

BAD 201  
Exam 1  
Spring 2011  
Chapters 1, 2, 3, 4

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Name: \_\_\_\_\_

Date: 2-10-11

1. You can improve your listening skills if you follow tips for active listening, including
  - a. keeping an open mind, establishing a receptive mind-set, and listening between the lines.
  - b. establishing a receptive mind-set, concentrating on appearance and delivery, and sifting information through biases.
  - c. capitalizing on lag time, concentrating on your next comment, and taking as many notes as possible.
  - d. All answer choices are correct.
  
2. A listener who nods her head and maintains eye contact with a speaker is probably
  - a. listening actively to what the speaker is saying.
  - b. not understanding what the speaker is saying.
  - c. faking attention while she listens to music on her MP3 player.
  - d. formulating her response to a point with which she disagrees.
  
3. Brian is attending a seminar on workplace efficiency and must make a presentation on this topic when he returns to work. Brian can increase his comprehension by keeping an open mind, listening for main points, taking selective notes, and
  - a. closing his eyes.
  - b. speaking up immediately when he does not agree with the speaker.
  - c. filling in the lag time by reviewing in his mind other things he must do that day.
  - d. judging ideas, not appearances.
  
4. Amelia has made a conscious effort to become an active listener. Therefore, she shuts down her computer, turns off her cell phone, and asks her assistant to hold all incoming calls when she conducts interviews. What technique is she using to improve listening?
  - a. Keeping an open mind
  - b. Establishing a receptive mind-set
  - c. Capitalizing on lag time
  - d. Controlling her surroundings

5. Which of the following is considered a form of nonverbal communication?
- a. Facial expressions, such as a frown or raising the eyebrows
  - b. Eye contact, such as staring or avoiding looking someone in the eye
  - c. Time, such as showing up too late or too early
  - d. All of the above are forms of nonverbal communication

6. Most people think that the best predictor of a speaker's true feelings is his or her appearance.

7. Melissa noticed that Stephen slammed his desk drawer right after he said that he was happy to work late. Melissa should
- a. tell Stephen that he should behave more professionally.
  - b. respond to the verbal message only and thank him for working late.
  - c. politely seek additional information by saying, *I'm not sure that you really want to stay late. Do you have somewhere you need to be?*
  - d. fire Stephen for insubordination.

8. An American businessperson who thinks that all Swiss are hard-working, efficient, and neat is illustrating an example of stereotyping.

9. When speaking with someone for whom English is a second language, you should talk slowly, enunciate clearly, check frequently for comprehension, observe eye messages, listen without interrupting, and
- a. follow up in writing.
  - b. avoid smiling, which might make you appear to lack seriousness.
  - c. use vocabulary words that will impress the listener.
  - d. assume that the listener understands if he or she nods and smiles in agreement.

10. The verbal and nonverbal responses of the receiver create feedback, a vital part of the entire communication process that helps the sender know that the message was received and understood.

11. Revise the following negative sentence to make it a more effective business message:  
*Your order cannot be delivered until January 15.*

On January 15 your order will be delivered.

12. Revise the following sentence to employ positive language:

*We cannot refund your money unless you have your original receipt.*

If you have your original receipt, we can refund your money.

13. When preparing a business message, you should concentrate on looking at the problem from the receiver's perspective. This is making your writing audience aware.

14. The first phase of the writing process involves analyzing the audience and your purpose for writing, anticipating how your audience will react to your message, and adapting the message to your audience.

15. During the second phase of the writing process, you conduct research, organize, and compose.

16. Experts say that writers should spend the most time in the revising stage of the writing process.

17. Travis must determine the channel for an important business message. In this context, *channel* refers to the type of communication channel Travis will send his message.

18. Human Resources Manager Claire Siu must inform Anthony that company job changes require him to seek retraining or lose his position. The best channel for Ms. Siu to deliver this message is

- a. an e-mail message.
- b. face-to-face communication.
- c. voice mail.
- d. an instant message.

19. Michael usually holds team meetings on Tuesday mornings, but he needs to reschedule next week's meeting to Monday morning. To tell team members that the date of the meeting has been changed, Michael should
- a. send an e-mail.
  - b. meet in person with each team member to explain the change.
  - c. call a team meeting to announce the change.
  - d. write a short team report to explain the change.

20. Which of the following sentences best focuses on the audience?
- a. *We are very pleased to have you as our newest customer.*
  - b. *You can help us by sending us your payment immediately.*
  - c. *Register now to lock in your preferred travel dates.*
  - d. All of the above sentences are focused on the audience rather than the sender.

21. Jorge must inform Samantha that she is not eligible to have an August vacation for which she recently applied. Which of the following sentences best demonstrates the "you" view Jorge should use in denying Samantha's application?
- a. *I have not approved your vacation for August because you applied too late.*
  - b. *We didn't receive your application early enough for the August vacation schedule.*
  - c. *Although the August schedule is full, you may qualify for a vacation in September if you apply now.*
  - d. *The August vacation schedule was posted in May. You should have consulted it before applying now.*

22. Which of the following represents the best business writing?
- ~~a.~~ *We regret that we are unable to accept you as a credit customer at this time.*
  - b. *You will never be sorry that you opened a checking account with our bank.*
  - ~~c.~~ *We cannot accept the returned merchandise because it is not resalable.*
  - d. *You can return all resalable merchandise for a store credit.*

23. Which of the following is most acceptable for business writing?
- a. *Every physician must carry his own malpractice insurance.*
  - b. *Every physician must carry their own malpractice insurance.*
  - c. *All physicians must carry their own malpractice insurance.*
  - d. *Every physician must carry his or her own malpractice insurance.*

24. Sam is collecting and organizing information for a marketing report he is writing. Sam is involved in the second phase of the writing process, which is the Writing phase.

25. Catherine is proofreading her cover letter and résumé for accuracy before e-mailing them to a prospective employer. She is in the third phase of the writing process, which is the Revising phase.

26. Revise the following sentence to **avoid a run-on sentence**:

*Three people attended the lunch four did not show.*

Three people attended the lunch; four did not show up.

27. Revise the following sentence to make it an **active-voice** sentence:

*Our grades were posted online by Dr. Beecher.*

Dr. Beecher posted our grades online.

28. Revise the following passive-voice sentence to make it in the **active voice**.

*Dr. Beecher was pleased with the students' grades.*

The students' grades pleased Dr. Beecher.

29. Revise the following active-voice sentence to make it in the **passive voice**.

*The doctor encouraged Josh take vitamins.*

Josh was encouraged to take vitamins by the doctor.

30. Which of the following is an advantage of the direct pattern?

- a. Minimizes a negative reaction
- b. Respects the feelings of the reader
- c. Saves the reader time
- d. Encourages a fair hearing

31. Sam began his memo with background information and explanations before announcing a reduction in health insurance coverage. The pattern Sam used is called indirect.

32. When you expect a reader of your message to be uninterested, unwilling, displeased, or hostile, you should
- put the bad news first to get it over with.
  - begin with the main idea.
  - explain all background information first.
  - send the message via e-mail, text message, or IM.

33. Which of the following contains no sentence faults?

- ~~a.~~ Which is why we are considering new health insurance options.
- HealthNet's coverage is extensive, and the rates are fair.
- c. Review the list of benefits, then let me know what you think.
- ~~d.~~ Having good health insurance is important to employees we need to keep that in mind.

34. How should the following be classified? *Liana called ReliaCare she also requested a new bid for health insurance premiums.*

- Complete sentence
- Fused or run-on sentence
- Fragment
- Comma splice

35. Which of the following sentences is most effective in de-emphasizing the bad news?

- ~~a.~~ Although cash refunds are not offered, you can exchange resalable merchandise.
- Although you can exchange returned merchandise, cash refunds are not available.
- ~~c.~~ Since we only exchange merchandise, it is impossible for you to receive a cash refund.
- ~~d.~~ Because of our exchange policy, you may not receive a cash refund.

36. Which of the following uses active voice in a complete sentence?

- ~~a.~~ The company's rigid return policy was criticized by a few unhappy customers.
- ~~b.~~ Because a few unhappy customers criticized the company's rigid return policy.
- ~~c.~~ Managers were told about the unhappy customers who criticized the company's rigid return policy.
- A few unhappy customers criticized the company's rigid return policy.

37. Which of the following uses parallel structure?

- ~~a.~~ Our new paralegal must be smart, efficient, and have flexibility.
- ~~b.~~ The accident shattered her pelvis, dislocated her foot, and her spinal column was broken in three places.
- Big business demands superior forecasting, reporting, and analyzing.
- ~~d.~~ A good financial planner must be certified, competent, and must possess ethical standards.

38. Transitional expressions such as *next*, *first*, and *finally* are useful to show Coherence in your writing.
39. *The refund authorization was processed by our customer service representative* is an example of a sentence using the Passive voice.
40. A misplaced or dangling modifier results when the word or phrase the modifier describes is missing from its sentence.
41. Monica lost a promotion due to poor writing skills. Which phase of the writing process should she *most* focus on to demonstrate better writing skills?
- Improving content and research
  - Revising and proofreading
  - Formatting and documenting
  - Identifying her purpose and her audience
42. *I am writing this letter to inform you that* is an example of
- a flabby expression.
  - an effective introductory statement.
  - a long lead-in.
  - strong business writing.
43. Which of the following sentences is most effective?
- This is to inform you that your account is now up-to-date.*
  - At this point in time, your account is up-to-date.*
  - Due to the fact that we have just received your check, your account is up-to-date.*
  - Your account is now up-to-date.*
44. Which sentence avoids the use of unnecessary fillers?
- There are three important issues to discuss at today's meeting.*
  - There is only one job opening available.*
  - It was our office manager who won the raffle.*
  - Three candidates are running for the board.*

45. Which sentence avoids redundant expressions?

- a. *It is absolutely essential that our accounting records are accurate.*
- b. *Let's not repeat our competitor's mistakes.*
- c. *Please refer back to the June financial statements.*
- d. *I want to thank each and every stockholder.*

46. Which of the following is most concrete?

- a. *The board approved a substantial budget increase.*
- b. *The board approved a 34 percent budget increase.*
- c. *The board approved a large budget increase.*
- d. *The board approved a sizeable budget increase.*

47. Proofreading includes which of the following tasks?

- a. Improving content and tone
- b. Fine tuning sentence and paragraph structure
- c. Correcting spelling, grammar, punctuation, names and numbers, and format
- d. Determining whether the message should be written using the direct or indirect organization pattern

48. Branch managers of First Federated Savings and Loan received this e-mail message: *Please inform all personal that management retains the right to check personal belongings of employees before employees leave the bank.* What error did the writer make?

- a. A grammatical mistake
- b. A proofreading error
- c. Failure to use spell check
- d. No error was made. The sentence is correct as written.

49. In the chapter 1 video, it mentioned trends in the new workplace (also discussed in chapter 1). Name at least two of these trends.

- a. New Work environments
- b. Increasing global competition



IMPORTANT

USE NO. 2 PENCIL ONLY

EXAMPLE: A B C D E  
ERASE COMPLETELY TO CHANGE

NAME

SUBJECT

DATE 2-10-11

HOUR

APPERSON EDUCATION PRODUCTS 800.827.9219  
#25110-RR 01/01 \$2854 05/10

TEST RECORD

PART 1
PART 2
TOTAL

- (T) (F) KEY
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  - 2 [A] [B] [C] [D] [E]
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FEED THIS DIRECTION

