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# Assessment

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## ***Better Business Writing***

### ***Fifth Edition***

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Complete this book, and you'll know how to:

- 1) Strengthen your skills in spelling, punctuation, and word usage.
- 2) Sharpen your writing style, so your messages are clear and concise.
- 3) Write clear, direct, natural, and conversational memos, email, and letters.
- 4) Write more confidently for two situations: when you need to convey bad news and when you want to persuade.
- 5) Tailor your message to be more effective with any audience.



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## Assessment Questions for *Better Business Writing, Fifth Edition*

*Select the best response.*

1. 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
2. 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. a consonant
  - D. a vowel
3. Use "-able" instead of "-ible"
  - A. At the end of a word if the root isn't a word by itself
  - B. After a full word
  - C. At the end of a word that ends in "x" or "ns"
  - D. After a word that's a contraction
4. 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.
  - C. I caught the bus on time I still missed by first appointment.
  - D. I caught the bus on time however I still missed my first appointment.
5. 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

6. Choose the correctly punctuated sentence:
  - A. We left the meeting early; however, the vote had not been taken.
  - B. We left the meeting early however, the vote had not been taken.
  - C. We left the meeting early; however the vote had not been taken.
  - D. We left the meeting early: however, the vote had not been taken.
7. When corresponding with a process-oriented person, you should write letters that are
  - A. Sympathetic and understanding
  - B. Original and creative
  - C. Direct and to the point
  - D. Well organized and logical
8. Which of the following isn't a rule for the comma?
  - A. When in doubt, just leave the comma out.
  - B. Use a comma after a long introductory phrase.
  - C. Use a comma to separate items in a series.
  - D. Use a comma to set off nonessential elements in a sentence.
9. Choose the correct word usage:
  - A. The affect of our decision remains to be seen.
  - B. How will this decision effect our group?
  - C. His behavior effects everyone on the team.
  - D. Our manager is confident that the changes will have a positive effect.
10. The opposite style of the people orientation is
  - A. Thinker/process
  - B. Intuitor/idea
  - C. Action/sensor
  - D. Coach/supporter
11. Choose the correctly punctuated sentence:
  - A. Ryan left his boss coat in the car.
  - B. James's office is being painted today.
  - C. The briefcase in the office is her's.
  - D. Someones papers are in the lobby.

12. Which of these does NOT follow the doubling rule?
  - A. occurring
  - B. referred
  - C. offered
  - D. cancelled
13. 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
14. 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
15. Which sentence does NOT contain overuse of big words or unnecessary words?
  - A. Pursuant to our discussion, herewith I acknowledge your letter.
  - B. Hopefully, you can utilize our product to benefit your company.
  - C. As per our agreement, our operations will continue subsequent to our receiving a signed contract.
  - D. If you have additional questions, please call us.
16. When corresponding with a people-oriented person, you should write letters that are
  - A. Assertive and reserved
  - B. Personal and friendly
  - C. Detailed and well organized
  - D. Confident and pragmatic
17. A common pitfall in business writing is
  - A. Being positive
  - B. Using too many words
  - C. Being clear and concise
  - D. Writing for a specific audience
18. Which sentence doesn't contain a redundant expression?
  - A. The team leader will explain this exercise on Monday.
  - B. His behavior will come under close scrutiny
  - C. Don't forget to refer back to the first question.
  - D. Our loss has not as yet been determined

19. Select the sentence that uses the active voice:
- A. The letter was sent by express mail.
  - B. We were informed of the decision.
  - C. Our boss told us the bad news directly.
  - D. The room was entered by the whole group.
20. Which of the following is NOT redundant?
- A. due to the fact that
  - B. combine the ingredients together
  - C. on a daily basis
  - D. regardless
21. When corresponding with an idea-oriented person, you should write letters that are
- A. Direct and to the point
  - B. Original and personal
  - C. Overly sensitive and detailed
  - D. Judgmental and impersonal
22. Choose the answer that's NOT part of the Motivated Sequence Outline:
- A. Need
  - B. Visualization
  - C. Comparative advantages
  - D. Action
23. Which of the following uses parallel construction?
- A. Running for office is harder than to go to work every day.
  - B. My favorite hobbies are reading, hiking, and golf.
  - C. The applicant is bright, decisive, and intelligent.
  - D. He can train his dog to sit up but not bark.
24. When corresponding with an action-oriented person, you should write letters that are
- A. Detailed, well organized, and analytical
  - B. Clear and to the point
  - C. Creative and personal
  - D. Supportive and understanding
25. Which of the following does NOT contain a cliché?
- A. Please send me the letter at your earliest convenience.
  - B. We will go despite the fact that we could be late.
  - C. Please be advised that this is our last trip to the West Coast.
  - D. He signed the letter and mailed it on Wednesday.

26. Which of the following avoids sexist writing?
- A. A college professor will get tenure if he publishes scholarly research.
  - B. A nurse in any hospital should take good care of her patients.
  - C. A college professor will get tenure by publishing scholarly research.
  - D. The lady lawyer won the case for her client.
27. Which sentence does NOT contain unnecessary words?
- A. I understand the basics of cell phones.
  - B. The doctor told me the true facts about my condition.
  - C. He raced rapidly to catch the bus.
  - D. The police carefully conducted a thorough investigation of the case.
28. Which of the following is true regarding email?
- A. Using all capital letters is fine if you want to emphasize your thoughts.
  - B. You don't need to worry about how your email sounds.
  - C. Reread your email aloud before you send it.
  - D. Subject lines are unnecessary in emails.
29. Which sentence does NOT contain a redundant expression?
- A. In my opinion, I think we will win the game.
  - B. There is no doubt but that our company will get the bid.
  - C. Ask him as to whether or not he has misplaced the file.
  - D. Answer these questions quickly.
30. 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?"
31. Select the statement that *is not* always true about good business memos:
- A. Keep the letter to one page.
  - B. Briefly state the main idea of the letter in the first few lines.
  - C. Present the ideas in a logical order.
  - D. Write any length letter.
32. "Gentlemen" is always a suitable salutation in business letters
- A. True
  - B. False
33. A helpful rule in business writing is:
- A. Two words are more effective than one.
  - B. One word is better than two.

34. 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
35. In a Motivated Sequence Outline, you'd illustrate a need by
- A. Showing readers why they should feel affected by the problem
  - B. Giving examples of what has worked
  - C. Directing readers to act
  - D. All of the above
36. 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"
37. 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're unable to do and what you don't have
38. Choose the answer with the correct use of the colon:
- A. Our business trip was: successful and eventful.
  - B. The new employee had three important qualities: experience, intelligence, and perseverance.
  - C. I enjoyed Shannon's presentation: a lot.
  - D. Those: are the client's files.
39. Choose the answer that shows attention to the reader.
- A. You're invited to our annual open house.
  - B. We would like to extend our invitation.
  - C. Our new line of copiers is the best we offer.
  - D. Direct deposit is faster and more efficient.
40. Choose the answer that does NOT contain a condescending/sexist phrase:
- A. Our cars' engines are lined with Teflon, as any woman would appreciate.
  - B. Clients, of course, want the best value for their money.
  - C. Anyone could understand why it's important to downsize our operations.
  - D. The company lost money and had to close its Midwest branch.

41. Which of the following is NOT a tip for a better memo?
- A. Keep it simple.
  - B. Write generically for any audience.
  - C. Write in A-B-C order—sequentially.
  - D. Be interesting, conversational, and natural.
42. Which of the following is a strong statement because it doesn't contain a qualifier?
- A. We're quite pleased about our new computer.
  - B. The new employee is rather talented.
  - C. I can accomplish all items on my to-do list.
  - D. He's somewhat concerned about the client meeting later today.
43. If someone is analytical and logical, that person's communication style is
- A. Process-oriented
  - B. Action-oriented
  - C. People-oriented
  - D. Idea-oriented
44. Choose the sentence that correctly uses the comma:
- A. My boss is intelligent, decisive and kind.
  - B. My boss is intelligent, decisive, and kind.
  - C. I put three items in my briefcase, laptop, cell phone and tablet.
  - D. I'd like to travel, yet I'm reluctant to change jobs.
45. Which sentence doesn't use jargon?
- A. The marketing team has the bandwidth to take on more responsibilities.
  - B. Do you have time later today to interface with me?
  - C. Let's meet at 3:00 pm today.
  - D. The client pinged me this morning.
46. The opposite style of the idea orientation is
- A. Thinker/process
  - B. Sensor/action
  - C. Creative/originator
  - D. People/feeler
47. Choose the answer with the redundant expression:
- A. Blend the cake mix
  - B. Complete assignments daily
  - C. Raced to catch the cab
  - D. Advance planning



48. Choose the answer that's parallel:
- A. He was late to the meeting and missed the deadline.
  - B. Jesse is strong-willed and a person of action.
  - C. My new partner paneled his office and had carpeting installed.
  - D. Her coworker teaches, inspires, and delegation.
49. Choose the answer that's clear and sensitive:
- A. Barry is the worst employee we've ever had.
  - B. You're always late to work.
  - C. I'm confident that you'll be on time to work from now on.
  - D. It's necessary to downsize your department.
50. Choose the answer that's a good technique for effective communication:
- A. Choose your words carefully.
  - B. Begin most sentences with "I."
  - C. Using foreign words adds panache to your writing.
  - D. Passive construction is best.

## Assessment Answer Key for Better Business Writing, Fifth Edition

### *Recommended response (Corresponding workbook page)*

1. A (75)	14. D (77)	27. A (35)	40. D (41)
2. B (11)	15. D (28)	28. C (51)	41. B (54)
3. B (13)	16. B (80)	29. D (35)	42. C (32)
4. A (16)	17. B (28)	30. B (62)	43. A (76)
5. C (76)	18. A (35)	31. D (54)	44. B (16)
6. A (18)	19. C (32)	32. B (42)	45. C (30)
7. D (79)	20. D (35)	33. B (28)	46. B (77)
8. A (16)	21. B (81)	34. C (68)	47. D (35)
9. D (92)	22. C (68)	35. A (68)	48. A (37)
10. A (76)	23. C (37)	36. B (92)	49. C (100)
11. B (19)	24. B (78)	37. C (31)	50. B (82)
12. D (12)	25. D (40)	38. B (18)	
13. A (18)	26. C (41)	39. A (31)	