

***Excellence in Business Communication, 12e (Thill/Bovee)***  
**Chapter 8 Writing Routine and Positive Messages**

- 1) When making a routine request, you should begin with
- A) an indication of the importance of your request.
  - B) a statement of who you are.
  - C) a clear statement of the main idea or request.
  - D) a question.
  - E) a humorous comment.

Answer: C

Explanation: C) A routine request opens by explaining what you are requesting, followed by justification for your request, then a brief closing.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 2) In the closing section of a routine request, \_\_\_\_\_ would be out of place.
- A) asking a series of questions
  - B) requesting some specific action
  - C) expressing your goodwill and appreciation
  - D) providing your contact information
  - E) including relevant deadlines

Answer: A

Explanation: A) Close routine requests with a request for some specific action, information about how you may be reached, and an expression of appreciation.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 3) When making a routine request, you should
- A) use the inductive plan.
  - B) assume that the audience is willing to comply.
  - C) demand immediate action.
  - D) explain the consequences of failing to comply.
  - E) assume that the audience will not be willing to comply.

Answer: B

Explanation: B) What makes a routine request "routine" is that the matter is fairly simple and straightforward and you anticipate no resistance from your audience. If you conclude that your audience is resistant, you need to recognize that your request is not routine and you will need to take special measures in order to secure compliance.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 4) Which of the following would be the best opening for a routine request?
- A) Please send me a summary of the eastern region's sales data for April.
  - B) As soon as you get this, send me last month's sales data.
  - C) I know you may not want to, but send me last month's sales data.
  - D) I am very sorry to ask you to do this.
  - E) Hopefully, this will not be too much trouble for you.

Answer: A

Explanation: A) The first response is best because it is simple, direct, and specific. Note that the tone is polite and includes the word *please*, so the request doesn't sound demanding.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing routine and positive messages

- 5) In the body of a routine request, you should
- A) beg the reader to grant your request.
  - B) explain and justify your request.
  - C) give your sales pitch.
  - D) explain what will happen if the audience does not do what you are asking.
  - E) state your main idea.

Answer: B

Explanation: B) State your request when you open the message. Provide reasons in the body to justify why you are making the request.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 6) When asking questions in a request message,
- A) begin with the least important question and work your way up to the most important.
  - B) avoid any open-ended questions.
  - C) begin with the most important question.
  - D) weave your questions into the rest of the content of your message.
  - E) combine all related issues into one question.

Answer: C

Explanation: C) Your most important question should always come first, followed by any additional information you might seek. Make sure you include only relevant questions, and limit each question to one topic only.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 7) When closing a direct request, you should be sure to
- A) include an apology for taking up the reader's time.
  - B) include a mention of your own qualifications or status.
  - C) include the time limits involved in your request.
  - D) include an indication of the consequences of a failure to reply.
  - E) downplay the significance of what you are asking.

Answer: C

Explanation: C) The closing should repeat what is being requested and precisely when a response is required. Failing to be precise about time leaves open all sorts of possibility for misunderstanding and confusion.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 8) A typical routine request contains
- A) an opening, a close, and an appendix.
  - B) a body, a close, and bullet points.
  - C) an opening, a body, and a close.
  - D) an introduction, reasons for granting the request, and an apology.
  - E) an opening, an introduction, and a body.

Answer: C

Explanation: C) Like other business messages, a routine request has three parts: an opening, a body, and a close.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

9) In the direct approach to writing a routine request, state the main idea

- A) when you're closing the message.
- B) in the middle of the second paragraph.
- C) when you open the message.
- D) at the bottom of the first paragraph.
- E) only by implication; do not specifically state why you are writing.

Answer: C

Explanation: C) With the direct approach, begin a routine request by stating your main idea; that is, a clear statement of your request.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

10) When you're composing a routine request, \_\_\_\_\_ will help you state your request effectively.

- A) being general and noncommittal
- B) paying attention to tone
- C) closing the message with your main idea
- D) using a buffer sentence to delay stating your request
- E) not assuming the audience will comply

Answer: B

Explanation: B) Open a routine request with your main idea (your request). In addition, be specific and use a respectful tone.

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AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

11) In a simple request for information or action, \_\_\_\_\_ will get the job done.

- A) using a direct approach
- B) using a dramatic approach
- C) using an indirect approach
- D) using a tangential approach
- E) using a persuasive approach

Answer: A

Explanation: A) For simple requests, using the direct approach gets the job done with a minimum of fuss. In more complex situations, you may need to provide more extensive reasons and justification for your request.

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AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

12) Writing "thank you in advance" at the close of a routine request

A) is courteous and effective.

B) will guarantee a positive response.

C) is best to avoid, since many people find it presumptuous.

D) is most effective when you end the statement with an exclamation point.

E) is expected when your audience is unfamiliar.

Answer: C

Explanation: C) Don't thank the reader "in advance" for cooperating; many people find that presumptuous. If the reader's reply warrants a word of thanks, send it after you've received the reply.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

13) Choosing between the direct and indirect approaches in a routine request depends primarily on

A) whether the audience is internal or external.

B) whether the audience is large or small.

C) how reluctant the audience will be to comply.

D) how soon you need the request fulfilled.

E) when you send the request.

Answer: C

Explanation: C) When writing routine and positive messages, use the indirect approach if you're not sure how the audience will respond. Some routine informative messages may require additional care. If a policy change or other announcement could have a profound negative effect on the audience, for example, use the indirect approach.

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AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 14) When you're writing routine replies and positive messages, use the direct approach because
- A) it will help skeptical readers understand your argument.
  - B) your readers will be indifferent to the content of your message.
  - C) recipients will generally be interested in what you have to say.
  - D) inquisitive readers will enjoy exploring the rhetorical context of your message.
  - E) presenting your reasoning before your bottom line will grab each reader's attention.

Answer: C

Explanation: C) In most cases, your audience will be prepared to comply—as long as you're not being unreasonable or asking people to do something they would expect you to do yourself. By applying a clear strategy and tailoring your approach to each situation, you'll be able to generate effective requests quickly.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 15) When making an unusual or complex request, it is best to
- A) ask all at once, even if it makes results in one long and complicated question.
  - B) use passive voice to state the request.
  - C) break it down into specific, individual questions.
  - D) use a particularly demanding tone.
  - E) warn the audience that they might struggle to understand it.

Answer: C

Explanation: C) Whether you are writing a formal letter or a simple instant message, you can use the body of your request to list a series of questions. If you have an unusual or complex request, break it down into specific, individual questions so that the reader can address each one separately. Do not put the burden of untangling a complicated request on your reader. The use of passive or active voice when making such a request is irrelevant. Using a demanding tone is not likely to produce the result you want. Warning the audience that they might struggle to understand the request is condescending.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

16) Including a deadline in the close of a request

A) is rude and unprofessional.

B) is acceptable for internal audiences, but never external audiences.

C) will offend your audience, unless they are your subordinates.

D) is effective only when you explain the consequences of failing to meet it.

E) helps the audience understand exactly what you want.

Answer: E

Explanation: E) When writing routine requests, clearly state any important deadlines in the closing. Stating deadlines in a request isn't rude. It's acceptable for internal and external messages, and it won't offend the audience. Explaining the consequences of failing to meet a deadline is unnecessary; it may also be offensive, since it can imply that you don't trust the recipient to observe the deadline.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

17) When asking for information and action, explaining why you're making the request

A) is unnecessary since the audience is likely to comply.

B) is part of an effective strategy for getting what you want.

C) suggests that you think the audience is unintelligent.

D) causes your request to be wordy and hard to understand.

E) generally reduces the likelihood of receiving a positive response.

Answer: B

Explanation: B) When making a routine request, explain that request in the body of the message. Make the explanation a smooth and logical outgrowth of your opening remarks. If possible, point out how complying with the request could benefit the reader. An explanation should be an integral part of your message. An explanation won't insult your audience's intelligence; neither will it reduce the likelihood of receiving a positive response.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 18) Much of the most critical communication between a company and its customers is about
- A) production issues.
  - B) quality issues.
  - C) unique problems that may arise.
  - D) routine matters.
  - E) personnel issues.

Answer: D

Explanation: D) Much of the vital communication between a company and its customers is about routine matters, from product operation hints and technical support to refunds and order glitches. These messages fall into two groups: routine requests, in which you ask for information or action from another party, and a variety of routine and positive messages.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 19) In most cases, when making routine requests you should assume that the audience will not comply.

Answer: FALSE

Explanation: Because the request is routine, you can generally assume that readers will comply, once they understand the reason for your request.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 20) When making a direct request, state what you want in the first sentence or two and then follow with an explanation.

Answer: TRUE

Explanation: Your first paragraph should specify exactly what you need. Details and justification for your request should be reserved for the paragraph that follows.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

21) Because routine messages are so common in business, it is not necessary to pay attention to your tone when writing them.

Answer: FALSE

Explanation: Tone is important in all business correspondence. For a simple message, your tone should be polite, friendly, and respectful. Never use a tone that makes your request sound like a demand.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing routine and positive messages

22) As you explain and justify your request, you should try to point out how complying with the request could benefit the reader.

Answer: TRUE

Explanation: Pointing out the benefit to the reader in complying with the message helps motivate the reader to take action.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing routine and positive messages

23) What are the recommended guidelines for writing a routine request?

Answer: In a routine request message, state your request up front but don't be abrupt or tactless.

Of course, don't be abrupt or tactless. Instead, use a tone that's respectful, not demanding.

Assume your audience will comply, when they clearly understand the reason for your request.

Finally, state precisely what you want.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing routine and positive messages

24) In emailing a vendor for an update on the ship date of your order, what elements should you include in the closing of your request?

Answer: The closing for an effective routine request should request specific action, provide contact information, and express appreciation and goodwill.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

25) Many routine requests have several parts. Identify and discuss best practices for explaining and justifying a routine request.

Answer: After you've stated your request up front in the opening of your message, use the body of the message to explain your request. Make the explanation a smooth and logical outgrowth of your opening remarks. If complying with the request could benefit the reader, be sure to mention that. If you have multiple requests or questions, ask the most important questions first and deal with only one topic per question. If you have an unusual or complex request, break it down into specific, individual questions so that the reader can address each one separately. This consideration not only shows respect for your audience's time but also gets you a more accurate answer in less time.

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

26) What three message points can you use to write most simple request messages?

Answer: Most simple requests can be handled with three message points: what you want to know or what you want your readers to do; why you're making the request (not required in all cases); and why it may be in your reader's best interest to help you (not applicable in all cases).

LO: 8.1: Outline an effective strategy for writing routine business requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

27) Because requests for recommendations and references are \_\_\_\_\_, they can be organized using a direct approach.

- A) simple
- B) personal
- C) confidential
- D) risky
- E) routine

Answer: E

Explanation: E) Requests for recommendations and references are routine, so you can organize your inquiry using the direct approach.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing routine and positive messages

- 28) When writing for a claim or adjustment, the opening should state the problem as well as
- A) who is at fault.
  - B) competitive options.
  - C) how the issue has affected the business relationship.
  - D) model and serial number.
  - E) your request.

Answer: E

Explanation: E) Open with a clear and calm statement of the problem along with your request. In the body, give a complete, specific explanation of the details. Provide any information the recipient needs to verify your complaint.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing routine and positive messages

- 29) When you're writing a routine request for information or action in a complex situation,
- A) provide vague reasons to support your request.
  - B) limit the justification for your request.
  - C) point out the benefits of complying with your request.
  - D) dwell on the negative consequences of choosing not to comply.
  - E) identify who will be affected by a lack of action on the reader's part.

Answer: C

Explanation: C) Because the request is routine, you can generally assume that your readers will comply when they clearly understand the reasons behind your request.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing routine and positive messages

30) In requesting a sales report from a coworker, you should

- A) use the indirect approach.
- B) get straight to the point.
- C) maintain a formal style and tone.
- D) incorporate circular reasoning to justify your request.
- E) copy the manager on the request.

Answer: B

Explanation: B) Assuming getting you the sales report is a routine matter that the coworker should have no problem delivering, there is no need to launch into elaborate introductions or explanations for why you are making the request. Simply make the request as directly and briefly as possible using a polite tone. Make sure that you include all of the information your coworker needs to fulfill the request.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

31) Most simple requests can be handled by explaining

- A) what you want to know or want the reader to do.
- B) who is making the request.
- C) why the request is critical.
- D) who the reader should seek help from to fulfill the request.
- E) the potential outcome if the request is denied.

Answer: A

Explanation: A) Most simple requests can be handled with three message points: what you want to know or want your audience to do, why you're making the request, and what's in it for your readers if they help you.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

32) A claim is \_\_\_\_\_; an adjustment is \_\_\_\_\_.

- A) a goodwill message; a means to an end
- B) an emotional reaction; a calculated response
- C) a formal complaint; a settlement of a claim
- D) an informal complaint; an emotional reaction
- E) an assertion; a shift in point of view

Answer: C

Explanation: C) If you're dissatisfied with a company's product or service, you can make a claim (a formal complaint) or request an adjustment (a settlement of a claim).

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

33) Before volunteering someone's name as a reference, always

- A) assume you have permission to do so.
- B) ask that person's permission.
- C) describe your relationship with that person.
- D) list that person's address and phone number for ease of contact.
- E) explain that you're not really sure what they will say about you.

Answer: B

Explanation: B) Some people do not want to be listed as references for privacy reasons. Others do not want to be surprised by the request or burdened by the responsibility of supplying a recommendation for you. Still others may feel they do not know you well enough to be listed as a reference, or they may even feel they cannot recommend you. For all these reasons, ask people ahead of time if you can use them as a reference.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

34) If you request a recommendation from a person you haven't had contact with recently, you should

- A) use the opening of your letter to refresh the person's memory.
- B) enclose a stamped, preaddressed envelope.
- C) use the persuasive approach.
- D) use the bad-news approach.
- E) tell them what specific qualities you would like mentioned.

Answer: A

Explanation: A) An old college professor, for example, may have taught hundreds of students since he or she last saw you. Therefore, identify yourself by supplying some of the details of your last encounter with the recommender, to make sure he or she has a clear idea of who you are.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

35) The opening of a request for a recommendation should include

- A) a buffer statement to distract the reader.
- B) a statement implying that you're applying for a position.
- C) a statement on why the recommendation is needed.
- D) an apology for bothering the reader.
- E) a request for the writer to overstate your qualifications.

Answer: C

Explanation: C) Start with a clear statement of why you're asking for a recommendation. For example, state that the recommendation is for a job, an application for graduate school, an internship, or membership in some kind of organization.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 36) In closing a request for a recommendation, you should include
- A) an expression of appreciation.
  - B) a reminder as to why you need a recommendation.
  - C) key points you want the writer to include in the recommendation.
  - D) type of job being applied for.
  - E) skills needed for the job being applied for.

Answer: A

Explanation: A) In addition to a statement of appreciation, state where to send the recommendation and when it must be received.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 37) When making claims or requesting adjustments, you should begin by
- A) complimenting the company for past service.
  - B) providing a detailed description of the faulty merchandise.
  - C) providing a straightforward explanation of what the problem is.
  - D) threatening legal action if you do not receive a favorable adjustment.
  - E) saying how disappointed you are in the company.

Answer: C

Explanation: C) Begin your claim request by stating the problem in clear and precise language. Include all relevant facts, figures, and dates, and assume that your audience will give you a fair and reasonable hearing. Keep your opening simple. You can go into the details of the case in a following paragraph.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

38) When making a claim or requesting an adjustment, your close should

- A) clearly state how angry and disappointed you are.
- B) explain the specific details of the problem.
- C) request the specific action required to resolve the problem.
- D) explain that you are planning to seek legal counsel.
- E) suggest that you will probably take your business elsewhere.

Answer: C

Explanation: C) It is important to close by saying exactly what you require of your reader.

Repeat yourself if necessary, but make sure you state your request completely. For example, you might write, "As stated above, I am asking for full compensation for my lawn mower that you lost at your service center, an amount of \$269."

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

39) Unlike a claim, a request for adjustment

- A) is a formal complaint.
- B) should be phrased in a more aggressive tone.
- C) does not require supporting documentation.
- D) seeks a specific settlement.
- E) should always open with a buffer.

Answer: D

Explanation: D) If you are dissatisfied with a company's product or service, you can opt to make a claim (a formal complaint) or request an adjustment (a settlement of a claim). Avoid being aggressive when you're requesting an adjustment; instead, be professional, no matter how angry or frustrated you are. An adjustment should always have supporting documentation. A buffer will not be helpful when requesting an adjustment.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

40) When you request an adjustment, asking the company to assess your claim and then propose a fair solution to the problem is

- A) a waste of time.
- B) effective with small companies only.
- C) always more effective than proposing a solution of your own.
- D) helpful when you are uncertain about the exact nature of the problem.
- E) feasible only if you have hired legal counsel.

Answer: D

Explanation: D) When requesting an adjustment, sometimes you may be uncertain about the precise nature of the trouble. With or without the aid of legal counsel, you could ask the company to assess the situation and then advise you on how to fix it. Proposing a solution on your own may be just as effective, however, no matter whether the company is large or small.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

41) Requesting references before extending credit

- A) was once common, but not anymore.
- B) happens only when the applicant has a very poor credit rating.
- C) is illegal in the U.S.
- D) is a diplomatic way of denying applications.
- E) is a common practice.

Answer: E

Explanation: E) It's common for companies to ask applicants for references, before extending credit or awarding contracts, promotions, employment, or scholarships. Such requests are legal in the U.S. They aren't based on an applicant's credit rating, and they're not a diplomatic way of denying applications.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

42) Due to potential legal problems, many companies have a policy that prevents employees from providing recommendation letters.

Answer: TRUE

Explanation: Some companies will not allow their employees to write letters of recommendation. Therefore, you should check about providing a recommendation even with someone you know well and are in frequent contact with.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

43) It's best to back up all claims and requests for adjustments with invoices, sales receipts, and so on and to send copies to the company and keep the originals.

Answer: TRUE

Explanation: Documentation of your version of the facts using official sales items is often critical to your case. Keep in mind that if, for example, you are missing a receipt you can often produce a credit card statement of the purchase to back up your claim.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

44) List the three major categories of common routine requests.

Answer: The three major types of routine requests are (1) requesting information and action, (2) asking for recommendations, and (3) making claims and requesting adjustments.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

45) Describe the three-step strategy for requesting information and action.

Answer: Start with a clear statement of your reason for writing. Then provide whatever explanation is needed to justify your request. Finally, close with a specific account of what you expect, and include a deadline if appropriate.

LO: 8.2: Describe three common types of routine requests.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

46) When you're providing details in the body of routine or positive message,

A) include a checklist of questions for the reader to consider.

B) identify potential flaws in service.

C) be complementary.

D) maintain the supportive tone that you established in the introduction.

E) explain the consequences of not achieving your goal in writing.

Answer: D

Explanation: D) As you're writing the body of a routine or positive message, maintain the supportive tone you established in the opening of the message.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

47) Routine, positive messages should do all of the following except

- A) leave your reader with a good impression.
- B) use an indirect approach.
- C) provide all required details.
- D) communicate the information or positive news.
- E) use a professional, respectful tone.

Answer: B

Explanation: B) With a routine message, you expect full compliance from your reader. Therefore, there is no need to adopt an indirect approach to your message.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

48) When you're writing a routine reply to a positive message, your readers will generally be \_\_\_\_\_ what you have to say, so you can use the \_\_\_\_\_ in your reply.

- A) interested in; direct approach
- B) resistant to; indirect approach
- C) disinterested in; direct approach
- D) in tune with; indirect approach

Answer: A

Explanation: A) Because readers will generally be interested in what you have to say, you can usually use the direct approach with routine replies and positive messages.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

49) In a positive message, present the main idea

- A) in the first sentence of the middle paragraph.
- B) at the end of the middle paragraph.
- C) right at the beginning of the letter.
- D) in the last sentence of the letter.
- E) by implication only.

Answer: C

Explanation: C) The strategy for a positive message is simple: first, state the main idea. Then give necessary details. Finally, close with a cordial request for specific action.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

50) In a positive message, you should explain your point completely in

A) the introduction.

B) the body.

C) the close.

D) all three, since repetition is the key to getting the message across.

E) none of the above, allowing the reader to figure it out on his or her own.

Answer: B

Explanation: B) In a positive message, express your main idea in the introduction. Fully explain your point by providing relevant details, explanations, or considerations in the body of the message.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

51) If you have mildly disappointing information to deliver as part of a positive message, you should

A) put the negative information in a favorable context.

B) simply omit it from the message.

C) put the negative information first.

D) put the negative information last.

E) use humor to suggest the outcome is not too bad.

Answer: A

Explanation: A) A favorable context should not mislead or obfuscate. Simply express the negative news in the most positive possible manner. For example, rather than tell a customer only that he can't purchase his favorite tennis discontinued racket, be sure to tell him that he can purchase a new model you think is even better than the original.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Describe strategies for developing routine and positive messages

- 52) If you have strongly negative information to deliver as part of a positive message, you should
- A) open with the negative information.
  - B) use the indirect approach.
  - C) put the negative information in a separate message.
  - D) apologize for having to spoil the moment.
  - E) put it at the beginning of the message.

Answer: B

Explanation: B) When you don't think there is a simple way to satisfy your reader after you deliver negative news, it is best to resort to an indirect approach of delivering your message.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Describe strategies for developing routine and positive messages

- 53) In corresponding with customers, making statements such as, "Thank you for purchasing the most durable notebook computer you can buy" is
- A) to be avoided in routine positive messages.
  - B) a good way to build customer relationships.
  - C) an important part of all negative responses to claim letters.
  - D) insulting and self-serving, unless you include a check or a free product.
  - E) most effective in an indirect message.

Answer: B

Explanation: B) Resale information reinforces the idea that the customer made a wise decision in purchasing your product. Resale helps make customers feel good about their purchase, and develop a positive relationship with your company.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

- 54) The close of a routine reply or positive message should
- A) clearly state who will do what next.
  - B) explain the reasons for any negative information you have included.
  - C) offer an explanation for why this decision was made.
  - D) create some ambiguity, so the audience will be more likely to contact you.
  - E) offer a resale opportunity.

Answer: A

Explanation: A) If additional action is required on the part of the reader or yourself, make that action clear in the close. Include times, dates, addresses, and other information to make sure that your audience can accomplish the action easily.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

55) The closing section of a positive message

- A) highlights a benefit to the audience or expresses goodwill.
- B) states the main idea.
- C) is the longest part.
- D) provides resale information.
- E) should usually include humor or a personal comment.

Answer: A

Explanation: A) The closing section should reassure the reader that he or she is in good hands and that compliance will result in the best possible resolution of the issue. The close should also express goodwill toward the audience to make sure your overall interaction is a positive one.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

56) When you're writing to acknowledge a customer's order, include a \_\_\_\_\_ to assure the customer that he/she has made good purchase.

- A) resale comment
- B) discount coupon
- C) price list for other products
- D) self-addressed stamped envelope
- E) copy of a press release

Answer: A

Explanation: A) Including favorable comments when corresponding with customers (often known as resale) can build customer relationships.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

57) When you're writing a routine reply to a positive message, your readers will generally be \_\_\_\_\_ what you have to say; therefore, you can use the \_\_\_\_\_ with a routine reply or positive message.

- A) interested in; direct approach
- B) resistant to; indirect approach
- C) skeptical of; direct approach
- D) in tune with; indirect approach
- E) oblivious to; direct approach

Answer: A

Explanation: A) Because readers will generally be interested in what you have to say, you can use the direct approach with most routine replies and positive messages.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

58) Most routine informative messages have a \_\_\_\_\_ tone.

- A) positive
- B) relational
- C) neutral
- D) dogmatic
- E) negative

Answer: C

Explanation: C) Most routine communications are neutral; that is, they stimulate neither a positive nor a negative response from readers.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

59) The opening of a routine or positive message should be

- A) brief and enigmatic.
- B) terse and demanding.
- C) wordy and indirect.
- D) clear and concise.
- E) direct and informal.

Answer: D

Explanation: D) When you're writing a routine or positive message, make the opening clear and concise.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 60) When responding positively to a request, the goal is to
- A) increase future sales.
  - B) leave the reader with a good impression of you and your firm.
  - C) imply good news without clearly stating it.
  - D) answer the most important questions.
  - E) provide details that will help the reader make a decision.

Answer: B

Explanation: B) When you are responding positively to a request, sending routine announcements, or sending a positive or goodwill message, you have several goals: to communicate the information or the good news, answer all questions, provide all required details, and leave your reader with a good impression of you and your firm.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 61) The best opening for a positive message includes the single most important information you need to give the audience.

Answer: TRUE

Explanation: In a positive message, include your main idea right up front. There is nothing to be gained by being indirect.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

- 62) A routine positive message should never include negative information.

Answer: FALSE

Explanation: Routine messages can be both positive and negative. For example, in a routine message you may need to state that you will not be able to attend a future meeting. This may be unfortunate, but your audience will appreciate your informing them of the situation so they can make alternate plans.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

63) You're preparing an internal blog post about this year's annual company picnic. The message is generally positive, but you need to say that—unlike past picnics—the event will not be catered. What approach is best for conveying mildly disappointing information such as this in the context of a positive message?

Answer: In a generally positive routine message, place mildly disappointing information in as favorable a context as possible.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Describe strategies for developing routine and positive messages

64) What three goals should you have when answering routine requests and a potential sale is involved?

Answer: Your goals should be: (1) to respond to the inquiry and answer all questions, (2) to leave your reader with a good impression of you and your firm, and (3) to encourage the future sale.

LO: 8.3: Outline an effective strategy for writing routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

65) The categories of routine replies and positive messages include all of the following except

A) answering requests for information and action.

B) granting claims and adjustments.

C) refusing applicants' résumés.

D) sending goodwill messages.

E) providing recommendations.

Answer: C

Explanation: C) Routine and positive messages fall into six main categories: requests for information, claim grants and requests for adjustment, recommendations, routine information, good-news announcements, and goodwill messages.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

66) Which of the following will *not* help you write routine messages that promote goodwill?

- A) providing information your readers may find helpful
- B) focusing on your audience
- C) including a sales pitch with every routine message
- D) maintaining a positive tone
- E) offering suggestions for areas of improvement

Answer: C

Explanation: C) Routine messages can build goodwill by sharing helpful information and providing an element of entertainment.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

67) When you're writing a message of appreciation,

- A) keep it detailed and heartfelt.
- B) avoid drawing attention to specific circumstances.
- C) mention the names of those whom you want to acknowledge.
- D) send it electronically whenever possible.
- E) identify any negative results and suggestions for correcting them.

Answer: C

Explanation: C) Because a message of appreciation may become an important part of someone's personnel file, try to specify the person or people you want to praise.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

68) As a rule, social media releases do *not* include

- A) social networking links.
- B) long narrative paragraphs.
- C) Twitter-ready statements.
- D) share-ready content.
- E) direct-to-consumer news.

Answer: B

Explanation: B) A social media release includes share-ready content that is easy to reuse in blog posts, tweets, and social media networks.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing routine and positive messages

- 69) Direct-to-consumer news releases are
- A) specialized documents used to share relevant information with the news media.
  - B) compliance documents written for governmental regulatory agencies.
  - C) financial statements intended for the use of top corporate managers.
  - D) general purpose tools for communicating directly with customers and other audiences.
  - E) Twitter-ready statements.

Answer: D

Explanation: D) A direct-to-consumer news release is a general-purpose tool for communicating directly with customers and other audiences.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 70) When you're responding to a complaint from a customer,
- A) deflect the blame up the supply chain.
  - B) maintain a professional demeanor.
  - C) counter the complaint with logical arguments.
  - D) imply that the customer is at fault.
  - E) promise the issue will not happen again.

Answer: B

Explanation: B) Maintain a sincere, professional demeanor when responding to a complaint.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 71) When answering requests and a potential sale is involved, one important goal is to
- A) leave your audience with a good impression of you and your firm.
  - B) provide negative information about any possible competitors.
  - C) use hard sell techniques to pressure the reader into making the purchase.
  - D) answer only those questions that present your product or firm in a positive light.
  - E) encourage an immediate sale by offering an incentive for an immediate purchase.

Answer: A

Explanation: A) Even when a sale is not imminent, one of your goals is always to leave your audience with a favorable view of you and your company. If the interaction that your reader has is a positive one, he or she will feel better about you and your company and will be more likely to do business with you in the future.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 72) In most companies, news releases are
- A) written by interns or marketing trainees.
  - B) tools for communicating directly with consumers.
  - C) considered social media releases that can be shared on microblogs.
  - D) prepared or supervised by specially trained writers in the public relations department.
  - E) written differently than a social media release.

Answer: D

Explanation: D) In most companies, specially trained writers in the public relations department either prepare or supervise those who prepare news releases.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

73) When responding to a customer's request for an adjustment, it is usually sensible to assume that

- A) if you handle the situation well, the customer will be even more loyal than before.
- B) the customer's account of the situation is exaggerated.
- C) the customer is hostile.
- D) the customer is trying to pull a fast one.
- E) the customer will no longer do business with you, even if you grant the request.

Answer: A

Explanation: A) A truly helpful and positive interaction with a company can do wonders for a customer relationship. Individuals who have experienced excellent service, even with a troublesome issue, tend to have the experience "imprinted" in their memory and often become extremely loyal customers from that point on.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

74) When responding to a customer's complaint about one of your company's services, you should

- A) soften the situation with excuses such as "Nobody's perfect" or "Mistakes will happen."
- B) use a generous, grudging tone.
- C) use a standard form letter, with blanks left for filling in unique information in neat handwriting.
- D) avoid blaming anyone in your organization by name.
- E) always find a way to blame the customer for the problem.

Answer: D

Explanation: D) Making excessive apologies or blaming a fellow employee can cause legal and/or ethical problems in the future. Instead, simply acknowledge the complaint and show sympathy without placing blame. Then clearly demonstrate that you are taking constructive steps to get the issue resolved.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

75) If you're responding to a claim and your company is at fault, it is best to

- A) avoid sympathizing with the customer, since it can lead to lawsuits.
- B) do all you can to discourage further correspondence.
- C) take (or assign) personal responsibility for setting matters straight.
- D) be vague about when the claim may be resolved.
- E) wait at least two weeks before you respond.

Answer: C

Explanation: C) Take or assign personal responsibility for resolving the situation. You want to convey the idea that as a representative of the company you are responsible for doing whatever it takes to make the situation right.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

- 76) If you plan to grant a claim made by a customer who is clearly at fault,
- A) pinpoint the customer's shortcomings to discourage future mistakes.
  - B) discourage future mistakes without insulting the customer.
  - C) scold the customer to discourage future mistakes.
  - D) post the situation on social media to discourage future mistakes.
  - E) tell the customer he or she is lucky you are granting the claim.

Answer: B

Explanation: B) When you're granting a claim and the customer is at fault, use the body of the message to discourage future mistakes without insulting the customer.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

77) When responding to a request for adjustment when a third party is at fault, the best approach is to

- A) refuse the claim and suggest that the customer sue the third party.
- B) refuse the claim but forward the paperwork to the third party.
- C) avoid placing blame and focus on the solution.
- D) advise the customer never to do business with that third party again.
- E) refuse the claim but assure the customer that you will never do business with the third party again.

Answer: C

Explanation: C) Blame is secondary in this situation; the best approach is to focus on resolving the problem.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing routine and positive messages

78) If you decide to write a letter of recommendation about a job candidate, your goal should be to

- A) remain neutral about the candidate's suitability for the job.
- B) boost the job candidate's sense of self-worth and well-being.
- C) explain why you're qualified to assess the candidate.
- D) convince readers the candidate has the characteristics necessary for the job.
- E) include at least one negative comment to show objectivity.

Answer: D

Explanation: D) If you decide to write a letter of recommendation about a job candidate, your goal is to convince the employer that the person you're recommending has the characteristics necessary for the job.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

79) If you have serious concerns about the qualifications of a job candidate who has asked you for a written recommendation, you should

- A) avoid mentioning them in the letter of reference.
- B) include allegations of misconduct in reference letter.
- C) elect not to write the recommendation.
- D) express your concerns via social media.
- E) tell the candidate you do not feel they are qualified.

Answer: C

Explanation: C) Any refusal to write the letter should be done politely and as kindly as possible. Unless your relationship with the person warrants an explanation, simply suggest that someone else might be in a better position to provide a recommendation.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

80) Send a \_\_\_\_\_ to take note of a significant event in someone's business or personal life.

- A) message of appreciation
- B) message of congratulations
- C) message of acknowledgement
- D) message of recognizance
- E) message of interest

Answer: B

Explanation: B) Sending congratulations for significant business achievements or personal accomplishments can foster business relationships.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

81) Excluding important negative information about a candidate in a recommendation letter

- A) is expected—otherwise no one would be able to get a good job.
- B) has led some employers to sue after hiring the candidate and discovering problems.
- C) is the only way to prevent the candidate from suing you.
- D) is okay, as long as you explain to the candidate that you are doing it.
- E) is okay—as long as you add a release from liability clause to the letter.

Answer: B

Explanation: B) Failing to warn future employers about criminal or unethical behavior on the part of a candidate can result in legal problems. For example, if you fail to reveal that a candidate was guilty of sexual harassment while he worked for you, the person's employer may take action against you for being less than forthcoming.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

82) If you are sending an informative memo to employees about policy statements or procedural changes, you should

- A) assume that employees will have a positive response.
- B) use the indirect approach.
- C) use the body of the message to provide all the necessary details.
- D) assume that employees will have a negative response.
- E) incorporate a congratulatory tone.

Answer: C

Explanation: C) The body of the message should include all times, dates, data, and specifications that are needed for fully responding or complying with the policy changes.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing routine and positive messages

83) When offering compliments in a goodwill message, you should

- A) feel free to exaggerate.
- B) keep them broad and general.
- C) back them up with specific points.
- D) temper them with comments on areas for improvement.
- E) offset them with negative comments about other employees.

Answer: C

Explanation: C) Compliments have a lot more impact when they refer to specific accomplishments.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

84) Condolence messages should

- A) focus on your own sense of loss.
- B) avoid referring to the deceased.
- C) be short, simple, and sincere.
- D) always be sent via electronic media.
- E) focus on your relationship with the deceased.

Answer: C

Explanation: C) Condolences are the most personal business messages you may ever have to write, so they require the utmost in care and respect for your reader. Keeping the message simple, short, and sincere will help you achieve the right tone.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

85) If you are sending an informative memo to employees about policy statements or procedural changes, you should

- A) assume that employees will have a negative response.
- B) use the indirect approach.
- C) use the body of the message to provide all the necessary details.
- D) make the subject line as ambiguous as possible, so that they will be more likely to read the memo.
- E) assume that employees will have a positive response.

Answer: C

Explanation: C) When sharing routine information provide the necessary details in the body and end your message with a courteous close. Most routine communications are neutral. That is, they stimulate neither a positive nor negative response from readers. Therefore, don't use the indirect approach. Instead, present the information in the body of the message, and don't worry too much about the reader's attitude toward the information. You should never be vague or ambiguous in a subject line; doing so will not encourage your audience to read the memo or letter.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

86) A \_\_\_\_\_ is a specialized document used to share relevant information with the news media.

- A) treatise
- B) press release
- C) developmental brief
- D) direct-to-consumer release
- E) tweet

Answer: B

Explanation: B) A press release (aka news release) is a specialized document used to share relevant information with the news media.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

87) A social media release includes \_\_\_\_\_ that's suitable for use in blog posts, tweets, and other social media formats.

- A) share-ready content
- B) newsroom chatter
- C) virtual verbiage
- D) unfiltered data
- E) general purpose news

Answer: A

Explanation: A) The social media release includes share-ready content that is quick and easy to share via social networks and other online media.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

88) Many companies use social media to publish \_\_\_\_\_, in which they communicate directly with customers and other audiences, rather than going through news media outlets.

- A) cyber statements
- B) virtual press publications
- C) microcosmic news stories
- D) direct-to-consumer news releases
- E) goodwill documents

Answer: D

Explanation: D) Many companies view social media as a general-purpose tool for creating direct-to-consumer news releases for customers and other audiences.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

89) Friendly notes with no direct business purpose, such as those conveying congratulations or thanks, are called \_\_\_\_\_ messages.

- A) salutary
- B) recognition
- C) goodwill
- D) congratulatory
- E) simple

Answer: C

Explanation: C) Goodwill messages are intended to build relationships for the future rather than focus on some specific current transaction or business opportunity.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

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Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

90) Messages of \_\_\_\_\_ recognize the contributions of employees or business associates.

- A) salutation
- B) recognizance
- C) performance
- D) appreciation
- E) condolence

Answer: D

Explanation: D) One of the best things you can do for a person you have done business with is to write a letter of appreciation, describing how the person helped you. Appreciation letters can represent strong references for any person being evaluated.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

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Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

91) \_\_\_\_\_ are brief personal messages written to comfort someone after the death of a loved one.

- A) Life-coaching letters
- B) Remembrance letters
- C) Condolence letters
- D) Counseling letters
- E) Goodwill messages

Answer: C

Explanation: C) Condolence letters are brief personal messages written to comfort someone after the death of a loved one. The important thing with a condolence letter is to show that you care.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

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Learning Outcome: Describe strategies for developing routine and positive messages

92) In today's electronic media environment, handwritten thank-you notes

- A) are not likely to be read.
- B) give the impression that the writer is unprofessional.
- C) are often particularly appreciated by the recipient.
- D) require too much time to prepare and deliver.
- E) are viewed as obsolete, except in personal contexts.

Answer: C

Explanation: C) When sending messages of appreciation, your praise does more than just make the person feel good. In today's electronic media environment, a handwritten thank-you note can be a welcome acknowledgement. Notes like this do not give an unprofessional impression, do not require too much time, and are not viewed as obsolete.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

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Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

93) In recommendation letters, comparing the candidate's potential to that of his or her peers

- A) should be avoided, since it opens the door to legal action.
- B) is unprofessional because it distracts attention from the candidate you are recommending.
- C) helps the recipient evaluate the candidate more effectively.
- D) is a good idea, even if you have only a "gut feeling" about how the candidate stacks up.
- E) almost always reduces the candidate's chances of landing the job.

Answer: C

Explanation: C) When writing a letter of recommendation, your goal is to convince readers that the candidate has the characteristics necessary for the objective he or she is seeking. Comparing the candidate's potential against his or her peers isn't unprofessional, and it won't reduce his or her chances of landing the job. However, if you have only a "gut feeling" about the candidate's qualifications, perhaps you shouldn't provide a recommendation.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

94) Social media releases include social networking links, "tweetables," and other sharable content.

Answer: TRUE

Explanation: Social media releases include social networking links, "tweetables," and other sharable content.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

95) Policy statements or procedural changes are generally neutral, so readers will not react emotionally to them.

Answer: FALSE

Explanation: Policy statements or procedural changes may be good news for a company. However, some employees may not feel the same way, especially if those statements and changes affect their pay or working conditions.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

96) In responding favorably to a claim even though the customer was at fault, what should you try to accomplish in the body of your message?

Answer: In the body of the message, you want to discourage such claims in the future by steering the customer in the right direction. In addition, you don't want to imply that you will grant similar claims in the future. The challenge is to deliver the message diplomatically, without being condescending or preachy.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

97) Briefly explain how the Internet and social media have changed the nature of the news release.

Answer: Whereas companies once wrote news releases to provide information to reporters, many organizations now create direct-to-consumer news releases in which they communicate directly with customers and other audiences. Social media releases are also more popular, and offer several advantages over traditional news releases.

LO: 8.4: Describe six common types of routine replies and positive messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

98) What potential legal problem can result from writing a critical recommendation letter?

Answer: Every time you write a recommendation letter, you'll put your reputation, as well as the reputation of your company, on the line. Employees have sued employers and individual managers for including negative information in a reference letter.

LO: 8.4: Describe six common types of routine replies and positive messages.

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Learning Outcome: Describe strategies for developing routine and positive messages

99) What should you keep in mind when you're deciding what to include in a message of condolence?

Answer: As you decide what to include in the message, keep the following points in mind. First, make it a personal expression of sympathy, but don't make the whole message about you and your sense of loss. Second, don't offer "life advice," and don't include trite sayings that you may have heard or read. At this point, soon after the loss, the recipient doesn't want your advice, only your sympathy. Finally, don't bring religion into the discussion unless you have a close personal relationship with the recipient and religion is already a part of your relationship.

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Learning Outcome: Describe strategies for developing routine and positive messages

100) Explain what you should include in an effective recommendation letter.

Answer: A successful recommendation letter includes the following information: (1) the candidate's full name, (2) the position or other objective the candidate seeks, (3) the nature of your relationship with the candidate, (4) facts and evidence relevant to the candidate and the opportunity, (5) a comparison of this candidate's potential with that of peers, and (6) your overall evaluation of the candidate's suitability for the opportunity.

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Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

101) Explain why goodwill messages are important, and then describe at least two characteristics of effective goodwill messages.

Answer: Goodwill messages can improve your relationships with customers, colleagues, and other businesspersons. They should be sincere and honest – otherwise the writer appears interested only in personal gain. Avoid exaggeration, back up compliments with specific points, and be restrained but sincere in your praise. Saying things like, "You're terrific!" will detract from your credibility in these messages.

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Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Describe strategies for developing routine and positive messages

102) Why are appreciation messages important? What should they include?

Answer: It is important to recognize the contributions of employees, colleagues, suppliers, and other associates. Your praise will make the person feel good and encourage further excellence. These messages can also become part of an employee's personnel file. The message should specifically mention the person or persons you want to praise, and documents the person's contributions.

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AACSB: Written and oral communication

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Learning Outcome: Describe strategies for developing routine and positive messages