Mutliple-Choice Question Type

<question type="mc">
1. A writer who replaces "We're here to conduct an investigation" with "We're here to investigate" is performing what grammatical action?

a. rescuing a buried verb
b. dropping a cliche
c. avoiding slang and buzzwords
d. controlling exuberance

Analysis:
a. Correct. Buried verbs are verbs that are needlessly converted to wordy noun expressions. Verbs such as acquire, establish, and investigate become buried verbs when they are converted to nouns such as acquisition, establishment, and investigation. Rescuing a buried verb is the act of converting the noun expression back into a verb.
b. Incorrect. Buried verbs are verbs that are needlessly converted to wordy noun expressions. Verbs such as acquire, establish, and investigate become buried verbs when they are converted to nouns such as acquisition, establishment, and investigation. Rescuing a buried verb is the act of converting the noun expression back into a verb.
c. Incorrect. Buried verbs are verbs that are needlessly converted to wordy noun expressions. Verbs such as acquire, establish, and investigate become buried verbs when they are converted to nouns such as acquisition, establishment, and investigation. Rescuing a buried verb is the act of converting the noun expression back into a verb.
d. Incorrect. Buried verbs are verbs that are needlessly converted to wordy noun expressions. Verbs such as acquire, establish, and investigate become buried verbs when they are converted to nouns such as acquisition, establishment, and investigation. Rescuing a buried verb is the act of converting the noun expression back into a verb.

<metadata>
Level of difficulty: Easy
</metadata>

<question type="mc">
2. Which technique would NOT enhance readability?

a. employing white space
b. aiming to impress readers
c. choosing appropriate typefaces
d. numbering and bulleting lists

Analysis:
a. Incorrect. To achieve clarity, writers must resist the urge to show off or be fancy. The business writer's goal is to express, not impress.
b. Correct. To achieve clarity, writers must resist the urge to show off or be fancy. The business writer's goal is to express, not impress.
c. Incorrect. To achieve clarity, writers must resist the urge to show off or be fancy. The business writer's goal is to express, not impress.
d. Incorrect. To achieve clarity, writers must resist the urge to show off or be fancy. The business writer's goal is to express, not impress.

<metadata>
Level of difficulty: Easy
</metadata>

<question type="mc">
3. What can a writer do to increase white space?

a. Avoid using jargon.
b. Use headings and lists.
c. Use the shortest words possible.
d. Omit key information.

Analysis:
a. Incorrect. A page full of text or graphics appears busy, cluttered, and unreadable. To increase white space, use headings, bulleted or numbered lists, and effective margins.
b. Correct. A page full of text or graphics appears busy, cluttered, and unreadable. To increase white space, use headings, bulleted or numbered lists, and effective margins.
c. Incorrect. A page full of text or graphics appears busy, cluttered, and unreadable. To increase white space, use headings, bulleted or numbered lists, and effective margins.
d. Incorrect. A page full of text or graphics appears busy, cluttered, and unreadable. To increase white space, use headings, bulleted or numbered lists, and effective margins.

<metadata>
Level of difficulty: Easy
</metadata>

<question type="mc">
4. Why are headings an effective tool for highlighting information and improving readability?

a. They help the reader separate major ideas from details.
b. They walk readers through content from start to finish.
c. They use all capital letters to draw attention.
d. They force the writer to organize ideas and write efficiently.

Analysis:

a. Correct. Headings help the reader separate major ideas from details, enabling a busy reader to skim familiar or less important information. They also encourage the writer to group similar material together.
b. Incorrect. Headings help the reader separate major ideas from details, enabling a busy reader to skim familiar or less important information. They also encourage the writer to group similar material together.
c. Incorrect. Headings help the reader separate major ideas from details, enabling a busy reader to skim familiar or less important information. They also encourage the writer to group similar material together.
d. Incorrect. Headings help the reader separate major ideas from details, enabling a busy reader to skim familiar or less important information. They also encourage the writer to group similar material together.

<metadata>
Level of difficulty: Easy

<question type="mc">
5. What is the most powerful word in the English language (when creating a business message)?

a. profits.
b. them.
c. you.
d. distribution.

Analysis:
a. Incorrect. The most powerful word in creating a business message is "you." Placing emphasis on the reader will keep the reader active and engaged in receiving your message.
b. Incorrect. The most powerful word in creating a business message is "you." Placing emphasis on the reader will keep the reader active and engaged in receiving your message.
c. Correct. The most powerful word in creating a business message is "you." Placing emphasis on the reader will keep the reader active and engaged in receiving your message.
d. Incorrect. The most powerful word in creating a business message is "you." Placing emphasis on the reader will keep the reader active and engaged in receiving your message.

<metadata>
Level of difficulty: Easy
</metadata>

<question type="mc">
6. Which of the following is an example of writing in an active voice?

a. Our sales team surpassed last year's profits before the end of this year's third quarter.
b. Surpassing last year's profits was the goal that our sales team met before the end of the third quarter.

c. Having surpassed last year's profits, our sales team will continue to add to an elevated revenue report.

d. The new marketing campaign clearly worked well since the sales team was able to exceed last year's profits by this year's third quarter.

Analysis**:**

a. Correct. "Our sales team surpassed …" is written in the active voice.

b. Incorrect. "Our sales team surpassed …" is written in the active voice.

c. Incorrect. "Our sales team surpassed …" is written in the active voice.

d. Incorrect. "Our sales team surpassed …" is written in the active voice.

<metadata>
Level of difficulty: Medium
</metadata>

<question type="mc">
7. Why can it be useful to repeat words in a well crafted business message?

a. You should not repeat words; that only shows a limited vocabulary and lazy writing.

b. Repeating words adds emphasis to that word.

c. Repeating words creates a rhythm to the writing, not unlike the rhythm of poetry.

d. You should only repeat words in the opening or closing sentences, never within the body of the message.

Analysis**:**

a. Incorrect. Repeating a word more than once in a sentence adds emphasis to that word.

b. Correct. Repeating a word more than once in a sentence adds emphasis to that word.

c. Incorrect. Repeating a word more than once in a sentence adds emphasis to that word.

d. Incorrect. Repeating a word more than once in a sentence adds emphasis to that word.

<metadata>
Level of difficulty: Medium
</metadata>

<question type="mc">
8. How does sentence position impact the importance of a word or a phrase?

a. Sentence position only impacts the importance of words or phrases in an opening paragraph or in a heading.

b. The position of a word or phrase within a sentence has no impact on the importance of that word or phrase.

c. Words or phrases that begin or end sentences are emphasized or stressed.

d. The first word or phrase in a sentence is the most important; the last is the least important.

Analysis**:**
a. Incorrect. Words or phrases that appear at either the beginning or the end of sentences are in the best positions to be the strongest thoughts, the most important of the sentence.
b. Incorrect. Words or phrases that appear at either the beginning or the end of sentences are in the best positions to be the strongest thoughts, the most important of the sentence.
c. Correct. Words or phrases that appear at either the beginning or the end of sentences are in the best positions to be the strongest thoughts, the most important of the sentence.
d. Incorrect. Words or phrases that appear at either the beginning or the end of sentences are in the best positions to be the strongest thoughts, the most important of the sentence.

<metadata>
Level of difficulty: Medium
</metadata>