

Chapter 3—Composing Business Messages

MULTIPLE CHOICE

1. Neil must develop a proposal for his supervisor that will describe the cost savings for an automated call center. Where should he begin?
 - a. Writing the proposal
 - b. Locating other proposals that he can copy
 - c. **Researching the proposal**
 - d. Determining an appropriate layout
2. Before composing a business document, you should gather information that will answer which of these questions?
 - a. *Will I have enough time to complete thorough research?*
 - b. **What is the receiver to do?**
 - c. *What information will be the easiest to locate?*
 - d. *How will I use this information?*
3. **Formal research** methods are generally required for what type(s) of business document(s)?
 - a. Routine e-mail messages
 - b. Routine memos
 - c. **Long reports and complex business problems**
 - d. All of these choices would require formal research.
4. Which of the following is a formal research method?
 - a. Talking with your boss
 - b. **Organizing a focus group**
 - c. Brainstorming
 - d. Looking in company files
5. Which formal research source is best to obtain firsthand information?
 - a. Internet Web sites and articles
 - b. Reference books
 - c. Electronic databases
 - d. **Interviews**
6. Stephanie is preparing a market analysis for her business plan. For firsthand information she should
 - a. search manually in her local library.
 - b. **conduct interviews and surveys or organize a focus group.**
 - c. search the Internet for related Web sites.
 - d. review scientific experiments conducted by experts.
7. Quality Building Materials Inc. has developed a new whole-house weather blanket and needs to determine the price point at which builders would switch to this new product. The best research method for this is a(n)
 - a. manual search of other companies' price lists.
 - b. interview with a local builder.
 - c. Internet search of insulation values for weather blankets.
 - d. **scientific experiment that presents price choices with controlled variables.**

Chapter Writing Business Messages Multiple Choice Questions

Scott C. Dulebohn



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