



Assessment

Better Business Writing

Fourth Edition

The objectives of this book are:

- To review the basics of spelling, punctuation, and usage
- To present practical principles for sharpening writing style
- To explore ways to improve business memos, e-mails, and letters
- To discuss writing bad news and writing to persuade
- To explain how understanding personality types can improve business communication

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Assessment Questions for *Better Business Writing, Fourth Edition*

Select the best response.

1. If someone is creative, reflective, and quiet, that person's communication style is:
 - A. Process oriented
 - B. Action oriented
 - C. People oriented
 - D. Idea oriented

2. If someone is analytical, logical, and self-controlled, that person's communication style is:
 - A. Process oriented
 - B. Action oriented
 - C. People oriented
 - D. Idea oriented

3. If someone is results-oriented and task-oriented, that person's communication style is:
 - A. Process oriented
 - B. Action oriented
 - C. People oriented
 - D. Idea oriented

4. If someone is emotional, caring, and warm, that person's communication style is:
 - A. Process oriented
 - B. Action oriented
 - C. People oriented
 - D. Idea oriented

5. When corresponding with an idea-oriented person, you should write letters that are:
 - A. A personal transaction between people
 - B. Thorough and detailed
 - C. Clear at articulating the bottom line

6. A useful spelling rule that applies to more than 1,000 words is to use “i” before “e” except after:
- A. “c”
 - B. “c” or when together they sound like “a”
 - C. “g” or when together they sound like “a”
 - D. “b” or when together they sound like “a”
7. Use “-able” instead of “-ible”:
- A. At the end of a word if the root is not a word by itself
 - B. After a full word
 - C. At the end of a word that ends in “x” or “ns”
8. Choose the correctly punctuated sentence:
- A. I caught the bus on time, but I still missed my first appointment.
 - B. I caught the bus on time but I still missed my first appointment.
9. Choose the correctly punctuated sentence:
- A. We left the meeting early; however, the vote had not yet been taken.
 - B. We left the meeting early; however the vote had not yet been taken.
10. Choose the correctly punctuated sentence:
- A. Several groups will be at the meeting: the publicity group, the warehouse crew, and the clerical staff.
 - B. Several groups will be at the meeting; the publicity group, the warehouse crew, and the clerical staff.
11. A common pitfall in business writing is:
- A. Stressing the positive
 - B. Using one word as opposed to two
 - C. Triple-checking for accuracy
 - D. Telling what you are unable to do and what you do not have
12. In business writing, *affect* is usually used:
- A. As a noun and means “result” or “outcome”
 - B. As a verb and means “to influence”
 - C. As a verb and means “to bring about”

13. Which sentence does not contain a redundant expression?
- A. In my opinion, I think we will be sure to win.
 - B. There is no doubt but that our company will get the bid.
 - C. Answer these questions quickly
 - D. Ask her as to whether or not she has misplaced the file
14. Which sentence does not contain a redundant expression?
- A. His behavior will come under close scrutiny.
 - B. Don't forget to refer back to the first question.
 - C. This exercise will be explained on Monday.
 - D. Our loss has not as yet been determined.
15. Select the sentence that does not rely on long words or condescending statements:
- A. Pursuant to our discussion, herewith I acknowledge your letter.
 - B. Hopefully, you can utilize our product to benefit your company.
 - C. Of course, you know our standard of operation.
 - D. If you have additional questions, please call us.
16. Select the sentence that uses the best active voice:
- A. The letter was sent by express mail.
 - B. We sent the letter by express mail.
 - C. The room was entered by the whole team.
 - D. We were informed of the decision.
17. Which is the better way to break bad news to an employee?
- A. "You failed to notice that we had run out of copy paper."
 - B. "Will you please reorder copy paper before it runs out?"
18. Select the statement that *is not* always true about good business letters:
- A. Keep the letter to one page.
 - B. Briefly state the main idea of the letter in the first few lines.
 - C. Ideas should be presented in logical order.
 - D. Any length is acceptable.

19. “Gentlemen” is always a suitable salutation in business letters.
- A. True
 - B. False
20. A helpful rule in business writing is:
- A. Two words are more effective than one.
 - B. One word is better than two.
21. In persuasive writing, you should take action by:
- A. Giving readers at least two options
 - B. Ending with a question
 - C. Telling readers what you want them to do
22. In a Motivated Sequence Outline, you would illustrate a need by:
- A. Giving examples of what has worked
 - B. Showing readers why they should feel affected by the problem
 - C. Directing readers to act
 - D. All of the above
23. Select the less passive sentence:
- A. We think that you will like our product.
 - B. It is hoped that our product will meet all your expectations.
24. Select the better sentence:
- A. If you have additional questions, please do not hesitate to call us.
 - B. If you have additional questions, please call us.
25. In persuasive writing, your top goal should be to:
- A. Explain all the product features
 - B. Discuss key research points
 - C. Show how the reader will benefit
 - D. All of the above

Answer Key for *Better Business Writing, Fourth Edition*

Recommended response (Corresponding workbook page)

1. D (73)	6. B (5)	11. D (25)	16. B (26)	21. C (62)
2. A (71)	7. B (7)	12. B (84)	17. B (54)	22. B (61)
3. B (70)	8. A (11)	13. C (29)	18. D (47)	23. A (26)
4. C (72)	9. A (12)	14. C (29)	19. B (36)	24. B (22)
5. A (73)	10. A (13)	15. D (22, 24)	20. B (22)	25. C (60)