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Topic: Message Revising

Subtopic: Coherent Evaluation

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### **Mutliple-Choice Question Type**

<question type="mc">

1. Once you have finished the first draft of a business message, which of the following is the first thing you should do?
- a. celebrate.
  - b. distribute it.
  - c. put it aside for a day.
  - d. proofread it.

Analysis:

- a. Incorrect. As soon as you finish writing the first draft of any document, you should put it aside, so that when you come back to read it for content and proofread it you can see it with fresh eyes (or at least rested eyes).
- b. Incorrect. As soon as you finish writing the first draft of any document, you should put it aside, so that when you come back to read it for content and proofread it you can see it with fresh eyes (or at least rested eyes).
- c. Correct. As soon as you finish writing the first draft of any document, you should put it aside, so that when you come back to read it for content and proofread it you can see it with fresh eyes (or at least rested eyes).
- d. Incorrect. As soon as you finish writing the first draft of any document, you should put it aside, so that when you come back to read it for content and proofread it you can see it with fresh eyes (or at least rested eyes).

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Level of difficulty: Easy

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2. In evaluating the first draft of your business message, which of the following is the most important question to ask?
- a. Does this document support the current direction of the company?
  - b. Does this document say what I wanted to say?
  - c. Are all important points in this document properly supported?

d. Have I properly discredited alternate analyses of the data?

Analysis:

a. Incorrect. The most important question to ask yourself about a document that you have written is whether you have successfully said what you set out to say. While some of the other questions might be worth asking, they are subsidiary to this question.

b. Correct. The most important question to ask yourself about a document that you have written is whether you have successfully said what you set out to say. While some of the other questions might be worth asking, they are subsidiary to this question.

c. Incorrect. The most important question to ask yourself about a document that you have written is whether you have successfully said what you set out to say. While some of the other questions might be worth asking, they are subsidiary to this question.

d. Incorrect. The most important question to ask yourself about a document that you have written is whether you have successfully said what you set out to say. While some of the other questions might be worth asking, they are subsidiary to this question.

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Level of difficulty: Medium

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3. In evaluating an early draft of a business document, which of the following is most important to discern?

a. if the position you take is supported with a well-structured and logical progression of points.

b. if the distribution has changed since the last time a similar document has been created and sent out.

c. if spell-check and Grammarly agree.

d. If you have properly used white space to create a visually appealing and readable document.

Analysis:

a. Correct. At the stage of evaluation your priority should be on the ideas you are presenting and their structure. Making sure that your points are in the best order and that one flows into the next logically should be the most important one at this stage.

b. Incorrect. At the stage of evaluation your priority should be on the ideas you are presenting and their structure. Making sure that your points are in the best order and that one flows into the next logically should be the most important one at this stage.

c. Incorrect. At the stage of evaluation your priority should be on the ideas you are presenting and their structure. Making sure that your points are in the best order and that one flows into the next logically should be the most important one at this stage.

d. Incorrect. At the stage of evaluation your priority should be on the ideas you are presenting and their structure. Making sure that your points are in the best order and that one flows into the next logically should be the most important one at this stage.

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4. At your VP's demand, you are creating a business document to support a radical shift in your organization's future. You have finished the first draft and are at the evaluation stage. Which of the following should be your top priority for this stage to make sure you accomplish you (and your VPs) goals?

- a. use spellcheck or Grammarly to ensure that you do not hobble your case by appearing to be a poor speller.
- b. make sure that you have included answers to any questions or arguments that you can anticipate.
- c. use standard proofreading symbols or strikeouts and comments to track changes.
- d. ask that your name be removed from such a potentially inflammatory document.

Analysis:

- a. Incorrect. Considering that this report is going against the tide of popular opinion, and your goal is to sway opinion in order to change that tide, you will need to anticipate important questions or arguments that could meet your report in order to disarm them in advance.
- b. Correct. Considering that this report is going against the tide of popular opinion, and your goal is to sway opinion in order to change that tide, you will need to anticipate important questions or arguments that could meet your report in order to disarm them in advance.
- c. Incorrect. Considering that this report is going against the tide of popular opinion, and your goal is to sway opinion in order to change that tide, you will need to anticipate important questions or arguments that could meet your report in order to disarm them in advance.
- d. Incorrect. Considering that this report is going against the tide of popular opinion, and your goal is to sway opinion in order to change that tide, you will need to anticipate important questions or arguments that could meet your report in order to disarm them in advance.

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5. Who is the best person to evaluate the first draft of a business message that you have just created?

- a. yourself.
- b. your boss.
- c. your administrative assistant.
- d. your best friend from outside your business organization.

Analysis:

a. Correct. You are the best person to evaluate your newly written first draft. While it is always good to have a second set of eyes, only you know what you wanted to say and can therefore judge if you have said it effectively. Your boss should not see this message until it is complete (unless a particular problem with it brings you to her or him for advice); your administrative assistant should not be revising your work for you; a friend from outside the organization does not have first-hand knowledge of the specifics of your situation or the history and culture of your organization.

b. Incorrect. You are the best person to evaluate your newly written first draft. While it is always good to have a second set of eyes, only you know what you wanted to say and can therefore judge if you have said it effectively. Your boss should not see this message until it is complete (unless a particular problem with it brings you to her or him for advice); your administrative assistant should not be revising your work for you; a friend from outside the organization does not have first-hand knowledge of the specifics of your situation or the history and culture of your organization.

c. Incorrect. You are the best person to evaluate your newly written first draft. While it is always good to have a second set of eyes, only you know what you wanted to say and can therefore judge if you have said it effectively. Your boss should not see this message until it is complete (unless a particular problem with it brings you to her or him for advice); your administrative assistant should not be revising your work for you; a friend from outside the organization does not have first-hand knowledge of the specifics of your situation or the history and culture of your organization.

d. Incorrect. You are the best person to evaluate your newly written first draft. While it is always good to have a second set of eyes, only you know what you wanted to say and can therefore judge if you have said it effectively. Your boss should not see this message until it is complete (unless a particular problem with it brings you to her or him for advice); your administrative assistant should not be revising your work for you; a friend from outside the organization does not have first-hand knowledge of the specifics of your situation or the history and culture of your organization.

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6. When you have completed the first draft of a business message and are evaluating it, which of the following is the LEAST important for you to consider?

- a. the effectiveness of your argument.
- b. your effectiveness at disarming potential questions.
- c. the effectiveness of your use of white space.
- d. the clarity of your presentation of the data.

Analysis:

- a. Incorrect. While ultimately the effectiveness of your use of white space may be an issue, at the point in time when you have just finished your first draft and are evaluating it, priority should be on analyzing the effectiveness of your content. Looking at the technique and esthetics of your document will come later.
- b. Incorrect. While ultimately the effectiveness of your use of white space may be an issue, at the point in time when you have just finished your first draft and are evaluating it, priority should be on analyzing the effectiveness of your content. Looking at the technique and esthetics of your document will come later.
- c. Correct. While ultimately the effectiveness of your use of white space may be an issue, at the point in time when you have just finished your first draft and are evaluating it, priority should be on analyzing the effectiveness of your content. Looking at the technique and esthetics of your document will come later.
- d. Incorrect. While ultimately the effectiveness of your use of white space may be an issue, at the point in time when you have just finished your first draft and are evaluating it, priority should be on analyzing the effectiveness of your content. Looking at the technique and esthetics of your document will come later.

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7. While evaluating the first draft of a business message you realize that your message is not clear. Which of the following should you NOT consider doing?

- a. eliminate all flabby phrases.
- b. replace cumbersome pieces of text with bullet points.
- c. start over creating an entirely new document.
- d. analyze the logical progression from one paragraph to the next to see if there is a lapse.

Analysis:

- a. Incorrect. You have done the most difficult thing by creating this document in the first place. Do not scrap your initial document and start over; just look within the existing document and clarify.
- b. Incorrect. You have done the most difficult thing by creating this document in the first place. Do not scrap your initial document and start over; just look within the existing document and clarify.
- c. Correct. You have done the most difficult thing by creating this document in the first place. Do not scrap your initial document and start over; just look within the existing document and clarify.
- d. Incorrect. You have done the most difficult thing by creating this document in the first place. Do not scrap your initial document and start over; just look within the existing document and clarify.

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8. In evaluating the first draft of a business message you have written, which of the following does NOT apply?

- a. Keep it short.
- b. Keep it simple.
- c. Answer every possible question.
- d. Write in a style that is clean and concise.

Analysis:

- a. Incorrect. You can never answer every possible question, and if you tried to your document would get ponderously long. Answer the main questions that you anticipate and let the wisdom of your conclusions speak for themselves.
- b. Incorrect. You can never answer every possible question, and if you tried to your document would get ponderously long. Answer the main questions that you anticipate and let the wisdom of your conclusions speak for themselves.
- c. Correct. You can never answer every possible question, and if you tried to your document would get ponderously long. Answer the main questions that you anticipate and let the wisdom of your conclusions speak for themselves.
- d. Incorrect. You can never answer every possible question, and if you tried to your document would get ponderously long. Answer the main questions that you anticipate and let the wisdom of your conclusions speak for themselves.

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