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Test #1

BA 105W 9am

1. The medium over which a message is physically transmitted, such as e-mail, cell phone, or spoken word, is

called the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Answer: Channel**

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ describes faulty decision-making processes by team members who are overly eager

to agree with one another.

**Answer: GROUPTHINK**

3. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ conversation is considered a richer medium than a written report or proposal.

**Answer: Face-To-Face**

4. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_ phase of the writing process involves revising, proofreading, and evaluating your message.

**Answer: Third**

5. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_ organizational pattern should be used when writing to an audience that will be unwilling, uninterested,

displeased, disappointed, or hostile.

**Answer: Indirect**

6. Sentences that average \_\_\_\_\_\_\_ words are most effective for business writing.

**Answer: Twenty**

7. One way to achieve clarity is to use \_\_\_\_\_\_\_\_\_\_\_-voice sentences in your messages.

**Answer: Active**

8. Allan is writing instructions for filing an employee grievance. He should use a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_list because the order of steps

in the process is important.

**Answer: Numbered**

9. In most businesses today, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the communication channel of choice.

**Answer: E-Mail**

10. A(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a Web site with journal entries (posts) usually written by one person with

comments added by others.

**Answer: Blog**