

## Introduction to Business Communication WRC 2008

### True/False

Indicate whether the sentence or statement is true or false.

- \_\_\_ 1. Memorizing a presentation is usually an effective way to prepare for the delivery of an oral presentation.
- \_\_\_ 2. In the closing of an oral presentation, you should summarize main points.
- \_\_\_ 3. Talking too fast during an oral presentation says nonverbally, "I'm nervous."
- \_\_\_ 4. A meeting in which ideas are suggested in an open, democratic atmosphere is a meeting designed to develop new ideas.
- \_\_\_ 5. Travel needs are not a factor to consider when scheduling a meeting.
- \_\_\_ 6. Seating arrangements of meeting participants are important.
- \_\_\_ 7. Some company policies may limit what customer service providers can do for their customers.
- \_\_\_ 8. Being informed of the reason for a delay may help customers wait more patiently.
- \_\_\_ 9. Customers will appreciate your efficiency if you rattle off a list of questions while you concentrate on your computer screen and key information.
- \_\_\_ 10. Even if many of your customers visit you for the same reason, it is best to listen to each one and determine each customer's purpose.
- \_\_\_ 11. Every person within a society has the same set of ethics.
- \_\_\_ 12. An outgoing voice-mail message should be as brief as possible.
- \_\_\_ 13. Maintaining an appropriate amount of eye contact helps senders and receivers block out nearby distractions.
- \_\_\_ 14. Positive comments about a past employer should be avoided during a job interview.
- \_\_\_ 15. If an interviewer asks you, "What's your biggest weakness?" you should decline to answer.

### Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

- \_\_\_ 16. Which of the following would be considered a short oral presentation?
  - a. a presentation to the Board of Directors
  - b. a report on the progress of a very large, major project
  - c. an introduction of a presenter at a social club
  - d. none of the above would be a short presentation
- \_\_\_ 17. Which of the following is *not* a common attention-getting technique?
  - a. anecdotes
  - b. statistics
  - c. summaries
  - d. all of the above are common attention-getting techniques
- \_\_\_ 18. The three main parts of an oral presentation are \_\_\_\_\_.
  - a. an anecdote, the body, and the summary
  - b. an introduction, the body, and the summary
  - c. a quotation, the intermediate, and the closing
  - d. an introduction, the body, and the closing

- \_\_\_ 19. The three main parts of the delivery of an oral presentation are \_\_\_\_.
- vocal qualities, nonverbal symbols, and visual aids
  - dress, visual aids, and nonverbal symbols
  - nonverbal symbols, statistics, and vocal qualities
  - statistics, nonverbal symbols, and dress
- \_\_\_ 20. Which of the following should always be part of an introduction of an oral presentation?
- visual aids
  - a preview
  - conclusions
  - a summary
- \_\_\_ 21. When you have to give an oral presentation without warning, what kind of a presentation are you giving?
- impromptu
  - textual presentation
  - both A and B
  - none of the above are correct
- \_\_\_ 22. Which nonverbal symbol has the greatest capacity to keep your audience involved?
- good eye contact
  - a smile
  - a hand gesture
  - casual listening
- \_\_\_ 23. Which of the following is a guideline for effective participation in a meeting?
- improve decision making
  - arrive on time
  - be an active participant
  - all of the above are guidelines
- \_\_\_ 24. You can make a positive impact on a meeting if you \_\_\_\_.
- put down ideas that you consider impractical
  - discuss ideas even if it means arguing
  - reject personal goals if they conflict with group goals
  - consider only the supervisor's ideas
- \_\_\_ 25. Which of the following will *not* provide a helpful influence on a meeting?
- be flexible
  - discuss ideas
  - use body language to your advantage
  - all of the above will help provide a helpful influence
- \_\_\_ 26. Which of the following is *not* a type of meeting? A meeting to \_\_\_\_.
- persuade
  - collaborate
  - make assignments
  - improve decision making
- \_\_\_ 27. Participants at meetings \_\_\_\_.
- cannot be late even for an 8:00 a.m. meeting
  - need to pay attention to where they will sit
  - need to see an agenda for all meetings
  - all of the above are important for participants of meetings
- \_\_\_ 28. When selecting a seat for a meeting, \_\_\_\_.
- arrive just before the meeting begins and take the most convenient seat
  - take any seat, because seating is of little importance
  - sit next to a "troublemaker" so that you can better control him or her (especially if you are somewhat quiet)
  - choose your seat with your purpose in mind
- \_\_\_ 29. To lead a meeting effectively, \_\_\_\_.
- use an agenda
  - do not waste time by restating the objective of the meeting
  - let the experts and extroverts dominate the discussion
  - all of the above are effective ways to lead meetings

- \_\_\_\_\_ 30. One of the worst things you can do before or at a meeting is \_\_\_\_\_.
- use body language to your advantage
  - think though a problem and accept no other alternatives
  - speak briefly and directly
  - avoid personal attacks
- \_\_\_\_\_ 31. Which of the following are internal customers for a worker in a flower shop?
- the people who work at the dry cleaning establishment next door
  - the truck drivers for the wholesale florist, from which the shop gets its flowers
  - the woman who wants to put a poster in the window about a charity craft sale
  - the man who orders flowers for his mother on Mother's Day
- \_\_\_\_\_ 32. When you don't know the answer to a customer's question, what is the best thing to do?
- Excuse yourself and ask as many colleagues as necessary while the customer waits.
  - Tell the customer what you *think* and indicate that that's the best you can do.
  - Tell the customer you don't know, but will find out and contact him or her later.
  - Make up an answer and sound knowledgeable to reassure the customer.
- \_\_\_\_\_ 33. Which of the following describes an appropriate way to receive customers?
- A secretary behind a big glass window occasionally smiles out upon the waiting customers.
  - Employees bustle through a front office; they assume waiting customers have been greeted by the receptionist, even though she is not at her desk at the moment.
  - A woman behind a desk nods at people who come up to her desk while she talks on the phone, then motions for them to be seated in a chair on the other side of the room.
  - A receptionist just inside the door greets everyone who enters, even though she is busy with work at her desk.
- \_\_\_\_\_ 34. Which of the following is a result of providing calm, professional service?
- Customers routinely take advantage of such service providers.
  - Customers become emotional, trying to get some sympathy out of the service provider.
  - Customers get discouraged by the lack of attentiveness and go elsewhere.
  - Customers appreciate that type of service and are more likely to behave in a similar manner.
- \_\_\_\_\_ 35. Which of the following is a good example of an apology made to a customer for a mix-up in an order?
- "I'm sorry about that, sir. Let me see what you *should* have received and I can correct the order for you right away."
  - "Oh, I'm sorry, that must have happened during the night shift. I can fix that for you."
  - "Well, I didn't take your original order, but I can place a new order for you."
  - "Oh, one of the trainees probably input the order incorrectly. Sorry about that."
- \_\_\_\_\_ 36. What is one way to ensure that you are providing service in an ethical manner?
- Follow all of your company's policies and procedures.
  - Disclose all information the customer needs to make an informed decision.
  - Tell the customer just what he wants to know.
  - Be especially helpful by giving the customer your expert opinions along with any other information you provide.
- \_\_\_\_\_ 37. Which of the following describes appropriate use of a cellular phone?

- a. An interior designer is due at a customer's house in 10 minutes, but she is still 20 miles away. She gives the customer a call to let her know when she'll arrive.
  - b. Driving home at the end of the day, a salesperson sets up his appointments for the next day. This saves him a trip back to the office.
  - c. A researcher calls a colleague from the study area in the library to ask if he needs anything.
  - d. An electrician keeps his cellular phone with him at all times and takes all calls. It is not unusual for him to finish a sentence with his current customer while he holds the phone up to answer a call.
- \_\_\_\_\_ 38. Which of the following is true about providing customer service on the Internet?
- a. The fancier a web site, the better the impression it will make on site visitors.
  - b. Customer inquiries that come from site visitors need not be answered because they are probably just from casual web browsers.
  - c. The customer service a company provides on the Internet should be just as courteous, professional, and prompt as other modes of customer service.
  - d. Providing live information on a web site is more trouble than it is worth.
- \_\_\_\_\_ 39. If someone talks about the pitch of a voice, what is he referring to?
- a. accent
  - b. clarity
  - c. loudness or softness
  - d. highness or lowness
- \_\_\_\_\_ 40. Which of the following sentences includes an example of poor enunciation?
- a. I'm so frustrated. I keep gettin' a busy signal when I call Mr. Owens.
  - b. Thank goodness Febuary is short, because it sure is gray and damp.
  - c. The statistics clearly indicate that our sales strategy is working.
  - d. The realitor called to say she's set up three appointments for house tours.
- \_\_\_\_\_ 41. What is the tone of your voice?
- a. the message you send by speaking clearly
  - b. the pleasing qualities of your speaking voice
  - c. the way your message sounds
  - d. the speech patterns you use
- \_\_\_\_\_ 42. What is the most complex form of communication?
- a. telephone communication
  - b. communication in print
  - c. communication by e-mail
  - d. one-on-one communication
- \_\_\_\_\_ 43. What occurs during the exchange stage of a conversation?
- a. The person who initiated the conversation states his purpose.
  - b. The parties greet each other.
  - c. One person makes a signal that the conversation is nearing an end.
  - d. The parties conduct business.
- \_\_\_\_\_ 44. Which of the following rules applies to the use of customers' names?
- a. You should learn your customers' first names only; it's more friendly.
  - b. Address customers by surname unless a customer invites you to use his or her first name.
  - c. You deal with so many customers during the day that it's only confusing to try to remember anyone's name.
  - d. Don't address customers by name; they feel it is a violation of their privacy.
- \_\_\_\_\_ 45. What is especially important when talking on the telephone?
- a. speaking clearly
  - b. speaking more loudly than usual
  - c. avoiding distractions
  - d. using a conversational tone
- \_\_\_\_\_ 46. Before his job interview, Raul put away his sunglasses and straightened his tie. He was thinking about his:
- a. Communication skills.
  - b. Appearance.
  - c. Image.
  - d. Personality.

- b. Verbal style. d. None of these applies.
- \_\_\_ 47. During his job interview, Raul spoke clearly and listened attentively. He was thinking about his:  
 a. Image. c. Colloquialisms.  
 b. Non-verbal cues. d. None of these applies.
- \_\_\_ 48. Which of these is a good question to ask during your initial job interview?  
 a. How much does this job pay?  
 b. What is the retirement package like?  
 c. What are the opportunities for advancement?  
 d. None of these questions should be asked during the initial interview.
- \_\_\_ 49. If an interviewer asks your age, the *best answer* is to say:  
 a. I am over 18, and I have a work permit and a valid driver's license.  
 b. I'm 19 years old.  
 c. I'd rather not answer that; I don't believe it's relevant or legal.  
 d. Each of these is an equally good answer.
- \_\_\_ 50. The interviewer has just asked Craig why he left his previous job. Which answer is most likely to help Craig get hired?  
 a. "Because my employer had unreasonable expectations."  
 b. "Because I felt it was time to move into a more challenging and responsible position."  
 c. "Because my employer violated federal safety regulations."  
 d. All of these answers are equally beneficial to Craig.

### Punctuation

In each of the following, indicate how many punctuation marks are missing.

- a. one      b. two      c. three      d. four or more
51. After they examined the samples they placed a large order
52. Our marketing colleague Barbara Jones assisted us in our sales forecasts
53. When you begin to run low on printout paper order some more from Loring Short and Hartman
54. Integrity perseverance and ambition these are three major personal qualities we are looking for in an employee
55. Mr. Lord has been a customer of ours for many years
56. Mr Curran is not well known to many in the company but once familiar to everyone he will become very popular
57. Because the airlines overbooked the flight to Bermuda passengers were offered an opportunity for an alternative flight elsewhere
58. Its apparent to me her supervisor wrote that Mrs Fournier is not trying to correct the problem
59. Gary Brown the noted gourmet said that our service here at the Art Gallery Restaurant is impeccable
60. Which famous American said Go west young man and grow up with the country

### Word Choice

61. We want to expand our business, but this will require a great deal of \_\_\_\_\_.  
 a. capital      b. capitol
62. Do you think we can \_\_\_\_\_ some changes in our collection procedures during the next month?  
 a. effect      b. affect
63. I suggest that you \_\_\_\_\_ with your building immediately.  
 a. precede      b. proceed
64. Helena is the \_\_\_\_\_ of Washington.  
 a. capital      b. capitol

65. This stock transaction will definitely \_\_\_\_\_ our financial future.  
 a. affect                                      b. effect
66. Much additional information is needed to \_\_\_\_\_ our understanding of the new procedure.  
 a. complement                                b. compliment
67. Interest of 5 ½%, compounded quarterly, can be earned on the \_\_\_\_\_ if you deposit your money in our bank.  
 a. principle                                    b. principal
68. I reported the loss of my passport to the American \_\_\_\_\_ in Paris.  
 a. consul                                        b. council                                    c. counsel
69. Three weeks have \_\_\_\_\_ since we placed our order, and the shipment has not yet arrived.  
 a. passed                                        b. past
70. Maintaining customer goodwill has always been our guiding \_\_\_\_\_.  
 a. principal                                      b. principle

### Capitalization

In each of the following, indicate how many words should be capitalized.

- a. one                      b. two                      c. three                      d. four or more                      e. no errors
71. The words he quoted are from the constitution of this nation.
72. On our trip through minnesota , major browning took us to see the huge statue of the legendary paul bunyan.
73. The major asked the president of our company to be chairman of the new committee.
74. This semester we shall off home and the family as an elective open to all students.
75. The author states, "the law provides that all mortgages must be filed in some public office."
76. Her brief experience working in a payroll department does not qualify her for a position in our accounting department.
77. Follow these instructions carefully: take two tablets twice a day; take one in the morning and another before resting.
78. We have homes on maple avenue at bay street, overlooking lake echo, that are in the \$25,000 to \$30,000 range.
79. This year winter came in on tiptoe and then on the way out roared like a lion.
80. Thank you governor for your interest in our efforts to reduce the noise of jet planes in our community.

### Numbers

Indicate whether numbers have been expressed correctly in the following sentences.

- a. true                      b. false
81. Thirty-five students are going on the trip.
82. Our order was for fifteen chairs, twelve cabinets, and three desks.
83. The package weighed 4 ½ pounds.
84. That project cost us 12 thousand dollars.
85. May I have just 20 minutes of your time?
86. The error at the top of page six has still not been corrected.
87. Today I am exactly 17 years 4 months and 2 days old.
88. He needs a two-thirds majority to win.
89. I will not pay more that \$.50 for that item.
90. You can now vote at 18 years of age.

## Spelling

Indicate which word is incorrectly spelled in each of the following.

- |                       |                |                |
|-----------------------|----------------|----------------|
| 91. a. domitory       | b. laboratory  | c. practically |
| 92. a. using          | b. benefited   | c. critirion   |
| 93. a. legitimate     | b. preceding   | c. newstand    |
| 94. a. brilliant      | b. eliminate   | c. suddeness   |
| 95. a. neighbor       | b. itemise     | c. forbidden   |
| 96. a. accessable     | b. comparative | c. explanation |
| 97. a. necessary      | b. concede     | c. accidant    |
| 98. a. apparatus      | b. extension   | c. noticable   |
| 99. a. receive        | b. accommodate | c. Febuary     |
| 100. a. extraordinary | b. oblidge     | c. recommend   |