<header>
Topic: Message Writing
Subtopic: Tone
Content Creator Name: Nathan Hurwitz
Creation Date: October 14, 2018
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Mutliple-Choice Question Type

<question type="mc">
1. Of the following, which is the best rule to follow in establishing the tone of a business message?

a. Finding a balance between a positive and a negative tone will keep people focused on your message.
b. Adopt a negative tone whenever absolutely possible; it will keep people on their toes and riveted to your message.
c. Adopt a positive tone whenever absolutely possible; it will keep people wanting to stay focused on your message.
d. It does not matter; tone is a myth.

Analysis**:**
a. Incorrect. Adopting a positive tone will always yield better results not only in keeping people attentive to your message, but also in getting them to do what you ask in your message.
b. Incorrect. Adopting a positive tone will always yield better results not only in keeping people attentive to your message, but also in getting them to do what you ask in your message.
c. Correct. Adopting a positive tone will always yield better results not only in keeping people attentive to your message, but also in getting them to do what you ask in your message.
d. Incorrect. Adopting a positive tone will always yield better results not only in keeping people attentive to your message, but also in getting them to do what you ask in your message.

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Level of difficulty: Easy
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<question type="mc">
2. In crafting a business message, which is likely to be the more effective sentence?

a. Would you please fill out the attached form and return it as soon as possible so that we can process your new order?
b. You should fill out the attached form and return it as soon as possible to avoid our running out of stock; we want to be able to fill your new order.
c. You must get the attached form back to us quickly, as supplies are running low and you don't want to risk our running out.
d. You have to return the attached form, filled out, in order for us to process this new order.

Analysis**:**

a. Correct. It is always better to maintain a courteous tone with phrases like "would you please," rather than an insistant or demanding tone with phrases like "you should," "you must," or "you have to."

b. Incorrect. It is always better to maintain a courteous tone with phrases like "would you please," rather than an insistant or demanding tone with phrases like "you should," "you must," or "you have to."

c. Incorrect. It is always better to maintain a courteous tone with phrases like "would you please," rather than an insistant or demanding tone with phrases like "you should," "you must," or "you have to."

d. Incorrect. It is always better to maintain a courteous tone with phrases like "would you please," rather than an insistant or demanding tone with phrases like "you should," "you must," or "you have to."

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Level of difficulty: Medium
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<question type="mc">
3. Which directive would NOT contribute to effective paragraph creation?

a. Develop deductive or inductive paragraphs consistently.
b. Use headings and bulleted lists when appropriate.
c. Vary sentence and paragraph length.
d. Avoid white space to maximize the number of words on the page.

Analysis:
a. Incorrect. The existence of white space, or the empty space on a page, is a crucial part of effective paragraph creation. A page too full of text or graphics appears busy, cluttered, and unreadable. To increase white space, the writer should use headings, bulleted or numbered lists, and effective margins.
b. Incorrect. The existence of white space, or the empty space on a page, is a crucial part of effective paragraph creation. A page too full of text or graphics appears busy, cluttered, and unreadable. To increase white space, the writer should use headings, bulleted or numbered lists, and effective margins.
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<question type="mc">

4. Which technique will NOT improve writing clarity?

a. applying the KISS (Keep It Short and Simple) formula
b. dumping trite business phrases
c. using trite business phrases
d. avoiding clichés and slang

Analysis:
a. Incorrect. Writing sounds fresher and more vigorous when trite phrases are eliminated. An effective writer should find more original ways to convey ideas.
b. Incorrect. Writing sounds fresher and more vigorous when trite phrases are eliminated. An effective writer should find more original ways to convey ideas.
c. Correct. Writing sounds fresher and more vigorous when trite phrases are eliminated. An effective writer should find more original ways to convey ideas.
d. Incorrect. Writing sounds fresher and more vigorous when trite phrases are eliminated. An effective writer should find more original ways to convey ideas.

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Level of difficulty: Easy
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<question type="mc">
5. The expression "every effort will be made" is an example of _____.

a. slang
b. a trite phrase
c. a cliche
d. a buzzword

Analysis:
a. Incorrect. The definition of trite is something that is stale or overused. A trite phrase is one that has lost all meaning because it has been used so much.
b. Correct. The definition of trite is something that is stale or overused. A trite phrase is one that has lost all meaning because it has been used so much.
c. Incorrect. The definition of trite is something that is stale or overused. A trite phrase is one that has lost all meaning because it has been used so much.
d. Incorrect. The definition of trite is something that is stale or overused. A trite phrase is one that has lost all meaning because it has been used so much.

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Level of difficulty: Easy
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<question type="true-false">
6. Well-designed documents improve messages in two important ways. First, they enhance readability and comprehension. Second, they give off the impression that the writer is a well-organized and intelligent person.

T

Correct. Well-designed documents do enhance readability and comprehension, in addition to giving readers the sense that the writer is well-organized and intelligent.

F

Incorrect. Well-designed documents do enhance readability and comprehension, in addition to giving readers the sense that the writer is well-organized and intelligent

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<question type="mc">

7. Which would be the preferred way of referring to the person who delivers the US mail in a business message?

a. mailman

b. mailwoman

c. mail person

d. postal worker

Analysis**:**

a. Incorrect. Referring to the person who delivers the US mail as a postal worker would be preferred since it not only does not imply or assume gender, but it does not make gender an issue, like the cumbersome "mail person."

b. Incorrect. Referring to the person who delivers the US mail as a postal worker would be preferred since it not only does not imply or assume gender, but it does not make gender an issue, like the cumbersome "mail person."

c. Incorrect. Referring to the person who delivers the US mail as a postal worker would be preferred since it not only does not imply or assume gender, but it does not make gender an issue, like the cumbersome "mail person."

d. Correct. Referring to the person who delivers the US mail as a postal worker would be preferred since it not only does not imply or assume gender, but it does not make gender an issue, like the cumbersonme"mail person."

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Level of difficulty: Difficult
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<question type="mc">

8. Which sentence is likely to be more effective in a well crafted business message?

a. Your efforts have resulted in a steady 12% increase in profits in each of the last two quarters; yu have every reason to be proud of your work.

b. Profits over the last two quarters have gone up, up, up, … and we should all be proud of ourselves.

c.   Over the last two quarters our profits have outdistanced the most reliable predictors and indicators, resulting in what should be a celebratory time.

d. I am proud to announce that my teams have increased profits over the last two quarters, and I could not be happier.

Analysis**:**

a. Correct. Placing the emphasis on "you", being specific in terms of the actual percentage of increase, and keeping the language conversational make the message beginning with "your efforts have resulted, …" the best choice of sentence.

b. Incorrect. Placing the emphasis on "you", being specific in terms of the actual percentage of increase, and keeping the language conversational make the message beginning with "your efforts have resulted, …" the best choice of sentence.

c. Incorrect. Placing the emphasis on "you", being specific in terms of the actual percentage of increase, and keeping the language conversational make the message beginning with "your efforts have resulted, …" the best choice of sentence.

d. Incorrect. Placing the emphasis on "you", being specific in terms of the actual percentage of increase, and keeping the language conversational make the message beginning with "your efforts have resulted, …" the best choice of sentence.

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