. jargon

14. e

15. e

16. c

17. d

18. b

19. d

20. a

## CHAPTER 8. Using Audience-Centered Visuals

### True/False Questions

1. \_\_\_\_\_ Distortion for the sake of emphasis is often justified.
2. \_\_\_\_\_ Visuals should always be accompanied by accompanying textual discussion.
3. \_\_\_\_\_ Tables are appropriate for quantitative information, not qualitative information.
4. \_\_\_\_\_ A chart depicts relationships that are plotted on vertical and horizontal axes.
5. \_\_\_\_\_ Photographs you find on the Web can be used freely.
6. \_\_\_\_\_ Flowcharts move from bottom to top, showing how the process moves up.
7. \_\_\_\_\_ YouTube and similar Web-based video sharing sites are inappropriate for company use.
8. \_\_\_\_\_ A line graph can display more data points than a bar graph.
9. \_\_\_\_\_ Icons resemble the items they represent.

### Fill-in-the-blank Questions

10. Whereas illustrations show what something looks like, \_\_\_\_\_ show how parts of an object fit together.
11. \_\_\_\_\_ charts are circular diagrams that show percentages.
12. To display quantitative information, use \_\_\_\_\_ tables; to display qualitative information, use \_\_\_\_\_ tables.

### Multiple-choice Questions

13. For illustrating a trend, the appropriate figure is typically a
  - (a) table.
  - (b) pie chart.
  - (c) photograph.
  - (d) block diagram.
  - (e) bar graph.

14. Organization charts

- (a) depict the breakdown of a project.
- (b) use lines and graphs to show the economic trend of a company.
- (c) show processes within an organization.
- (d) show a hierarchy of relationships among departments.
- (e) None of these answers is correct.

15. Photographs

- (a) are always preferable to illustrations if available.
- (b) can provide too much detail, confusing the user.
- (c) no longer need professionals to create them since digital photography and photo editing are so easily available.
- (d) when available are preferable to illustrations , but they can provide too much detail and confuse the user. Also, they are no longer produced by professionals with the advent of digital photograph and home computer editing.
- (e) are preferable to illustrations when available, but they can provide too much detail, confusing the user.

16. Which of the statements below is *most* accurate?

- (a) Stand-alone visuals are appropriate when they make the point more clearly than text can.
- (b) Visual elements can appear anywhere in the text, not necessarily near the text they support.
- (c) The right kind of visual can replace essential discussion in the text.
- (d) Figures do not need to be referred to in the text.
- (e) The right kind of visual can replace essential discussion in the text, and stand-alone visuals are appropriate when they make the point more clearly than text can.

17. To be readable, tables should

- (a) include footnotes, as necessary, to clarify information.
- (b) use ample white space between items.
- (c) abbreviate numbers of more than three digits
- (d) include footnotes, as necessary, to clarify information; use ample white space between items; and abbreviate numbers of more than three digits.
- (e) include footnotes, as necessary, to clarify information and use ample white space between items.

18. When constructing bar graphs,

- (a) vary widths of the bars for emphasis.
- (b) avoid tick marks.
- (c) use numbers or gradations that are evenly divided.
- (d) use the same colors or shades for multiple bar graphs.
- (e) do not include a title.

19. Which of the following statements is *least* accurate?

- (a) Provide a sense of scale in videos.
- (b) Use simplified clip art liberally.
- (c) Label the important parts of illustrations.
- (d) Use directional markers in diagrams when necessary.
- (e) In photographs, simulate the viewer's angle of vision.

## CHAPTER 8 ANSWER KEY

1. F

2. F

3. F

4. F

5. F

6. F

7. F

8. T

9. T

10. diagrams

11. Pie

12. numeric, textual

13. e

14. d

15. b

16. a

17. d

18. c

19. b

## CHAPTER 9. Designing User-Friendly Documents

### True/False Questions

1. \_\_\_\_\_ Page design and structure are synonymous.
2. \_\_\_\_\_ Usually, readers scan a page quickly to get a sense of the overall readability of a document.
3. \_\_\_\_\_ A document's design indicates its functionality.
4. \_\_\_\_\_ Memos or letters follow a horizontal grid pattern.
5. \_\_\_\_\_ Margins of half an inch or smaller are desirable for most documents.
6. \_\_\_\_\_ Serif fonts are appropriate for formal reports.
7. \_\_\_\_\_ The table of contents should match the headings structure of your document exactly.
8. \_\_\_\_\_ Justified text is best used for personal documents.
9. \_\_\_\_\_ Readers are confused by a page design that forms a visual hierarchy.
10. \_\_\_\_\_ Page numbers are essential only for documents with more than six pages.

### Fill-in-the-blank Questions

11. The three types of grid patterns for documents are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
12. Any area of a page that is not filled with visual elements, graphics, or text is called \_\_\_\_\_.
13. \_\_\_\_\_ text has even right margins.

### Multiple-choice Questions

14. Paragraphs in a document should
  - (a) all be about the same length.
  - (b) be consistently short.
  - (c) be consistently long.
  - (d) be at least 15 lines long.
  - (e) vary in length.

15. Unjustified text

- (a) has uneven spacing between words.
- (b) is common for formal materials.
- (c) is appropriate for letters and memos.
- (d) has uneven spacing between words and is common for formal materials.
- (e) has uneven spacing between words and is appropriate for letters and memos.

16. When adding headings, be sure to

- (a) use no more than two levels of headings.
- (b) make each higher-level heading yield at least three lower-level headings.
- (c) avoid using all capital letters.
- (d) include orphans periodically to show consistency.
- (e) None of the answers is correct.

17. Bulleted lists are appropriate for

- (a) organizing similar items.
- (b) enumerating a sequence of steps.
- (c) drawing attention to headings.
- (d) organizing similar items and drawing attention to headings.
- (e) organizing similar items, enumerating a sequence of steps, and drawing attention to headings.

18. Which of the following statements is *most* accurate?

- (a) For variety, switch between serif and sans-serif fonts in document.
- (b) A 2-inch inside margin is appropriate for a bound document.
- (c) For consistency, font size in headings and text should be the same.
- (d) Use as little white space as possible.
- (e) Orphans and widows add interest to a document's design.

19. Which of the following sequences is the best approach to designing a usable document?

- (a) Design the document; determine audience and purpose; adjust as needed.
- (b) Determine the purpose; design the document.
- (c) Conduct a task analysis; determine the purpose; design the document.
- (d) Determine audience and purpose; conduct a task analysis; design the document.
- (e) All of these are workable approaches.

20. Which of the following statements is *least* accurate?

- (a) Color can be used for headings.
- (b) Color helps readers navigate a text.
- (c) Use very bright colors to draw attention to text.
- (d) Bold or shading can be used instead of color.
- (e) All of these statements are accurate.

## CHAPTER 9 ANSWER KEY

1. F

2. T

3. T

4. T

5. F

6. T

7. T

8. F

9. F

10. F

11. horizontal, vertical, combined

12. white space

13. Justified

14. e

15. c

16. e

17. a

18. b

19. d

20. c

## CHAPTER 10. Résumés and Other Employment Materials

### True/False Questions

1. \_\_\_\_\_ To increase your employment chances, apply for the broadest possible jobs.
2. \_\_\_\_\_ Send a thank-you email immediately after an interview.
3. \_\_\_\_\_ The career-objective statement should be tailored to the specific job for which you are applying.
4. \_\_\_\_\_ To prepare a résumé for scanning, use asterisks instead of bullets.
5. \_\_\_\_\_ Starting with a question is too informal for a cover letter.
6. \_\_\_\_\_ During an employment interview, it is important to have your own set of questions to ask the potential employer, as they can be as important as the answers you give.
7. \_\_\_\_\_ Include your street address and home phone number in a Webfolio.
8. \_\_\_\_\_ Always ask for permission to include an individual as a reference.
9. \_\_\_\_\_ Be diplomatic in a refusal letter.
10. \_\_\_\_\_ Active voice is inappropriate for an application letter.

### Fill-in-the-blank Questions

11. A \_\_\_\_\_ résumé highlights skills relevant to a particular job.
12. Your \_\_\_\_\_ contains documents (e.g., transcript, recommendation letters, etc.) that represent your credentials.
13. Applications sent to an employer that has advertised a position are called \_\_\_\_\_ applications.

## Multiple-choice Questions

14. Most employers will look at a résumé for

- (a) 3–5 minutes.
- (b) 2–3 minutes.
- (c) 1–2 minutes.
- (d) 15–45 seconds.
- (e) 5–15 seconds.

15. Which of the following is the major implied question posed by all employers?

- (a) Why do you want to work here?
- (b) What do you have to offer?
- (c) Where would you like to be in ten years?
- (d) What are your long-term goals?
- (e) What salary would you accept?

16. Throughout your résumé, use

- (a) complete sentences.
- (b) abbreviations.
- (c) FULL CAPS.
- (d) passive constructions.
- (e) action verbs.

17. To create an effective online résumé,

- (a) convert all action verbs to nouns.
- (b) include keywords as nouns.
- (c) include a home address.
- (d) convert all action verbs to nouns and include keywords as nouns.
- (e) include keywords as nouns and a home address.

18. When researching the job market,

- (a) go straight to the Internet and search through as many Web sites as possible.
- (b) never send out unsolicited application letters.
- (c) consult reference materials specific to the industry.
- (d) avoid talking to friends and family members about your search.
- (e) go straight to the Internet and search through as many Web sites as possible, and also consult reference materials specific to the industry.

19. Which of the following statements is *most* accurate?

- (a) Avoid bold, italics, and colors on a résumé.
- (b) For hard copy résumés, paper quality does not matter.
- (c) List as much of your background and work experience as possible.
- (d) If possible, limit your résumé to one page.
- (e) Create an all-purpose résumé that you can send to every potential employer.

20. During an interview,

- (a) have ready extra résumés, a notepad, and a pen.
- (b) immediately address the interviewer by first name.
- (c) make sure that you do most of the talking.
- (d) criticize previous employers if they treated you badly.
- (e) avoid being friendly as the employer will not take you seriously.

## CHAPTER 10 ANSWER KEY

1. F

2. F

3. T

4. T

5. F

6. T

7. F

8. T

9. T

10. F

11. functional

12. dossier

13. solicited

14. d

15. b

16. e

17. b

18. c

19. d

20. a

## CHAPTER 11. Memos and Letters

### True/False Questions

1. \_\_\_\_\_ The most typical form of everyday workplace communication is a letter.
2. \_\_\_\_\_ Headings and bullets are not needed in memos because they are typically short communications.
3. \_\_\_\_\_ An email “signature” is not legally binding.
4. \_\_\_\_\_ Memos generally focus on only one topic.
5. \_\_\_\_\_ Letters are preferred for communicating outside an organization.
6. \_\_\_\_\_ In a letter, the date always appears immediately below the sender’s address.
7. \_\_\_\_\_ Appeal to both logic and emotion in a sales letter.
8. \_\_\_\_\_ Inquiry letters are always unsolicited.
9. \_\_\_\_\_ Idioms and informal language are not appropriate for international letter recipients.
10. \_\_\_\_\_ Informational memos are increasingly being sent via email.

### Fill-in-the-blank Questions

11. A \_\_\_\_\_ memo accompanies a package of materials and indicates that information is being sent from one place to another.
12. The address of a letter’s recipient is called the \_\_\_\_\_ address.
13. An \_\_\_\_\_ letter is written in response to a claim letter from a customer.

## Multiple-choice Questions

14. Memos

- (a) are commonly addressed to people outside a company.
- (b) provide appropriate formality for the workplace.
- (c) should always take a direct approach.
- (d) should be sent via paper rather than email.
- (e) None of these answers is correct.

15. A transmittal memo

- (a) distributes bad news to the recipients.
- (b) distributes good news to the recipients.
- (c) accompanies long reports or proposals.
- (d) distributes both bad and good news to the recipients.
- (e) accompanies long reports or proposals and distributes both bad and good news to the recipients.

16. In a letter of complaint, a(n)

- (a) indirect approach is appropriate for arguable claims.
- (b) indirect approach is appropriate for routine claims.
- (c) direct approach is always the most effective.
- (d) direct approach is appropriate for arguable claims.
- (e) indirect approach is always appropriate.

17. The “you” perspective in a letter is most appropriate

- (a) in the salutation.
- (b) in the first sentence of the letter.
- (c) in the concluding paragraph.
- (d) throughout the letter.
- (e) at no point

18. Which of the following statements about inquiry letters is *least* accurate?

- (a) Address the letter to a specific person.
- (b) Provide all of your contact information so that you can be reached easily.
- (c) Do not enclose a self-addressed, stamped envelope as doing so is presumptuous.
- (d) Say thank you and offer to follow up.
- (e) All of these statements are accurate.

19. In an adjustment letter,

- (a) offer an incentive if appropriate.
- (b) apologize in passive voice.
- (c) use active voice to explain the customer's mistake.
- (d) offer an incentive, if appropriate, and apologize in passive voice.
- (e) All of these actions should be taken in an adjustment letter.

20. In standard letter format, the

- (a) enclosure notation appears before the complimentary closing.
- (b) inside address appears above the date.
- (c) sender's address is omitted.
- (d) sender's signature appears above the complimentary closing.
- (e) heading appears above the date.

## CHAPTER 11 ANSWER KEY

1. F

2. F

3. F

4. T

5. T

6. T

7. T

8. F

9. T

10. T

11. transmittal

12. inside

13. adjustment

14. b

15. c

16. a

17. d

18. c

19. a

20. e

## CHAPTER 12. Definitions

### True/False Questions

1. \_\_\_\_\_ Parenthetical definitions are often synonyms.
2. \_\_\_\_\_ Definitions can be as long as several pages.
3. \_\_\_\_\_ Definitions can have legal implications.
4. \_\_\_\_\_ Hyperlinked definitions are difficult for readers to use.
5. \_\_\_\_\_ Circular definitions help clarify technical concepts.
6. \_\_\_\_\_ Visuals are inappropriate methods for defining concepts.
7. \_\_\_\_\_ Use sentence definitions to establish a working definition of a term.
8. \_\_\_\_\_ Definitions should never be placed in the margin of a text.
9. \_\_\_\_\_ Definitions are rarely field-specific.
10. \_\_\_\_\_ Use as many expansion methods as necessary for a definition.

### Fill-in-the-blank Questions

11. The three parts of a sentence definition are \_\_\_\_\_,  
\_\_\_\_\_, and \_\_\_\_\_.
12. The term for a word's origin is \_\_\_\_\_.
13. The three categories of definition are \_\_\_\_\_, \_\_\_\_\_,  
and \_\_\_\_\_.

### Multiple-choice Questions

14. The specific strategies of expansion you choose will depend on
  - (a) the needs of your audience.
  - (b) how much time you have.
  - (c) the information you have.
  - (d) the amount of space you have in your report.
  - (e) None of these answers is correct.

15. Definitions should be

- (a) judgmental.
- (b) engaging.
- (c) impressionistic.
- (d) eclectic.
- (e) concise.

16. An expanded definition should be placed

- (a) at the beginning of a long document.
- (b) in an appendix.
- (c) as part of the running text.
- (d) either at the beginning of a long document or in an appendix, depending upon the purpose.
- (e) None of these answers is correct.

17. To determine the best expansion approach, ask which of the following questions?

- (a) What does it look like?
- (b) What are its parts?
- (c) How did its name originate?
- (d) What does it not mean?
- (e) All of these answers are correct.

18. Sound strategies for definitions include

- (a) using circular definitions.
- (b) avoiding visuals.
- (c) narrowing the class precisely.
- (d) making distinguishing features broad.
- (e) All of these answers are correct.

19. Which of the following is *not* a method of expansion?

- (a) explaining required conditions
- (b) determining the audience
- (c) comparing and contrasting
- (d) analyzing parts
- (e) identifying the operating principle

20. Which of the following statements is *most* accurate?

- (a) Definitions have legal, ethical, and societal implications.
- (b) Definitions have only legal and ethical implications.
- (c) Definitions have neither societal nor ethical implications.
- (d) Definitions have only legal implications.
- (e) None of these answers are correct.

## CHAPTER 12 ANSWER KEY

1. T

2. T

3. T

4. F

5. F

6. F

7. T

8. F

9. F

10. T

11. term, class, and features

12. etymology

13. parenthetical, sentence, and expanded

14. a

15. e

16. d

17. e

18. c

19. b

20. a

## CHAPTER 13. Descriptions

### True/False Questions

1. \_\_\_\_\_ The main purpose of all technical descriptions is to stimulate consumer interest in products.
2. \_\_\_\_\_ Except for promotional writing, descriptions should be objective.
3. \_\_\_\_\_ Ethical communicators do not express personal opinions, even when a product may be unsafe or unsound.
4. \_\_\_\_\_ Users of any technical description need as much information as possible.
5. \_\_\_\_\_ Any item can be described in many ways.
6. \_\_\_\_\_ Customers are the primary audience for specifications.
7. \_\_\_\_\_ Use prose sparingly when writing specifications; short lists are preferable.
8. \_\_\_\_\_ Specifications are a type of description.
9. \_\_\_\_\_ The title of a description should be clear and limited.
10. \_\_\_\_\_ Consistency is not a key feature of specifications.

### Fill-in-the-blank Questions

11. Descriptions based on feelings are considered \_\_\_\_\_, whereas descriptions based on fact are \_\_\_\_\_.
12. The two broad categories of descriptions are \_\_\_\_\_ descriptions and \_\_\_\_\_ descriptions.
13. The three types of organizational patterns (or sequences) for descriptions are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

## Multiple-choice Questions

14. When creating specifications to meet your audience

- (a) always avoid specialized industry language.
- (b) you can use specialized language when your audience is primarily technical experts.
- (c) avoid referring to outside sources of information for more details.
- (d) always avoid specialized industry language and references to outside sources of information for more details.
- (e) None of these answers are correct.

15. The most precise technical descriptions are

- (a) creative.
- (b) vividly subjective.
- (c) visionary.
- (d) objective.
- (e) All of these answers are correct.

16. Specifications help ensure

- (a) quality.
- (b) consistency.
- (c) safety.
- (d) only quality and safety.
- (e) quality, consistency, and safety.

17. Visuals in descriptions

- (a) are rarely needed to facilitate understanding.
- (b) can stand alone without labels or captions.
- (c) can clarify your prose description for the reader.
- (d) should be used only for non-technical audiences.
- (e) should always be placed in appendices and never in the text.

18. When planning a complex description,

- (a) create an outline.
- (b) determine the technical level of the audience.
- (c) decide what *not* to include.
- (d) create an outline and determine the technical level of the audience.
- (e) create an outline, determine the technical level of the audience, and decide what *not* to include.

19. When writing specifications,

- (a) use consistent terminology.
- (b) always provide a brief introduction and summary.
- (c) avoid referring to other specifications.
- (d) limit the use of lists.
- (e) use consistent terminology and avoid referring to other specifications.

20. Which of the following statements about sequences is *most* accurate?

- (a) To describe how something works, use a spatial sequence.
- (b) To describe how something is assembled, use a chronological sequence.
- (c) To describe how something looks, use a spatial sequence.
- (d) Never use more than one sequence to describe something.
- (e) Always use more than one sequence to describe something.

## CHAPTER 13 ANSWER KEY

1. F

2. T

3. F

4. F

5. T

6. F

7. T

8. T

9. T

10. F

11. subjective, objective

12. process, product

13. spatial, functional, chronological

14. b

15. d

16. e

17. c

18. e

19. a

20. c

## CHAPTER 14. Instructions and Procedures

### True/False Questions

1. \_\_\_\_\_ To avoid cluttering your instructions, use as few transitional phrases as possible.
2. \_\_\_\_\_ Be careful to avoid redundancies between the visual and verbal information in instructions.
3. \_\_\_\_\_ The audience for procedures is typically people who are not already familiar with the task.
4. \_\_\_\_\_ A usability study is appropriate for instructions but not procedures.
5. \_\_\_\_\_ Increasingly, companies offer smaller print manuals and more detailed user instructions on Web sites.
6. \_\_\_\_\_ Instructional brochures should contain both text and visuals.
7. \_\_\_\_\_ Introductions are unnecessary for instructions.
8. \_\_\_\_\_ Medical procedures are written only for medical personnel.
9. \_\_\_\_\_ Accessible design is important for both instructions and procedures.
10. \_\_\_\_\_ Online instructions should not contain hypertext.

### Fill in the Blank Questions

11. Formal procedures designed to give a company an official record of a procedure and how it should be performed are called \_\_\_\_\_.
12. Three kinds of notices that you may include in procedures to ensure consumer safety are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

### Multiple-choice Questions

13. When choosing the phrasing of each step of the instructions, use
  - (a) parallel phrasing.
  - (b) imperative mood.
  - (c) active voice.
  - (d) affirmative phrasing.
  - (e) All of these answers are correct.

14. Which of the following statements is *most* accurate?

- (a) Instructions and procedures should be offered only in print format.
- (b) PDF is the preferred format for all procedures.
- (c) Brochures are appropriate for some instructions.
- (d) CDs are appropriate formats for all types of instructions.
- (e) User manuals are inappropriate for instructions.

15. Choose the most effectively written instructions:

- (a) Plug it in.
- (b) After that, you should next empty the basket.
- (c) The user should shred no more than eight pieces of paper at any given time.
- (d) Set the control switch to “auto.”
- (e) Keep your hair away from the shredder, and you should also keep your sleeves away.

16. Any visual in a set of instructions should be

- (a) placed in an appendix so as not to interrupt the steps.
- (b) placed in the introduction to increase interest.
- (c) incorporated within the discussion of the related step, for immediate reference.
- (d) placed in an appendix, so as not to interrupt the steps or placed in the introduction to increase interest.
- (e) placed in an appendix, so as not to interrupt the steps, or incorporated within the discussion of the related step, for immediate reference.

17. Which of the following statements is *least* accurate?

- (a) Medical procedures might include standard operating procedures.
- (b) Standard operating procedures are never written for a public audience.
- (c) Safety procedures may detail steps to take in emergency situations.
- (d) Standard operating procedures are mandatory in some workplace environments.
- (e) Medical procedures are rarely available to public audiences.

18. Legal liabilities resulting from faulty instructions include failure to warn against

- (a) hazards from proper use of a product.
- (b) possible misuses of a product.
- (c) possible unclear and misleading instructions.
- (d) hazards from proper use of a product and the possible misuses of a product.
- (e) hazards from proper use of a product, possible misuses of a product, and possible unclear and misleading instructions.

19. Well-designed instructions will

- (a) place visuals and prose steps apart from one another.
- (b) use a layered approach for lengthy instructions.
- (c) separate each step visually.
- (d) use a layered approach for lengthy instructions and separate each step visually.
- (e) place visuals and prose steps apart from one another, as well as separate each step visually.

20. Cautions in instructions are used to

- (a) prevent mistakes that could result in injury or equipment damage.
- (b) alert users to potential hazards to life and limb.
- (c) identify an immediate hazard to life and limb.
- (d) clarify a point.
- (e) emphasize vital information.

## CHAPTER 14 ANSWER KEY

1. F

2. F

3. F

4. F

5. T

6. T

7. F

8. F

9. T

10. F

11. Standard operating procedures

12. cautions, warnings, danger notices

13. e

14. c

15. d

16. e

17. b

18. d

19. d

20. a

## CHAPTER 15. Summaries

### True/False Questions

1. \_\_\_\_\_ Summaries use a nontechnical style.
2. \_\_\_\_\_ Writing summaries requires distinguishing between essential and superfluous details.
3. \_\_\_\_\_ Summaries are an opportunity for the writer to put his or her own emphasis on particular aspects of the original material.
4. \_\_\_\_\_ Informative abstracts are one- or two-sentence descriptions of what a document contains.
5. \_\_\_\_\_ Closing summaries appear just after the “Recommendations” section of a report.
6. \_\_\_\_\_ Formal reports always include informative abstracts or executive summaries.
7. \_\_\_\_\_ Executive summaries are more persuasive than descriptive summaries.
8. \_\_\_\_\_ A summary should include additional details and examples not found in the original document but which support the main points of the original.
9. \_\_\_\_\_ Summaries may have ethical pitfalls.
10. \_\_\_\_\_ Writing summaries is not a straightforward process.

### Fill in the Blank Questions

11. A \_\_\_\_\_ helps readers review the major findings presented in a document.
12. \_\_\_\_\_ abstracts state what a document covers, whereas \_\_\_\_\_ abstracts summarize a document.

### Multiple-choice Questions

13. Effective summaries
  - (a) use the same wording as the original.
  - (b) let readers know what to expect in the full document.
  - (c) follow the same logical sequence as the original.
  - (d) use the same wording as the original and follow the same logical sequence as the original.
  - (e) All of these answers are correct.

14. Descriptive abstracts

- (a) are more extensive than informative abstracts.
- (b) appear right after the table of contents in a report.
- (c) describe in detail what the document contains.
- (d) are usually 3 to 5 paragraphs long.
- (e) help people decide whether to read the entire report.

15. The step-by-step process for writing a summary includes

- (a) taking notes and composing the summary on the first reading of the document.
- (b) highlighting key information to extract on the second reading.
- (c) cutting and pasting information and keeping that original language.
- (d) taking notes and composing the summary on the first reading of the document, as well as highlighting key information to extract on the second reading.
- (e) All of these make up the process.

16. Which of the following would *not* be a good strategy for writing a summary?

- (a) including background details
- (b) compressing a list of examples
- (c) omitting technical details
- (d) including key statistics
- (e) avoiding repetition

17. Executive summaries are

- (a) aimed at technical audiences.
- (b) not persuasive.
- (c) similar to informative abstracts in some regards.
- (d) objective and do not suggest actions to take.
- (e) not persuasive and objective, and do not suggest actions to take.

18. Which of the following characteristics is *least* important in a summary?

- (a) accuracy
- (b) technical style
- (c) conciseness
- (d) completeness
- (e) All of these answers are correct.

19. Effective summaries will

- (a) help readers decide whether to read the entire document or parts of it.
- (b) give readers a framework for understanding the document.
- (c) offer a subjective view of the document's contents.
- (d) help readers decide whether to read the entire document or parts of it, and give readers a framework for understanding the document.
- (e) help readers decide whether to read the entire document or parts of it, and offer a subjective view of the document's contents.

20. Informative abstracts

- (a) identify the issue that prompted the document.
- (b) describe research methods used.
- (c) offer the main findings.
- (d) avoid revealing conclusions.
- (e) identify the issue that prompted the document, describe research methods used, and offer the main findings.

## CHAPTER 15 ANSWER KEY

1. T

2. T

3. F

4. F

5. F

6. T

7. T

8. F

9. T

10. F

11. closing summary

12. Descriptive, informative

13. d

14. e

15. b

16. a

17. c

18. b

19. d

20. e

## CHAPTER 16. Informal Reports

### True/False Questions

1. \_\_\_\_\_ Most informal reports are formatted as a memorandum.
2. \_\_\_\_\_ Periodic activity reports and progress reports are the same—they are two names for the same type of report.
3. \_\_\_\_\_ Progress reports for external clients should be delivered via email.
4. \_\_\_\_\_ A peer review report is a type of recommendation report.
5. \_\_\_\_\_ Peer review reports should avoid suggesting alternative courses of action when providing constructive criticism.
6. \_\_\_\_\_ Minutes serve as an official record of a meeting.
7. \_\_\_\_\_ Minutes are often distributed via email.
8. \_\_\_\_\_ Feasibility reports provide the background of a problem but do not offer recommendations or possible solutions.
9. \_\_\_\_\_ Trip reports help managers monitor employee activities.
10. \_\_\_\_\_ Recommendation reports include extensive feasibility analysis.

### Fill-in-the-blank Questions

11. The two categories of informal report are \_\_\_\_\_ and \_\_\_\_\_.
12. To give a colleague constructive criticism, write a \_\_\_\_\_ report.
13. \_\_\_\_\_ reports summarize general activities during a specific time period, whereas \_\_\_\_\_ reports summarize accomplishments on a specific project.

### Multiple-choice Questions

14. Analytical reports
  - (a) provide information.
  - (b) provide conclusions.
  - (c) evaluate and interpret information.
  - (d) provide information and conclusions.
  - (e) provide information, conclusions, as well as evaluate and interpret information.

15. Trip reports should

- (a) avoid cluttering the document with the details of who was spoken with and where, since the focus is on the financial details of the trip.
- (b) avoid expressing personal impressions.
- (c) express a willingness to answer follow-up questions.
- (d) avoid expressing personal impressions and express a willingness to answer follow-up questions.
- (e) All of these answers are correct.

16. Feasibility reports and recommendation reports are similar in that they both

- (a) have managers and other decision makers as their primary audience.
- (b) emphasize expected rather than possible benefits.
- (c) discuss the problem or situation before the recommendation.
- (d) have managers and other decision makers as their primary audience, as well as emphasize expected rather than possible benefits.
- (e) All of these answers are correct.

17. Types of informational reports include

- (a) trip reports and peer review reports.
- (b) progress reports, activity reports, and meeting minutes.
- (c) feasibility and recommendation reports.
- (d) peer review reports and progress reports.
- (e) trip reports, meeting minutes, and recommendation reports.

18. For meeting minutes, do all of the following *except*

- (a) list attendees.
- (b) describe agenda items.
- (c) include personal commentary.
- (d) include a title and the meeting date.
- (e) record all decisions made.

19. Choose the statement that is *most* accurate.

- (a) Progress reports are written for internal personnel only.
- (b) Managers use progress reports to monitor employees and evaluate projects.
- (c) Using the memo format for a progress report is appropriate for an internal audience.
- (d) Progress reports are written for internal personnel only, and managers use them to monitor employees and evaluate projects.
- (e) Managers use progress reports to monitor employees and evaluate projects, and using the memo format for a progress report is appropriate for an internal audience.

20. When writing recommendation reports,

- (a) begin with a long and detailed subject line.
- (b) discuss the background in detail but keep the recommendation as brief as possible.
- (c) use an obsequious tone.
- (d) end with a list of benefits for taking action.
- (e) make headings broad and general.

21. Peer review reports

- (a) are written by one employee about another and submitted to the manager.
- (b) support criticism by offering specific examples.
- (c) are never written in memo format.
- (d) avoid offering suggestions or resources.
- (e) end by re-emphasizing all the negative points.

22. Choose the statement below that is *least* accurate.

- (a) A trip report is a type of periodic activity report.
- (b) Periodic activity reports are written for internal audiences.
- (c) Like progress reports, periodic activity reports summarize activities over a specific period.
- (d) Periodic activity reports help managers monitor workload.
- (e) Periodic activity reports include essential information but not minor details.

## CHAPTER 16 ANSWER KEY

1. T

2. F

3. F

4. F

5. F

6. T

7. T

8. F

9. T

10. F

11. informational, analytical

12. peer review

13. Periodic activity, progress

14. e

15. d

16. a

17. b

18. c

19. e

20. d

21. b

22. a

## CHAPTER 17. Formal Reports

### True/False Questions

1. \_\_\_\_\_ Among the typical questions answered by formal reports are “Why does X happen” and “How do I do X?”
2. \_\_\_\_\_ A formal report may address two or more categories of approaches—comparative, causal, and feasibility.
3. \_\_\_\_\_ A formal report should address only the immediate cause and leave out any distant causes.
4. \_\_\_\_\_ When writing formal reports, you only need to be concerned with the primary audience, not the secondary audience.
5. \_\_\_\_\_ A letter of transmittal is not part of the report but is submitted on top of a report.
6. \_\_\_\_\_ The headings and sub-headings in the table of contents *exactly* match the headings and sub-headings in the report.
7. \_\_\_\_\_ If your report contains more than five terms that your audience might not understand, you should include a glossary of terms in your end matter.
8. \_\_\_\_\_ Embarrassing or bad news may be placed in an appendix to the main report.
9. \_\_\_\_\_ Most formal reports are written for decision makers.
10. \_\_\_\_\_ Incorporate as many visual elements as possible and place them all at the end of the report.

### Fill-in-the-blank Questions

11. The list of references, appendices, glossary, and other supplemental materials are examples of \_\_\_\_\_.
12. \_\_\_\_\_ analysis rates similar items based on specific criteria, whereas \_\_\_\_\_ analysis may explain the effects of a problem or decision.
13. Questionnaires and interview questions are examples of items that may be placed in the formal report's \_\_\_\_\_.

## Multiple-choice Questions

14. A feasibility analysis

- (a) excludes evidence that refutes your ultimate recommendation.
- (b) carefully analyzes both opposing and supporting data.
- (c) includes opposing evidence but downplays it.
- (d) carefully analyzes both opposing and supporting data, and includes opposing evidence, but downplays it.
- (e) None of these answers is correct.

15. Appropriate content for a letter of transmittal might be

- (a) acknowledging individuals who helped with the report.
- (b) referring to specific portions of the report.
- (c) offering personal observations.
- (d) acknowledging individuals who helped with the report and referring to specific portions of the report.
- (e) All of these answers are appropriate content for a letter of transmittal.

16. A table of contents should include

- (a) the title page.
- (b) a letter of transmittal.
- (c) the abstract.
- (d) tables and figures.
- (e) the abstract as well as tables and figures.

17. Front matter includes the

- (a) introduction.
- (b) table of contents.
- (c) letter of transmittal.
- (d) table of contents and letter of transmittal.
- (e) introduction and table of contents.

18. When incorporating research into your report, you

- (a) may interpret the data to suit your needs.
- (b) should include a references list but omit citations in the text.
- (c) must choose sources that are credible.
- (d) include extensive tables of data without discussion.
- (e) All of these are correct.

19. Which of the following is *not* an element of effective reports?

- (a) navigable design
- (b) personable style
- (c) audience-centered visuals
- (d) general purpose statement
- (e) logical structure

20. Which of the following sections of a formal report may be optional?

- (a) title page
- (b) table of contents
- (c) abstract or executive summary
- (d) list of tables and figures
- (e) conclusion

21. Which of the following statements is *least* accurate?

- (a) Once a purpose statement is written, it may not be revised.
- (b) Formal reports may have both primary and secondary purposes.
- (c) If a report has secondary purposes, the purpose statement should include them.
- (d) Once a purpose statement is written, it may not be revised; and if a report has secondary purposes, the purpose statement should include them.
- (e) Formal reports may have both primary and secondary purposes; and if a report has secondary purposes, the purpose statement should include them.

22. Features of an effective causal analysis include

- (a) identifying coincidence as cause.
- (b) identifying only the immediate cause and omitting distance causes.
- (c) determining a cause that fits the effect.
- (d) identifying only the immediate cause and omitting distance causes, and determining a cause that fits the effect.
- (e) identifying only the immediate cause and omitting distance causes, determining a cause that fits the effect, and identifying coincidence as cause.

## CHAPTER 17 ANSWER KEY

1. F

2. T

3. F

4. F

5. T

6. T

7. T

8. F

9. T

10. F

11. end matter

12. Comparative, causal

13. appendixes

14. b

15. e

16. e

17. b

18. c

19. d

20. d

21. a

22. c

## CHAPTER 18. Proposals

### True/False Questions

1. \_\_\_\_\_ Whether solicited or unsolicited, all research proposals are formal.
2. \_\_\_\_\_ The logical flow of proposals, regardless of type, should move from problem/situation to solution/resolution.
3. \_\_\_\_\_ Formal proposals have the same format as formal reports.
4. \_\_\_\_\_ Research proposals can use technical language appropriate for experts in the field.
5. \_\_\_\_\_ If the solutions you propose have limitations, be sure to acknowledge them in the proposal.
6. \_\_\_\_\_ A specific call to action is not necessary in a proposal, because it is implied.
7. \_\_\_\_\_ Unlike in reports, it is not appropriate to include documentation of sources in your proposal.
8. \_\_\_\_\_ Proposals have one purpose: to convince your audience to agree to your plan.
9. \_\_\_\_\_ Formal proposals rarely need front and/or end matter.
10. \_\_\_\_\_ Informal proposals should be presented only in email or memo format.

### Fill-in-the-blank Questions

11. Three categories of proposals are \_\_\_\_\_ , \_\_\_\_\_ , and \_\_\_\_\_ .
12. \_\_\_\_\_ proposals are written in response to a request from a manager or customer, whereas \_\_\_\_\_ proposals are written without having been requested.
13. RFP is short for \_\_\_\_\_ .

## Multiple-choice Questions

14. A proposal for improving your company's morale, requested by the vice president in charge of personnel, probably would be classified as

- (a) a solicited, internal research proposal.
- (b) an unsolicited, external planning proposal.
- (c) a solicited, internal planning proposal.
- (d) a sales proposal.
- (e) None of these answers is correct.

15. Proposals differ from reports in that proposals

- (a) need to accommodate a variety of audiences.
- (b) answer the question "What should we do?"
- (c) answer the question "How should we do it?"
- (d) need to accommodate a variety of audiences, as well as answer the question "What should we do?"
- (e) answer the questions "What should we do?" and "How should we did it?"

16. Besides being clear, the proposal plan must be

- (a) inexpensive.
- (b) highly optimistic.
- (c) creative.
- (d) realistic.
- (e) inexpensive and realistic.

17. When writing the proposal,

- (a) adopt a confident tone.
- (b) choose the most simplistic language possible.
- (c) use active verbs.
- (d) adopt a confident tone, choose the most simplistic language possible, and use active verbs.
- (e) adopt a confident tone and use active verbs.

18. Planning proposals

- (a) offer solutions to problems or suggestions for improvement.
- (b) present a plan to conduct a research project.
- (c) detail services or products.
- (d) All of these answers are correct.
- (e) offer solutions to problems or suggestions for improvement, and present a plan to conduct a research project.

19. Which of the following is *not* a typical component of a formal proposal?

- (a) background information
- (b) RFP
- (c) problem statement
- (d) a specific title
- (e) budget

20. Avoid all of the following in a proposal *except*

- (a) an inducement for readers to act.
- (b) excessive detail.
- (c) passive language.
- (d) exaggerated claims.
- (e) a broad title.

21. Which of the following components may be included in a formal proposal?

- (a) table of contents
- (b) references list
- (c) a letter of transmittal
- (d) table of contents and references list
- (e) table of contents, references list, and a letter of transmittal

22. Identify possible limitations to your proposed solution

- (a) under no circumstances.
- (b) in all situations.
- (c) only when doing so will not hurt your chances for funding.
- (d) only when you are sure competing proposals have more dire limitations.
- (e) only when doing so will not hurt your chances for funding, and you are sure competing proposals have more dire limitations.

## CHAPTER 18 ANSWER KEY

1. F

2. T

3. T

4. T

5. T

6. F

7. F

8. T

9. F

10. F

11. research, planning, sales

12. Solicited, unsolicited

13. request for proposals

14. c

15. c

16. d

17. e

18. a

19. b

20. a

21. e

22. b

## CHAPTER 19. Email and Text Messages

### True/False Questions

1. \_\_\_\_\_ For most simple correspondence, email is the correct format to use.
2. \_\_\_\_\_ Use of bullets, headings, and italics is inappropriate in short communications like email.
3. \_\_\_\_\_ Text messages are more informal than email.
4. \_\_\_\_\_ Send a flaming email when you want to grab the intended audience's attention.
5. \_\_\_\_\_ Email messages are automatically copyrighted.
6. \_\_\_\_\_ Emoticons are useful to convey tone in emails to clients.
7. \_\_\_\_\_ Always assume that any email message you send will be read by unintended audiences.

### Fill-in-the-blank Questions

8. \_\_\_\_\_ is the system of legal protection for original works of authorship.
9. Sending angry, sarcastic, insulting emails is called \_\_\_\_\_.
10. \_\_\_\_\_ involves creating text-based messages on a computer or tablet instead of a cell phone.

### Multiple-choice Questions

11. When creating workplace emails
  - (a) try to incorporate emoticons for greater connection with your audience.
  - (b) don't worry too much about proper spelling and grammar, since everyone knows how quickly email is written.
  - (c) apply a conversational, informal style.
  - (d) avoid the dangers of netiquette.
  - (e) None of these answers is correct.

12. Netiquette includes rules about all of the following *except*

- (a) adopting the right tone.
- (b) using biased language.
- (c) deciding to send a paper copy of email.
- (d) forwarding confidential emails.
- (e) sending attachments.

13. The most appropriate audience for your text message is

- (a) another student.
- (b) your instructor.
- (c) your manager.
- (d) another student and your instructor
- (e) another student, your instructor, and your manager

14. Which of the following scenarios calls for sending an email?

- (a) resigning from your job
- (b) sending a colleague a project update
- (c) saying thank you after a job interview
- (d) forwarding legal documents
- (e) All of these answers are correct.

15. When creating a text message in a professional context, you may

- (a) use abbreviations.
- (b) digress.
- (c) dispense with netiquette.
- (d) discuss multiple topics.
- (e) use abbreviations and discuss multiple topics.

16. Components of a well-written email message include a

- (a) clear subject line.
- (b) brief introduction.
- (c) signature block.
- (d) clear subject line and signature block.
- (e) clear subject line, brief introduction, and signature block.

17. Which of the following statements is *most* accurate?

- (a) Text messaging may be used to send a thank-you after a job interview.
- (b) Use an informal tone when emailing clients.
- (c) Email is not an appropriate medium for communicating with customers.
- (d) Adopt a more formal tone when emailing a client.
- (e) Text messaging is an appropriate way to send your manager a progress report.

18. Privacy issues apply to

- (a) email only.
- (b) texts only.
- (c) email and texts.
- (d) neither email nor texts.
- (e) no digital communications.

## CHAPTER 19 ANSWER KEY

1. T

2. F

3. T

4. F

5. T

6. F

7. T

8. Copyright

9. flaming

10. Instant messaging or Chatting

11. e

12. c

13. a

14. b

15. a

16. e

17. d

18. c

## CHAPTER 20. Blogs, Wikis, and Social Networks

### True/False Questions

1. \_\_\_\_\_ External corporate blogs can help enhance relationships with customers.
2. \_\_\_\_\_ The word “wiki” is derived from a Hawaiian phrase meaning “quick.”
3. \_\_\_\_\_ Social networking sites are not useful means of advancing your career.
4. \_\_\_\_\_ An RSS feed is the same as a Web feed or news feed.
5. \_\_\_\_\_ Some companies use Twitter to announce job openings.
6. \_\_\_\_\_ Internal corporate blogs can be used to enhance employee morale.
7. \_\_\_\_\_ The main users of corporate wikis are customers.
8. \_\_\_\_\_ Use a formal and academic tone when writing for an external corporate blog.
9. \_\_\_\_\_ MySpace is a popular site for professional networking and job hunting.
10. \_\_\_\_\_ Social media marketing includes creating strategies to measure online customer behavior.

### Fill-in-the-blank Questions

11. “Blog” is short for \_\_\_\_\_.
12. \_\_\_\_\_ and \_\_\_\_\_ are two subscription services that allow users to receive updated information.

### Multiple-choice Questions

13. Internal corporate blogs
  - (a) generally waste employee time.
  - (b) cannot take the place of email.
  - (c) support employee knowledge sharing.
  - (d) are used as a replacement for face-to-face meetings.
  - (e) None of these answers are correct.

14. Corporate wikis

- (a) do not allow employees to revise content.
- (b) allow employees to revise and contribute content.
- (c) allow employees to revise but not contribute content.
- (d) do not allow overwriting of original content.
- (e) do not allow copies of original content to be saved.

15. Social networks are used by

- (a) companies.
- (b) non-profit organizations.
- (c) individuals.
- (d) companies, non-profit organizations, and individuals.
- (e) companies and individuals.

16. The most useful tool for employee collaboration is

- (a) an internal wiki.
- (b) a corporate blog.
- (c) Twitter
- (d) LinkedIn
- (e) an RSS feed.

17. Which of the following might help you in a job search?

- (a) a social network
- (b) Twitter
- (c) an internal corporate blog
- (d) a social network, Twitter, and an internal corporate blog.
- (e) a social network and Twitter.

18. When posting to a social network that might be viewed by potential employers,

- (a) include as much personal information as possible.
- (b) write in a breezy and informal style.
- (c) use discretion.
- (d) exaggerate and embellish your qualifications.
- (e) All of these answers are correct.

## CHAPTER 20 ANSWER KEY

1. T

2. T

3. F

4. T

5. T

6. T

7. F

8. F

9. F

10. T

11. Web log

12. RSS, Twitter

13. c

14. b

15. d

16. a

17. e

18. c

## CHAPTER 21. Web Pages and Online Videos

### True/False Questions

1. \_\_\_\_\_ A storyboard provides a detailed sketch of a Web page.
2. \_\_\_\_\_ Most online videos are used for instructional purposes.
3. \_\_\_\_\_ Readers expect more visuals on Web pages than they usually expect in printed documents.
4. \_\_\_\_\_ Video multimodality means that something is distributed in different ways such as online, via DVD, or through TV broadcast.
5. \_\_\_\_\_ A cell phone camera is adequate for creating an online video.
6. \_\_\_\_\_ If you are only linking from your Web page to another Web page, you do not need to obtain copyright permission.
7. \_\_\_\_\_ Text set to unjustified right margins is easier to read on a screen than text set to justified right margins.
8. \_\_\_\_\_ Logical sequencing is not necessary when designing Web pages because users will rarely follow it.
9. \_\_\_\_\_ Music should be included throughout an instructional video to be sure the audience stays engaged.
10. \_\_\_\_\_ Online text should be 8–10 point serif font.

### Fill-in-the-blank Questions

11. The features and characteristics built into the user experience of communication technologies is called \_\_\_\_\_.
12. \_\_\_\_\_ is the process of creating handwritten sketch of a Web page.
13. To post longer documents that were originally in print form on the Web without chunking the information for the Web environment, you might consider using \_\_\_\_\_ format, which anyone can read using a free downloadable reader.

## Multiple-choice Questions

14. Scripts include

- (a) the words that actors will say.
- (b) direction for the movements of the actors.
- (c) descriptions of the visuals.
- (d) images that will be included.
- (e) All of these answers are correct.

15. Providing documents online allows for all of the following *except*

- (a) interactivity.
- (b) automatic updating.
- (c) minimal physical space requirements.
- (d) linearity.
- (e) cost efficiency.

16. Online videos should do all of the following *except*

- (a) place the main object off to the side of the shot.
- (b) limit the amount of music.
- (c) remove foreground clutter in the scene.
- (d) make any text clear and concise.
- (e) remove foreground clutter in the scene and make any text clear and concise.

17. For emphasizing specific words or phrases on Web sites, you should use strategies such as

- (a) color.
- (b) shaded text.
- (c) underlined text.
- (d) color and shaded text.
- (e) color and underlined text.

18. Which of the following statements is *least* accurate?

- (a) Chunk information on a Web page into brief passages.
- (b) Combine grid patterns as needed to create a Web page.
- (c) Avoid visiting other Web sites for design ideas.
- (d) Review and update Web pages often.
- (e) All of these statements are accurate.

19. When applying grid patterns to Web sites

- (a) avoid altering the grid patterns from one page to the next on a Web site.
- (b) alter the grid patterns from page to page on the site.
- (c) use horizontal and vertical grid patterns.
- (d) use only horizontal grid patterns.
- (e) None of these answers is correct.

20. Examples of literacy affordances include

- (a) limited distribution.
- (b) readability in real-time.
- (c) hyperlinks allowing for easy navigation.
- (d) limited distribution, readability in real-time, and hyperlinks allowing for easy navigation.
- (e) readability in real-time and hyperlinks allowing for easy navigation.

21. Web page elements that can be used unethically include

- (a) logos.
- (b) links to other Web pages.
- (c) overall design.
- (d) logos, links to other Web pages, and overall design.
- (e) logos and overall design.

22. Which of the following are not necessary for Web pages?

- (a) table of contents
- (b) white space
- (c) running heads and feet
- (d) table of contents, white space, and running heads and feet.
- (e) table of contents and running heads and feet.

## CHAPTER 21 ANSWER KEY

1. T

2. T

3. T

4. F

5. F

6. F

7. T

8. F

9. F

10. F

11. literacy affordances

12. Storyboarding

13. PDF

14. e

15. b

16. a

17. d

18. c

19. c

20. d

21. d

22. e

## CHAPTER 22. Oral Presentations

### True/False Questions

1. \_\_\_\_\_ A memorized delivery style is usually most effective for a formal report.
2. \_\_\_\_\_ Flip charts are no longer appropriate now that we have more technological solutions such as PowerPoint.
3. \_\_\_\_\_ You should always include visuals in an oral presentation.
4. \_\_\_\_\_ Before giving your talk, you should rehearse it at least once.
5. \_\_\_\_\_ The more colors, images, and sounds you include, the more engaged your audience will be.
6. \_\_\_\_\_ If you like to embellish material and enjoy engaging with the crowd, use more slides.
7. \_\_\_\_\_ If you are interrupted by an audience member who has a question, be sure to address that question right away.
8. \_\_\_\_\_ Try to include as much information as possible on each slide in a presentation.
9. \_\_\_\_\_ Presentations should adhere to the introduction/body/conclusion format.
10. \_\_\_\_\_ Begin a presentation with an overview slide.

### Fill-in-the-blank Questions

11. The five types of oral presentation are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
12. In the \_\_\_\_\_ delivery style, the speaker delivers the material without preparation, or “off-the-cuff.”
13. To prepare for a presentation that includes numerous visuals, draw up a \_\_\_\_\_ instead of an outline.

## Multiple-choice Questions

14. When using presentation software, on each slide include no more than

- (a) 7–9 lines per slide (including the heading).
- (b) 15–17 lines per slide (including the heading).
- (c) 20 words per bulleted item.
- (d) 15 words per bulleted item.
- (e) None of these answers is correct.

15. When speaking in front of a group and not using a podium, which of the following practices should you employ?

- (a) Find one spot in front of the audience and be sure not to stray.
- (b) Feel free to move around a bit.
- (c) In a conference room setting, stay seated to mirror your audience.
- (d) Avoid approaching the audience during questions since this may intimidate them.
- (e) Gesture wildly to maximize the drama.

16. Extemporaneous delivery style

- (a) avoids the use of notes and instead involves spontaneously thinking on your feet.
- (b) is the preferred delivery style in the workplace.
- (c) allows strict control to meet time limits.
- (d) is most appropriate when communicating with international audiences.
- (e) is the ideal delivery style for the highly nervous speaker.

17. If you are nervous about making eye contact, strategies to use include

- (a) looking just above the heads of people in the audience.
- (b) locating a friendly face and then gradually expanding to other audience members.
- (c) shifting your gaze back and forth between a couple of people who smile at you.
- (d) looking just above the heads of people in the audience and locating a friendly face, and then gradually expanding to other audience members.
- (e) a and c

18. Which of the following statements is *least* accurate?

- (a) Present one topic per slide.
- (b) Bring handouts to use in case the technology fails.
- (c) If you are nervous, read the slides verbatim without elaborating.
- (d) Allow time for questions at the end of the presentation.
- (e) Use a progressive approach, bringing up each bullet point one at a time.

19. A scripted presentation

- (a) is inappropriate for cross-cultural audiences.
- (b) allows the speaker to appear natural and relaxed.
- (c) takes little time to prepare.
- (d) makes working with visuals difficult.
- (e) allows the speaker to appear natural and relaxed, takes little space to prepare, and makes working with visuals difficult.

20. To explain how to perform a task, give a(n) \_\_\_\_\_ presentation.

- (a) sales
- (b) action plan
- (c) persuasive
- (d) informative
- (e) training

## CHAPTER 22 ANSWER KEY

1. F

2. F

3. F

4. T

5. F

6. F

7. F

8. F

9. T

10. T

11. informative, persuasive, training, action plan, sales

12. impromptu

13. storyboard

14. a

15. b

16. b

17. d

18. c

19. d

20. e