

Business communicationsamp le flashcard



**ASSIGN
BUSTER**

The best business writing is purposeful, persuassive, audience oriented and:

Economical

WHich of the following takes place during the first phase of the 3×3 writing process: Decide what techniques

Which occurs in the second phase of the 3×3: Conduct research

WHich occurs in the third phase of 3×3: Edit, Proofread, Evaluate

Which statement is most accurate Most experienced wirters spend most of their about the 3×3: time in the third phase

Which of the following statements about the “ you” view is most accurate? Be careful not to overuse and misuse you and your

Which sentence best illistrates the “ you” view You will recive your complete itinerary one month before your trip

If an audience will be unwiling, uninterested, displeased, dissapointed the most effective organizational pattern is the: Indire ct

Organizational pattern for pleased audiences: Direct

WHich of the following should be organized in a direct pattern: An online manual showing visitors how to download a software program

What is the best advice for organizing an e-mail: Explain and justify the main idea in the body of the message

Which of the following subject lines is most effective:

Sales Meeting on January 30

Best way to get started on an important e-mail message: Consider composing this important e-mail offline

Monique wants to be an effective e-mail communicator: Use bullets, consider cultural differences, double check before hitting send

Before sending a letter to a local company for an internship: Analyze the purpose of the letter and the reader

Best business writers do what in the opening paragraph: State immediately why they are writing

The body of a routine request or response message should: present details that explain your request or response

The body of a routine response message should: Present details that explain your request or response

Best way to ask a series of questions in an e-mail: In a bulleted or numbered list in the body of your e-mail

Where should deadlines and action information be placed in a routine request message: In the closing

Instruction messages are used to: Explain clearly how to complete a task

Instruction messages should be written: using a straightforward, direct approach

The opening of a direct claim letter should: Open with a clear statement of the problem or with the action you want the reciever to take

What should you do in the body of a direct claim letter: Mention you have enclosed copies of all permanent documents

Which is the best closing to a direct claim letter: Please credit \$24 to my account by March 31, when my next billing cycle begins

Which of the following is the best opening to an adjustment letter: We have credited \$24 to your account

What should you do in the body of the adjustment letter: Explain how you are complying with the claim

Which of the following is the best closing for an adjustment message: We hope this refund proves our commitment to providing exellent customer service

Which of the following is not one of the 5 S's Savvy

When should you send a thank you note: Gift, Favor, Guest

Barriers that create misunderstandings: Bypassing, Differing frames or reference, Lack of language skills, poor listening skills emotonial reference, physical distractions

Periodic/Activity reports	Describe production, sales, shipping, service, and other recurring activities.
Trip, convention, conference reports	Describe an event, summarize three to five main points of interest, itemize expenses, and analyze the event's value
Progress and interim reports	Explain continuing projects including work completed, work in progress, future activities, and completion date
Investigative reports	Examine problems and supply facts; provide little analysis.
Justification/recommendation reports	Make recommendations to management; provide data to solve problems and make decisions.
Feasibility reports	Analyze problems and predict whether alternatives will be practical or advisable.
Yardstick reports	Establish criteria and evaluate alternatives by measuring against the “ yardstick” criteria.
Stereotype	An oversimplified behavioral pattern applied uncritically to groups
Prototyp e	A mental representation based on characteristics that are flexible and open to new definitions