



Employment and Career Development.d(1)

- 1 Part of having _____ means understanding that businesspeople from other countries may have very different attitudes about punctuality and efficiency.
- 2 Which of the following is a current challenge for business communicators?
- 3 Which of the following is included in internal-operational communication?
- 4 The social media manager for a small start-up firm posts a link to the company's Facebook page describing an upcoming customer appreciation event. This form of communication can best be categorized as
- 5 The _____ refers to the way the various components of a company fit together.
- 6 The you-viewpoint is also called the
- 7 Which of the following is the least formal sentence?
- 8 Which type of sentence puts the most emphasis on its contents?
- 9 The excessive use of positive emphasis can be unethical because it
- 10 Ethics is the study of.....
- 11 A culture where people tend to express themselves directly and explicitly is a(n) _____ culture.
- 12 Geert Hofstede refers to the way people view relationships between superiors and subordinates as
- 13 Which type of culture values relationship more than efficiency and attaches little importance to being on time to an event?
- 14 The first step in the process of writing is.....
- 15 Which of the following constitutes formal research in the context of gathering information for a message?
- 16 In which of the following cases will the indirect order plan of organizing information be most effective?





- 17) A(n) _____ is primarily used to represent the writer and their topic rather formally to an external audience.
- 18) In memorandums, enclosures are noted as _____
- 19) In today's business world, _____ are often used for both internal and external audiences.
- 20) In the context of writing email messages, a formal style of writing.....
- 21) Which of the following can help prevent your text and visuals from looking randomly placed on the page?
- 22) For a business document, you ideally want your margins to be.....
- 23) Mirasol is working on a financial summary for company investors. In the document, she makes sure that the body of her text is positioned along the left side of the page, that her headings are centered, and that images are all placed along the right margin. Together, these choices are best described as examples of which design principle?
- 24) Green, violet, and orange are all examples of _____ colors.
- 25) When creating and placing a visual, rules (lines) should be.....
- 26) Where should the row heads be repeated if the rows in a table are long?
- 27) Using long words can hinder communication because they.....
- 28) Which of the following sentences uses slang or a cliché?
- 29) Which of the following sentences uses technical words?
- 30) wordiness is often caused by words that add nothing to sentence meaning and can simply be eliminated.
- 31) When you believe that your reader's response will be _____ or _____, the direct organizational plan is appropriate.
- 32) A direct-order message allows the writer to
- 33) When composing good-news and neutral messages, you may.....
- 34) The opening of a routine inquiry should always.....





- 35 Which of the following guidelines is most helpful when writing the body of an external-informational message?
- 36 When you have to deliver bad news in a favorable response, you should.....
- 37 In bad-news messages, a strategic buffer is.....
- 38 The most appropriate way to end a message refusing a request is to.....
- 39 Which of the following statements about adjustment refusals is true?
- 40 The closing in a negative announcement should.....
- 41 It is best to organize overtly persuasive messages using the _____ because you will be writing to potentially uncooperative readers.
- 42 What are overtly persuasive messages?
- 43 Measurable rewards, such as saving time or money or acquiring a desired object, are also called _____ rewards.
- 44 An ad for a luxury car promises that peoples will envy the car owner because of the purchase. This ad promises a(n) _____ reward.
- 45 To create a persuasive request, you must first.....
- 46 Which of the following is the best place for getting attention in email messages?
- 47 The coordination of sales messages across several forms of media is known as.....
- 48 The value of your company's positive image and name recognition is referred to as
- 49 Proposals differ from reports in that proposals.....
- 50 At the beginning of any unsolicited proposal, it is important to.....
- 51 To communicate effectively, a report must.....
- 52 The _____ in a business report is also called the research or report objective.
- 53 Which of the following is a source of primary research?





- 54) A metasearch engine allows you to.....
- 55) During the report-writing process, to minimize errors while interpreting your information you should.....
- 56) The pages that sometimes come before the actual report itself are referred to as.....appendices.
- 57) The _____ is the report in miniature.
- 58) Which type of short report is used primarily to present information to people outside the organization?
- 59) Information about when, how, and by whom the report was authorized, referred to as the _____, may be included in the introduction.
- 60) If your report uses published sources, you should include.....
- 61) Charlotte has to give an oral report that conveys data from a recent survey about a new deodorant. Considering this, she should plan on giving a(n) _____ presentation.
- 62) In which of the following parts of a speech do you need to convey the central topic to and make a personal connection with the audience?
- 63) When organizing the body of a presentation, it is important to.....
- 64) The most popular and effective way to give a speech is to.....
- 65) Which of the following methods of presentation often results in the speaker becoming flustered if they miss a word or two in the presentation?
- 66) Sandra looks Jorge in the eyes to show him she is sincere about her topic. What type of nonverbal communication does this demonstrate?
- 67) In terms of the nature of listening, a person's ability to sense words is dependent on.....
- 68) Objective, helpful comments that build goodwill, improve others' work, and help both parties achieve their goals are called.....
- 69) _____ strategies involves a win-lose proposition.
- 70) The process of discussion that leads to an agreement and is frequently used to solve a conflict is.....
- 71) When preparing a résumé, the logical next step after you organizes your information is to.....





- 72 Which of the following is considered appropriate to include in your résumé when listing personal information?
- 73 Which of the following is the most common strategy for organizing the information in a résumé?
- 74 A(n) _____ résumé should be used when sending your résumé to a company that uses an applicant tracking system.
- 75 A(n) _____ message is written in response to an actual job opening.
- 76 Which of the following is true about a resignation letter?
- 77 When you are speaking during a virtual interview, where should you look?
- 78 Which of the following should you avoid when preparing for or attending an interview?
- 79 If an interviewer asks you an illegal interview question, your response.....
- 80 An email cover message different from a print cover message in that it needs.....

