

Question 1 (1 point) ✓ *Saved*

Headings and bullets are not needed in memos because they are typically short communications.

- ☐ True
- ☒ False

Question 2 (1 point) ✓ *Saved*

Memos generally focus on only one topic.

- ☒ True
- ☐ False

Question 3 (1 point) ✓ *Saved*

Informational memos are increasingly being sent via email.

- ☒ True
- ☐ False

Question 4 (1 point) ✓ *Saved*

The subject line of a memo that uses the indirect approach is not specific about the main point.

- ☒ True
- ☐ False

Question 5 (1 point) ✓ *Saved*

Letters are sent in paper, not digital form.

- ☐ True
- ☒ False

Question 6 (1 point) ✓ *Saved*

Letters are important for communicating outside an organization.

- ☒ True
- ☐ False

Question 7 (1 point) ✓ *Saved*

In a letter, the date usually appears immediately above the sender's address.

- ☐ True
- ☒ False

Question 8 (1 point) ✓ *Saved*

Appeal to both logic and emotion in a sales letter.

- ☒ True
- ☐ False

Question 9 (1 point) ✓ *Saved*

Inquiry letters are always unsolicited.

- ☐ True
- ☒ False

Question 10 (1 point) ✓ *Saved*

The most popular format for workplace letters is the block format.

- ☒ True
- ☐ False

Question 11 (1 point) ✓ *Saved*

A _____ memo provides a written record of a meeting or conversation.

Summary

Question 12 (1 point) ✓ *Saved*

The _____ line announces the topic of your memo.

Subject

Question 13 (1 point) ✓ *Saved*

Which is the *most* accurate statement about the use of memos?

- ☐ Memos are commonly addressed to people outside a company.
- ☐ Memos provide appropriate formality for the workplace.
- ☒ The direct approach is best for memos.
- ☐ Memos should be sent via paper rather than email.

Question 14 (1 point) ✓ *Saved*

A memo is *most* appropriate in which situation?

- ☐ relaying information within an organization
- ☐ resolving a simple issue
- ☐ addressing a sensitive topic
- ☒ asking a quick question

Question 15 (1 point) ✓ *Saved*

How should a memo be formatted?

- ☐ do not use paragraphs
- ☒ single-space within paragraphs and double-space between paragraphs
- ☐ double-space within and between paragraphs
- ☐ indent the first line of a paragraph

Question 16 (1 point) ✓ *Saved*

A transmittal memo does which of the following?

- ☐ distributes bad news to the recipients
- ☐ distributes good news to the recipients
- ☒ accompanies long reports or proposals
- ☐ distributes both bad and good news to the recipients

Question 17 (1 point) ✓ *Saved*

What is the *best* approach for conveying bad news?

- ☐ Place an apology at the very end of the letter.
- ☒ Use phrasing such as "I regret" or "We're sorry."
- ☐ Use "you" to place responsibility on the reader.
- ☐ Never use passive voice.

Question 18 (1 point) ✓ *Saved*

Which is an effective strategy for writing an effective sales letter?

- ☐ Begin with a long and detailed introduction.
- ☐ Exaggerate claims.
- ☒ Clearly state any benefits for the reader.
- ☐ Avoid asking the reader to take action.

Question 19 (1 point) ✓ *Saved*

The "you" perspective in a letter is most appropriate in which part of the letter?

- ☐ the salutation.
- ☐ the first sentence of the letter.
- ☐ the concluding paragraph.
- ☒ throughout the letter.

Question 20 (1 point) ✓ *Saved*

Where do the parts of the standard block letter format appear?

- ☐ An enclosure notation, if included, appears before the complimentary closing.
- ☒ The heading appears above the date.
- ☐ The sender's address is omitted.
- ☐ The sender's signature appears above the complimentary closing.