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Topic: Neutral and Positive Messages

Subtopic: Social Business Messages

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

<question type="mc">

1. Which of the following is a social business message?

- a. a claim adjustment.
- b. an employment contract.
- c. a condolence card.
- d. a persuasive claim.

Analysis:

- a. Incorrect. A claim adjustment is not a social business message, it is a professional business message.
- b. Incorrect. An employment contract is not a social type of message.
- c. Correct. A condolence card is a social business message, in that it does not deal with professional matters, but rather personal matters.
- d. Incorrect. A persuasive claim – or any type of claim – is not a social business message.

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Level of difficulty: Easy

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2. Which of the following is NOT a social business message?

- a. an action request.
- b. a holiday greeting card.
- c. a congratulations message for a promotion.
- d. an invitation to a cocktail party at a company retreat.

Analysis:

- a. Correct. An action request is professional, not social.
- b. Incorrect. A holiday greeting card is a social message
- c. Incorrect. A congratulatory note on a promotion is a social message.
- d. Incorrect. An invitation to a cocktail party is a social invitation whether it is at a company retreat or not.

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Level of difficulty: Medium

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3. What is the most appropriate way to send condolences of the passing of a colleague's parent?

- a. a tasteful preprinted card.
- b. an email.
- c. a note written on the computer and printed on a printer.
- d. a handwritten note.

Analysis:

- a. Incorrect. A tasteful preprinted card is a little formal and cold unless a handwritten note is added to it.
- b. Incorrect. E-mail is a little too casual and personal at such an emotionally fraught time.
- c. Incorrect. There is a coldness to a computer printed note that makes this not the correct format, no matter what the sentiment.
- d. Correct. A handwritten note is the most appropriate kind of note to send to a colleague who has lost a parent.

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Level of difficulty: Medium

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4. What is the most appropriate way to send an invitation to your daughter's wedding to professional colleagues?

- a. handwritten note.
- b. formal, preprinted invitation.
- c. text.
- d. notice to an office group on social media.

Analysis:

- a. Incorrect. As you would not send a handwritten note to a relative or friend, neither should you send a handwritten note to your office colleagues to your daughter's wedding.
- b. Correct. The same formally printed invitation that you would send to all other guests is the appropriate way to send this particular type of social business message.
- c. Incorrect. Text invitations are not appropriate for a wedding. Perhaps a text invitation to a last minute meet-up at a local watering hole would be appropriate to an after work get-together, but not to a wedding.

d. Incorrect. Social media can be dangerous to use for social business purposes, the lines of personal versus professional can blur very easily.

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Level of difficulty: Medium

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<question type="mc">

5. For which of the following would a commercially printed card be the most appropriate?

- a. a funeral.
- b. a note of appreciation to a customer.
- c. an invitation to a birthday celebration.
- d. invitation to Cinco de Mayo celebration after work.

Analysis:

- a. Incorrect. A funeral would call for a handwritten card, or a printed card to which you have added a personal handwritten message.
- b. Incorrect. A note of appreciation to a customer should be written by hand.
- c. Correct. Of these choices, this would be the one that would most require a commercially printed card.
- d. Incorrect. This invitation would be appropriate for text, email, memo, or many forms, but it is not a formal invitation.

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Level of difficulty: Medium

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6. Which of the following notes would be most appropriate as an informal computer written note?

- a. to welcome a new employee
- b. a letter of appreciation to a subordinate for helping you on a project.
- c. a holiday greeting card.
- d. a congratulations on your son's bat mitzvah card

Analysis:

- a. Correct. Welcoming a new employee would be the most appropriate of these to be written as an informal computer written note.
- b. Incorrect. A thank you to a subordinate should be written by hand.
- c. Incorrect. A holiday greeting card should be preprinted, with a handwritten note attached.
- d. Incorrect. As with the holiday card, this social business message should be on a preprinted card with a handwritten message attached.

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Level of difficulty: Difficult

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<question type="mc">

7. Which of the following means of creating a social business message the most personal?

- a. preprinted commercially produced card,
- b. text.
- c. computer printed note.
- d. handwritten card.

Analysis:

- a. Incorrect. [A preprinted commercially manufactured card can be cold and impersonal.
- b. Incorrect. A text message can seem glib and not very spontaneous.
- c. Incorrect. A printed note can seem stilted and cold
- d. Correct. A handwritten card is the most personal of these means fo communication.

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Level of difficulty: Medium

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<question type="mc">

8. Which of these means of creating a social business message is the most professional?

- a. a formally structured business letter with letterhead.
- b. a preprinted commercially manufactured card.
- c. a computer generated note.
- d. a handwritten card.

Analysis:

- a. Incorrect. A formally structured business letter has a professional air, but is too formal for a social business message.
- b. Incorrect. Preprinted cards are not appropriate to express social business messages.
- c. Correct. A note written on your computer and printed on your printer is likely to be the most professional means of writing a social business message – but of course the best choice will be determined by what kind of message it is.
- d. Incorrect. A handwritten card is too personal to serve a professional social business message.

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Level of difficulty: Difficult

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