1. Which of the following represents a goal for business writers?

|  |  |
| --- | --- |
| a. | You should concentrate on your feelings in business messages. |
| b. | You should get your audience to believe and accept your ideas. |
| c. | You should create messages that are lengthy to demonstrate your superior intellect and language skills. |
| d. | You should write business messages from your perspective. |

ANSWER: B

TYPE: MC

 2. When preparing a business message, you should make your writing audience oriented. *Audience oriented* means you should

|  |  |
| --- | --- |
| a. | write to solve a problem or convey information. |
| b. | attempt to get your audience to believe and accept your message. |
| c. | present ideas clearly but concisely. |
| d. | concentrate on looking at the problem from the receiver's perspective. |

ANSWER: D

TYPE: MC

 3. Business writing should be purposeful. In this context *purposeful* can best be defined as

|  |  |
| --- | --- |
| a. | presenting ideas clearly and concisely. |
| b. | concentrating on the receiver's perspective instead of your own. |
| c. | solving problems and conveying information. |
| d. | getting your audience to believe and accept your message. |

ANSWER: C

TYPE: MC

 4. Business writing should be economical. In this context *economical* can best be defined as

|  |  |
| --- | --- |
| a. | presenting ideas clearly and concisely. |
| b. | concentrating on the receiver's perspective instead of your own. |
| c. | solving problems and conveying information. |
| d. | getting your audience to believe and accept your message. |

ANSWER: A

TYPE: MC

 5. Business writing should be persuasive. In this context *persuasive* can best be defined as

|  |  |
| --- | --- |
| a. | presenting ideas clearly and concisely. |
| b. | concentrating on the receiver's perspective instead of your own. |
| c. | solving problems and conveying information. |
| d. | getting your audience to believe and accept your message. |

ANSWER: D

TYPE: MC

 6. The first phase of the writing process involves analyzing the audience and your purpose for writing, anticipating your audience' reaction to your message, and

|  |  |
| --- | --- |
| a. | investigating background information. |
| b. | composing your message. |
| c. | adapting your message to the audience. |
| d. | looking for previous company documents on the topic. |

ANSWER: C

TYPE: MC

 7. Adapting your message to the audience involves

|  |  |
| --- | --- |
| a. | thinking of the right words and tone to use in your message. |
| b. | rewriting your message several times to ensure it is clear. |
| c. | selecting the best research to incorporate within the message. |
| d. | conducting a thorough audience analysis. |

ANSWER: A

TYPE: MC

 8. During the second phase of the writing process, you conduct research,

|  |  |
| --- | --- |
| a. | clarify the audience demographics, and edit word choices. |
| b. | anticipate audience reaction, and adapt the message. |
| c. | organize ideas, and compose the message. |
| d. | evaluate message effectiveness, and revise as needed. |

ANSWER: C

TYPE: MC

 9. In the final phase of the writing process, check the message for clarity and readability, proofread for errors, and

|  |  |
| --- | --- |
| a. | evaluate for effectiveness. |
| b. | assess the cost in the selected delivery channel. |
| c. | solve the problem. |
| d. | forward the document to the publishing department. |

ANSWER: A

TYPE: MC

 10. Experts say that writers should spend the most time in the \_\_\_\_ stage of the writing process.

|  |  |
| --- | --- |
| a. | prewriting |
| b. | writing |
| c. | revising |
| d. | transmission |

ANSWER: C

TYPE: MC

 11. According to writing experts, approximately what percentage of time should you spend on the prewriting phase of a business message?

|  |  |
| --- | --- |
| a. | 90 percent |
| b. | 50 percent |
| c. | 25 percent |
| d. | 5 percent |

ANSWER: C

TYPE: MC

 12. The primary purpose of business writing is typically to inform or persuade; a common secondary purpose is to

|  |  |
| --- | --- |
| a. | promote goodwill. |
| b. | comply with governmental regulations. |
| c. | create written documentation. |
| d. | avoid lawsuits. |

ANSWER: A

TYPE: MC

 13. Before Melissa organizes and composes her message, she should ask two questions: (1) Why am I sending this message? and (2)

|  |  |
| --- | --- |
| a. | *Why did my boss give this task to me?* |
| b. | *What do I hope to achieve with this message?* |
| c. | *How can I get this message written as quickly as possible?* |
| d. | *Do I have enough time and financial resources to complete the work?* |

ANSWER: B

TYPE: MC

 14. Travis must determine the appropriate channel for an important business message. In this context *channel* refers to the

|  |  |
| --- | --- |
| a. | individuals who will receive the message. |
| b. | degree of formality required. |
| c. | medium through which the message is sent. |
| d. | tone and approach needed to accomplish his purpose. |

ANSWER: C

TYPE: MC

 15. You are selecting a channel for sending your message. Which of the following is *not* a factor to consider when making this decision?

|  |  |
| --- | --- |
| a. | Amount and speed of feedback and interactivity required |
| b. | Cost of the channel |
| c. | Confidentiality and sensitivity of the message |
| d. | Your competitors' channel use |

ANSWER: D

TYPE: MC

 16. Which of the following communication channels is considered the richest medium?

|  |  |
| --- | --- |
| a. | Written proposal |
| b. | E-mail message |
| c. | Face-to-face conversation |
| d. | Blog posting |

ANSWER: C

TYPE: MC

 17. Human Resources Manager Claire Siu must inform Anthony that company job changes will require him to seek retraining or lose his position. The best channel for Ms. Siu to deliver this message is

|  |  |
| --- | --- |
| a. | an e-mail message. |
| b. | face-to-face communication. |
| c. | voice mail. |
| d. | an instant message. |

ANSWER: B

TYPE: MC

 18. Michael usually holds team meetings on Tuesday mornings, but he needs to reschedule next week's meeting to Wednesday morning. To tell team members of the date change for the next meeting, Michael should

|  |  |
| --- | --- |
| a. | send an e-mail. |
| b. | meet in person with each team member. |
| c. | call a team meeting. |
| d. | write a short team report. |

ANSWER: A

TYPE: MC

 19. What communication channel would be most appropriate to deliver data to a customer?

|  |  |
| --- | --- |
| a. | Business letter |
| b. | E-mail |
| c. | Report or proposal |
| d. | Memorandum |

ANSWER: C

TYPE: MC

 20. What communication channel would be most appropriate when you must share digital information with other members of your work team?

|  |  |
| --- | --- |
| a. | Wiki |
| b. | E-mail |
| c. | Fax |
| d. | Instant message |

ANSWER: A

TYPE: MC

 21. What communication channel would be most appropriate when a written record or formality is required?

|  |  |
| --- | --- |
| a. | Report or proposal |
| b. | Letter |
| c. | E-mail |
| d. | Blog |

ANSWER: B

TYPE: MC

 22. What is the preferred channel choice for today's corporate communicators?

|  |  |
| --- | --- |
| a. | Memos |
| b. | Letters |
| c. | E-mail |
| d. | Instant messaging |

ANSWER: C

TYPE: MC

 23. Lindsay is writing a property description for a new real estate brochure. To make her brochure more effective, Lindsay should anticipate her audience. This means she

|  |  |
| --- | --- |
| a. | identifies the property's outstanding traits and describes them clearly. |
| b. | concentrates on the price and value of the property. |
| c. | writes using familiar words and a friendly, informal tone. |
| d. | considers what the readers are like and how they will react to the message. |

ANSWER: D

TYPE: MC

 24. Profiling the audience for a business message helps the writer

|  |  |
| --- | --- |
| a. | identify the appropriate tone, language, and channel. |
| b. | guarantee that the audience will respond positively to the message. |
| c. | select slang and jargon the audience will recognize and appreciate. |
| d. | create a perfect first draft. |

ANSWER: A

TYPE: MC

 25. What question should you ask to visualize your audience?

|  |  |
| --- | --- |
| a. | *What position does the person hold in the organization?* |
| b. | *Do I need to include more background information?* |
| c. | *Should I expect a neutral, positive, or negative response to my message?* |
| d. | All answer choices are questions you should ask to visualize your audience. |

ANSWER: D

TYPE: MC

 26. What is the primary way tone is conveyed through a business message?

|  |  |
| --- | --- |
| a. | Sentence structure |
| b. | Language choice |
| c. | Document design and layout |
| d. | Sentence length |

ANSWER: B

TYPE: MC

 27. One technique that improves business writing is the use of empathy. *Empathy* refers to

|  |  |
| --- | --- |
| a. | using inclusive language to eliminate bias. |
| b. | putting yourself in the receiver's shoes to adapt the message to the receiver's needs. |
| c. | appealing to the audience by using a sender focus. |
| d. | formatting documents to meet business standards. |

ANSWER: B

TYPE: MC

 28. Which of the following sentences best focuses on the audience?

|  |  |
| --- | --- |
| a. | *We are very pleased to have you as our newest customer.* |
| b. | *You can help us by sending us your payment immediately.* |
| c. | *Register now to lock in your preferred travel dates*. |
| d. | All sentences are focused on the audience rather than the sender. |

ANSWER: C

TYPE: MC

 29. Jorge must inform Samantha that she is not eligible to have an August vacation for which she recently applied. Which of the following sentences best demonstrates the "you" view Jorge should use in denying Samantha's application?

|  |  |
| --- | --- |
| a. | *I have not approved your August vacation because you applied too late.* |
| b. | *We didn't receive your application early enough for the August vacation schedule.* |
| c. | *Although the August vacation schedule is full, you may qualify for a vacation in September if you apply now.* |
| d. | *The August vacation schedule was posted in May. You should have consulted it earlier.* |

ANSWER: C

TYPE: MC

 30. Business messages should be conversational, professional, positive, and

|  |  |
| --- | --- |
| a. | long. |
| b. | courteous. |
| c. | written from the sender's perspective. |
| d. | filled with many common abbreviations. |

ANSWER: B

TYPE: MC

 31. Create a conversational but professional tone in letters, e-mail messages, instant messages, and memos by

|  |  |
| --- | --- |
| a. | choosing a clear format and effective document layout. |
| b. | using emoticons. |
| c. | using familiar words, occasional contractions, and pronouns such as *you* and *I.* |
| d. | using slang and abbreviations such as *IMHO* and *BTW*. |

ANSWER: C

TYPE: MC

 32. Marketing Director Kiprova will inform the board of directors that customers are not responding positively to the company's Paris Hilton ads. Which of the following is the most appropriate announcement?

|  |  |
| --- | --- |
| a. | *Our customers are ripping on our Paris Hilton ads, even though we know these ads rock.* |
| b. | *Our customers are badmouthing this awesome new marketing campaign; they are obviously just out of it.* |
| c. | *At the meeting you will receive reports on recent customer criticism of the new Paris Hilton ads.* |
| d. | *It has come to my attention that our customers have denigrated our strategic implementation of Paris Hilton's notoriety in our novel ad campaign.* |

ANSWER: C

TYPE: MC

 33. Which of the following sentences demonstrates effective business writing?

|  |  |
| --- | --- |
| a. | *Hey, Bob. Ur proposal is rad!* |
| b. | *Your proposal demonstrates how our call center can better meet the needs of our customers.* |
| c. | *FYI, i liked your proposal :).* |
| d. | *Congrats on the proposal. You rock!* |

ANSWER: B

TYPE: MC

 34. Which of the following sentences demonstrates effective business writing?

|  |  |
| --- | --- |
| a. | *As per your request, enclosed is our latest catalog.* |
| b. | *Enclosed is our latest catalog.* |
| c. | *The latest catalog is contained under separate cover.* |
| d. | *Pertaining to your request, our latest catalog is enclosed.* |

ANSWER: B

TYPE: MC

 35. Which of the following sentences demonstrates conversational business writing?

|  |  |
| --- | --- |
| a. | *Your return policy really ticks me off.* |
| b. | *I am upset about your return policy.* |
| c. | *Your return policy has provoked me to write this letter.* |
| d. | All answer choices reflect conversational business writing. |

ANSWER: B

TYPE: MC

 36. As employees use instant messaging to conduct more business, they should send messages that are informal, conversational, and

|  |  |
| --- | --- |
| a. | professional. |
| b. | streamlined (e.g., using abbreviations such as ur for *you are*). |
| c. | casual, including low-level language. |
| d. | filled with slang and jargon. |

ANSWER: A

TYPE: MC

 37. Which of the following represents the best business writing?

|  |  |
| --- | --- |
| a. | *We regret that we are unable to accept you as a credit customer at this time.* |
| b. | *You will never be sorry that you opened a checking account with our bank.* |
| c. | *We cannot accept the returned merchandise because it is not resalable.* |
| d. | *You can return all resalable merchandise for a store credit.* |

ANSWER: D

TYPE: MC

 38. Business messages should use positive language rather than negative language. Positive language

|  |  |
| --- | --- |
| a. | has no effect on the tone of a message. |
| b. | conveys less information than negative language. |
| c. | grants the reader all requests or demands. |
| d. | tells what *is* and what *can be done*. |

ANSWER: D

TYPE: MC

 39. Courteous business messages

|  |  |
| --- | --- |
| a. | avoid using words that sound demanding or preachy. |
| b. | often turn demands into rhetorical questions. |
| c. | avoid hostility or anger. |
| d. | All answer choices are correct. |

ANSWER: D

TYPE: MC

 40. Which of the following demonstrates effective business writing?

|  |  |
| --- | --- |
| a. | *I'm ticked! Credit my account now!* |
| b. | *Will you please credit my account for $125 due to the computer error on May 1.* |
| c. | *You should credit my account.* |
| d. | *Please get it right and credit my account for $125.* |

ANSWER: B

TYPE: MC

 41. Which of the following demonstrates effective business writing?

|  |  |
| --- | --- |
| a. | *All executives and their wives will attend the Reno conference.* |
| b. | *A salesman must meet monthly sales quotas.* |
| c. | *The female attorney graduated from Yale.* |
| d. | *The office personnel will assist you with your forms.* |

ANSWER: D

TYPE: MC

 42. Which of the following is *most* acceptable for business writing?

|  |  |
| --- | --- |
| a. | *Every physician must carry his own malpractice insurance.* |
| b. | *Every physician must carry their own malpractice insurance*. |
| c. | *All physicians must carry their own malpractice insurance.* |
| d. | *Every physician must carry his or her own malpractice insurance.* |

ANSWER: C

TYPE: MC

 43. Which of the following demonstrates effective business writing?

|  |  |
| --- | --- |
| a. | *An Asian CEO was the keynote speaker.* |
| b. | *An African American man was the next customer.* |
| c. | *A record number of Japanese investors are purchasing real estate in the United States.* |
| d. | *Mr. Hernandez, a Mexican, is my boss.* |

ANSWER: C

TYPE: MC

 44. Which of the following demonstrates effective business writing?

|  |  |
| --- | --- |
| a. | *Julie Neibauer, 45, was promoted to our call center.* |
| b. | *The little, old lady needed assistance with her purchases.* |
| c. | *Daniel Simpson, a senior citizen, volunteered with Habitat for Humanity.* |
| d. | *The new tax rule applied to individuals over 62.* |

ANSWER: D

TYPE: MC

 45. Which of the following demonstrates effective business writing?

|  |  |
| --- | --- |
| a. | *Victoria uses a wheelchair.* |
| b. | *Victoria is confined to a wheelchair.* |
| c. | *Crippled by multiple sclerosis, Victoria uses a wheelchair.* |
| d. | *Victoria is suffering from multiple sclerosis.* |

ANSWER: A

TYPE: MC

 46. Business writers are encouraged to use plain English, which means

|  |  |
| --- | --- |
| a. | using active-voice verbs, personal pronouns, short sentences, and familiar words. |
| b. | writing without weakening qualifiers. |
| c. | avoiding all negative expressions. |
| d. | including slang and low-level diction that everyone understands. |

ANSWER: A

TYPE: MC

 47. Francisco is writing an article for the company's intranet to encourage managers to use plain English. Which of these sentences uses an appropriate business style to express Francisco's point?

|  |  |
| --- | --- |
| a. | *If you obliterate the obfuscation in your e-mail messages, your department members will respond more appropriately.* |
| b. | *Employees will respond better if you write e-mail messages with familiar language and a friendly, conversational style.* |
| c. | *Before sending an e-mail message to your department, run it up the flagpole to see if anyone salutes.* |
| d. | *Per company directives, please cease and desist from sending incomprehensible e-mail messages to department members.* |

ANSWER: B

TYPE: MC

 48. Business writers who use words such as *interrogate*, *remuneration*, and *terminate* are using language many readers would consider

|  |  |
| --- | --- |
| a. | slang. |
| b. | conversational. |
| c. | jargon. |
| d. | unfamiliar. |

ANSWER: D

TYPE: MC

 49. Which of the following is *most* acceptable for business writing?

|  |  |
| --- | --- |
| a. | *It is imperative that we ascertain whether you qualify for benefits.* |
| b. | *Our company stipulates that you must submit your hours so that we can compensate you properly*. |
| c. | *Please check with your supervisor for information about salary increases.* |
| d. | *Your remuneration will perpetuate for three weeks after your termination.* |

ANSWER: C

TYPE: MC

 50. Which of the following is *most* acceptable for business writing?

|  |  |
| --- | --- |
| a. | *Please think about the new insurance option.* |
| b. | *Caltrek experienced a change in profits during the last fiscal year.* |
| c. | *Retailers can expect to pay higher amounts for their goods and services.* |
| d. | *Sheila will examine the job proposal carefully.* |

ANSWER: D

TYPE: MC

 51. A business message should be long because quantity enhances quality.

ANSWER: FALSE

TYPE: TF

 52. The ability to prepare concise, audience-centered, persuasive, and purposeful messages comes naturally.

ANSWER: FALSE

TYPE: TF

 53. When writing a business message, you should always write it from your perspective.

ANSWER: FALSE

TYPE: TF

 54. The goal of persuasive writing is to make your audience believe and accept your message.

ANSWER: TRUE

TYPE: TF

 55. Following a systematic plan when preparing any document or presentation will make your job easier.

ANSWER: TRUE

TYPE: TF

 56. An important aspect of the first phase of writing a business message is anticipating the audience's reaction to the message.

ANSWER: TRUE

TYPE: TF

 57. Shannon is writing a proposal to the board of directors to upgrade the company's computer equipment. After completing the prewriting phase, Shannon should immediately start composing the report.

ANSWER: FALSE

TYPE: TF

 58. The final task in the third phase of the writing process is evaluating your message to decide whether it accomplishes your goal.

ANSWER: TRUE

TYPE: TF

 59. Proofreading and revising are the same.

ANSWER: FALSE

TYPE: TF

 60. To be effective, the three phases of the writing process must be performed in sequence, moving from Phase 1 to Phase 2 to Phase 3 in order.

ANSWER: FALSE

TYPE: TF

 61. You should plan to spend equal amounts of time on each phase of the writing process.

ANSWER: FALSE

TYPE: TF

 62. The most important phase of the writing process is the revising phase.

ANSWER: TRUE

TYPE: TF

 63. Most writers spend equal amounts of time on each of the three phases of the writing process: prewriting, writing, and revising.

ANSWER: FALSE

TYPE: TF

 64. As you become a more skilled and experienced business writer, you will be more likely to alter, compress, and rearrange the writing process steps to suit your needs.

ANSWER: TRUE

TYPE: TF

 65. The primary purposes of most business documents are to inform and to promote goodwill. A common secondary purpose is sales growth.

ANSWER: FALSE

TYPE: TF

 66. One of the most important questions you can ask yourself as you begin to compose a message is *What do I hope to achieve?*

ANSWER: TRUE

TYPE: TF

 67. Alonso needs to get feedback from sales representatives located across the US and Europe. Because he needs to have the most interactivity and feedback possible, the best channel of communication for Alonso is videoconferencing or teleconferencing.

ANSWER: TRUE

TYPE: TF

 68. Face-to-face conversation is a richer medium than a written report.

ANSWER: TRUE

TYPE: TF

 69. One factor affecting channel choice is the importance of the message.

ANSWER: TRUE

TYPE: TF

 70. Today's businesses increasingly use e-mail and instant messaging for conducting business, but hard-copy memos are still written for messages that require persuasion, permanence, and formality.

ANSWER: TRUE

TYPE: TF

 71. Don't send a message unless you know exactly who your audience is.

ANSWER: FALSE

TYPE: TF

 72. You are more likely to achieve your communication goals if you profile your audience and shape the message to that profile.

ANSWER: TRUE

TYPE: TF

 73. Profiling your audience helps you tailor your words to your readers or listeners.

ANSWER: TRUE

TYPE: TF

 74. Although messages may have a primary and a secondary audience, the writer needs to profile only the primary audience to determine the best presentation of the message.

ANSWER: FALSE

TYPE: TF

 75. Ben Franklin stated this opinion about business messages: *To be good, it ought to have a tendency to benefit the reader.* His opinion reflects the importance of analyzing the purpose of the message.

ANSWER: FALSE

TYPE: TF

 76. Empathy, which increases the likelihood of a successful message, occurs when writers put themselves in the audience's shoes when creating the message.

ANSWER: TRUE

TYPE: TF

 77. The following sentence represents an audience focus: *Our product guarantee becomes effective after we receive full payment.*

ANSWER: FALSE

TYPE: TF

 78. To emphasize the "you" view in e-mail messages, you must avoid any phrases that include the "I/we" view such as *I'm happy* or *We're delighted*.

ANSWER: FALSE

TYPE: TF

 79. Whether your goal is to inform, persuade, or promote goodwill, the catchiest words you can use in your business writing are "you" and "your."

ANSWER: TRUE

TYPE: TF

 80. The active voice is generally preferred in business writing.

ANSWER: TRUE

TYPE: TF

 81. Monica is writing her first safety-inspection report. To sound businesslike and professional, Monica should include expressions such as *the affected party*, *the undersigned*, and *the writer*.

ANSWER: FALSE

TYPE: TF

 82. Business messages are most effective if they convey an informal, conversational tone.

ANSWER: TRUE

TYPE: TF

 83. Positive language generally conveys more information than negative language does.

ANSWER: TRUE

TYPE: TF

 84. The sentence *You must submit your application by Friday* is a more effective business message than *Please submit your application by Friday.*

ANSWER: FALSE

TYPE: TF

 85. *Every mechanic has ten minutes for his morning break* is an effectively written sentence.

ANSWER: FALSE

TYPE: TF

 86. Never specify the age of a person in business messages.

ANSWER: FALSE

TYPE: TF

 87. Some business, legal, and government documents are written in an inflated and confusing style that obscures meaning. This style of writing is often referred to as *legalese* or *federalese*.

ANSWER: TRUE

TYPE: TF

 88. Whenever possible in business writing, substitute longer, less familiar words for shorter, simpler words.

ANSWER: FALSE

TYPE: TF

 89. A message that is shorter and more conversational is less likely to achieve its goal than a message that is longer and more formal.

ANSWER: FALSE

TYPE: TF

 90. Business messages should contain strong verbs and concrete nouns.

ANSWER: TRUE

TYPE: TF

 91. During the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ phase of the writing process, the writer analyzes the audience and the purpose for writing.

ANSWER: prewriting

TYPE: FB

 92. Sam is collecting and organizing information for a marketing report he is writing. Sam is involved in the second phase of the writing process, which is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ phase.

ANSWER: writing

TYPE: FB

 93. Catherine is proofreading her cover letter and résumé for accuracy before e-mailing them to a prospective employer. She is in the third phase of the writing process, which is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ phase.

ANSWER: revising

TYPE: FB

 94. An interesting theory called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ richness describes the extent to which a channel or medium recreates or represents all the information available in the original message.

ANSWER: media

TYPE: FB

 95. The channel of choice for corporate communicators today is clearly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

ANSWER: e-mail

TYPE: FB

 96. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the process of creating a message that suits your audience. One important aspect of this process is *tone*. Conveyed largely by the words in a message, tone affects how a receiver feels after reading or hearing a message.

ANSWER: Adaptation

TYPE: FB

 97. Conveyed largely by the words in a message, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ affects how a receiver feels after reading or hearing a message.

ANSWER: tone

TYPE: FB

 98. Putting yourself in the receiver's shoes to better adapt your message to that person's needs is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

ANSWER: empathy

TYPE: FB

 99. Theresa has emphasized second-person pronouns (*you, your*) instead of first-person pronouns (*I/we, us, our*) in a letter to a customer. She is using the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ view.

ANSWER: you

TYPE: FB

 100. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ describes technical or specialized terms within a field.

ANSWER: Jargon

TYPE: FB