**Mutliple-Choice Question Type**

<question type="mc">
1. In planning and organizing to create a business message what is the first step?

a. consider your audience.

b. develop a purpose.

c. create an outline

d. choose a delivery medium

Analysis**:**

a. Incorrect.  Before you can consider your audience you need to be clear on what your purpose is, the reason you are writing this message and what you hope this message to result in.

b. Correct. The first thing to do when considering sending a business message is to articulate, clarify, and develop the purpose of your message.

c. Incorrect.  Before you can create an outline, you need to a) articulate and develop your purpose, b) consider your audience, c) choose a delivery medium, d) articulate and define your ideas, and e) at this point you are prepared to put your outline together.

d. Incorrect.  Before choosing your delivery medium you need to know your purpose and your audience.

<metadata>
Level of difficulty:
</metadata>

<question type="mc">
2. Which of the following is the least reasonable purpose to assume when planning and organizing a business message?

a. the corporate environment is changing within your organization and you are reporting on these changes.

b. to gather support for a new workplace initiative.

c. to promote higher sales volume by getting your sales force to link their individual promotional pitches with overall company marketing and promotions.

d. to advocate for support for your own promotion to a position that will be opening up in the next few months.

Analysis**:**

a. Correct.  The change of the corporate environment is a good thing for people to be aware of.  However, a purpose is an action statement – or a verb – and the best purposes are verbs in the second or third person.

b. Incorrect. "To gather support," is an excellent purpose, it is active, specific, and a seoncd or third person verb.

c. Incorrect.  "To promote higher sales volume," by getting people to do a specific thing is an excellent purpose.

d. Incorrect.  "To advocate for support for your own promotion" is an excellent purpose.  While you are the object of the verb, the subject is still the reader; you want to get the reader to do a specific thing.

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

<question type="mc">
3. Which two questions will help you to define and develop your purpose when planning and organizing to create a business message?

a. Who stands to benefit from this communication? and  How can I cross-deliver this message?
b. Who am I talking to? and, What medium should I use?
c. Why am I saying this?  and, What do I want?
d. How should I time the release of this information? and  Who should receive this message?

Analysis**:**

a. Incorrect. While the questions of who might benefit and how to deliver the message are important to the ultimate success of your delivery of this message, they are not essential for the development of its purpose.

b. Incorrect. While the questions of who the reader is and what medium to use are important to the ultimate success of your delivery of this message, they are not essential for the development of its purpose.

c. Correct.  The two essential questions for preparing and honing the purpose for this message are "Why am I communicating this to this person (or people) at this time," and "What do I hope to achieve by communicating this?"

d. Incorrect.  While the questions of medium and audience are important to the ultimate success of your delivery of this message, they are not the essential questions for the development of its purpose.

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

<question type="mc">

4. What is the name of the most important reason for creating a business message?

a. your outline.
b. your secondary purpose.
c. all of your purposes.
d. your primary purpose.

Analysis**:**
a. Incorrect.  Your outline is not the most important reason for creating a business message, it is a tool for creating a more effective business message.
b. Incorrect.  Your secondary purpose subordinates and helps to support your primary purpose, but it is not the most important reason for creating a business message.
c. Incorrect.  While all of your purpose absolutely inform the development of your purpose, it is only your primary purpose that is the most important reason for creating a business message.
d. Correct. Your primary purpose that is the most important reason for creating a business message.

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

<question type="mc">
5. If you were tasked with making an entire division aware of the implementation of an entirely new set of supply chain procedures, which of the following is NOT likely to be the purpose of your message?

a. to put yourself forward as the source of these changes.
b. to create buy-in to the new procedures.
c. to generate buzz about the new procedures.
d. to develop support for the new supply chain consulting team that is calling for these changes.

Analysis**:**
a. Correct.  Making it known that you are the source of these changes does not serve any purpose other than self-promotion (and that is assuming that the new procedures are an improvement).  This is not a reasonable purpose for this message.
b. Incorrect.  It would certainly be a good purpose to create buy-in for these new procedures.
c. Incorrect.  Generating buzz and therefore good feelings around these changes might make this transition easier; this could be a very good purpose.
d. Incorrect.  Developing support for the consulting team that has suggested these changes could be a very productive purpose.

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

<question type="mc">
6. For what kind of messages should you establish the purpose of your message before you begin to outline or write the message?

a. hard copy business letters.
b. emails.
c. memos.
d. all business messages.

Analysis:
a. Incorrect.  While hard copy business letters require this kind of preparation, they are not the only kind of message that calls for this work to be done.
b. Incorrect. While emails require this kind of preparation, they are not the only kind of message that calls for this work to be done.
c. Incorrect.  While memosrequire this kind of preparation, they are not the only kind of message that calls for this work to be done.
d. Correct. All business messages require you to define the purpose of your message before you begin to outline or write it.

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

<question type="mc">
7. If you are communicating with a marketing team regarding an old product that is due to be rebranded, which of the following is likely to be the purpose of your message.

a. to warn them of this upcoming action.
b. to get the marketing team excited about this opportunity to try new strategies on this product.
c. to survey the team to get their opinions on this move.
d. to invite all members of this team out for a drink to discuss this matter.

Analysis:
a. Incorrect.  You do not want to "warn' this team, you want to encourage them to embrace the opportunity ahead of them.
b. Correct. Getting the marketing team excited about this new opportunity is sn excellent purpose.
c. Incorrect.  You do not want to survey the team.  This is going to happen whether they think it should or not.
d. Incorrect.  You may, in fact, invite all the members of this team out for a drink, but this is not merely an invitation.

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

<question type="mc">
8. What is the MOST important reason why you need to have a purpose to write a business message?

a. Having a purpose will help build self-esteem

b. You do not need a purpose to write a business message, this is a fallacy.

c. Without knowing what your task you cannot keep on task; you will ramble and wander.

d. People will respect your authority more it you have a purpose.

Analysis**:**

a. Incorrect.  Having a purpose has nothing to do with your self-esteem.

b. Incorrect.   You do need to have a clear purpose in order to effectively write a business message.

c. Correct.  A purpose will help keep you on task, since it defines the task.

d. Incorrect.  A purpose is only for you to know.  Since you do not share it explicitly no one will ever know whether you have a purpose or not.

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

<question type="mc">