1. Which of the following statements *best* describes the use of letters, e-mails, and memos in business today?

|  |  |
| --- | --- |
| a. | Businesses use memos to deliver positive messages internally and externally, but they use a formal business letter to deliver negative messages. |
| b. | E-mail delivers most internal communication, hard-copy memos deliver most external communication, and letters communicate only legal issues. |
| c. | Despite the popularity of e-mail, in certain situations letters remain the preferred channel of communication for delivering messages outside an organization. |
| d. | Businesses today use e-mail, memos, and letters interchangeably for all audiences, purposes, and messages. |

ANSWER: C

TYPE: MC

2. Although e-mail is incredibly successful for both internal and external communication, you should still use letters when

|  |  |
| --- | --- |
| a. | you need immediate feedback. |
| b. | the message must reach your reader very quickly. |
| c. | formality and sensitivity are essential. |
| d. | you have too little time to proofread. |

ANSWER: C

TYPE: MC

3. In which of the following situations should you send a letter instead of an e-mail message?

|  |  |
| --- | --- |
| a. | You are planning a sales team meeting. |
| b. | You are asking leading members of the community to contribute to a fundraising event to improve local parks. |
| c. | You are inviting employees to the annual sales seminar. |
| d. | You are reminding employees of Friday's divisional meetings. |

ANSWER: B

TYPE: MC

4. Businesses choose letters to conduct transactions for which of these reasons?

|  |  |
| --- | --- |
| a. | Letters convey a sense of urgency and indicate the need to complete transactions promptly. |
| b. | Letters represent the business's awareness of current trends and show customers its ability to communicate via up-to-date channels. |
| c. | Letters are the No. 1 channel of communication in business today, and businesses use letters to conduct most external transactions. |
| d. | Letters provide confidentiality, formality, and sensitivity to transactions that may also require a permanent record. |

ANSWER: D

TYPE: MC

5. In the popular block letter format, which of the following guidelines apply?

|  |  |
| --- | --- |
| a. | Use ragged, unjustified right margins. |
| b. | Use fully justified margins on all sides and center the body of the letter on the page. |
| c. | Start the sender's address, the dateline, and the complimentary close at the midpoint; align all other letter parts at the left margin. |
| d. | Double-space all content to improve readability. |

ANSWER: A

TYPE: MC

6. Why is the format of a business letter important?

|  |  |
| --- | --- |
| a. | Incorrect letter formats will invalidate legal agreements. |
| b. | Businesses use only one letter format: full block. |
| c. | The appearance of a business letter carries a silent message about the sender beyond the printed words. |
| d. | Even e-mails follow business letter format. |

ANSWER: C

TYPE: MC

7. Which parts of your letters are readers likely to find most interesting and read first?

|  |  |
| --- | --- |
| a. | Address |
| b. | Opening and closing |
| c. | Middle paragraphs of justification and explanation |
| d. | Salutation |

ANSWER: B

TYPE: MC

8. One of the best ways to open a direct request that is likely to be granted is a(an)

|  |  |
| --- | --- |
| a. | enthusiastic greeting and explanation of who the writer is. |
| b. | justification of the request to be made. |
| c. | question or polite command. |
| d. | thorough explanation of the needs and parameters of the request. |

ANSWER: C

TYPE: MC

9. Which of the following is an effective opening for a routine information request letter?

|  |  |
| --- | --- |
| a. | *Please Answer the following questions about your Web hosting services.* |
| b. | *My name is Jill Aubrey, and I am the office manager for Cape Consulting Inc.* |
| c. | *I recently read an article about your firm in the* Cape Cod Times*.* |
| d. | *Cape Consulting Inc. is the premier communication-consulting firm in the Cape and islands area.* |

ANSWER: A

TYPE: MC

10. Marcus has five questions to ask his reader in a routine information request letter. What is the *best* way to present these questions?

|  |  |
| --- | --- |
| a. | As a separate enclosure |
| b. | In a bulleted or numbered list in the body of his letter |
| c. | In paragraph form in the body of his letter |
| d. | In a follow-up e-mail |

ANSWER: B

TYPE: MC

11. The body of a routine request letter presents

|  |  |
| --- | --- |
| a. | details explaining your request. |
| b. | action responses from the receiver. |
| c. | deadlines and approvals from government agencies. |
| d. | cost-to-benefit ratio analyses. |

ANSWER: A

TYPE: MC

12. End dates and specific actions in a routine request letter should be placed in the

|  |  |
| --- | --- |
| a. | introduction. |
| b. | body. |
| c. | closing. |
| d. | enclosure notation. |

ANSWER: C

TYPE: MC

13. Which of the following would be the *most* effective closing statement in a routine action request letter?

|  |  |
| --- | --- |
| a. | *Please send a contract for heating and ventilation work by April 1 to allow installation to begin by April 15.* |
| b. | *We hope you can get our work completed in a timely manner.* |
| c. | *Thanking you in advance for sending a copy of the contract for installation of a new HVAC system by April 1.* |
| d. | *I would appreciate receiving a copy of the contract for your proposed installation at your earliest possible convenience.* |

ANSWER: A

TYPE: MC

14. In responding positively to a request, you will want to

|  |  |
| --- | --- |
| a. | focus your message first on resale or on the promotion of other business products. |
| b. | apply the same direct pattern used in making requests. |
| c. | start with an explanation of the reasons the request is granted. |
| d. | apply an indirect pattern to demonstrate respect for the recipient. |

ANSWER: B

TYPE: MC

15. Which of these is the *best* advice when preparing an e-mail responding to a request?

|  |  |
| --- | --- |
| a. | Do not waste time on fact checks or data verification because e-mails are not legally binding in the same way a response letter is. |
| b. | In concluding your response message, be succinct and avoid personal notes. |
| c. | When Answering a group of questions, avoid clumping them into a bulleted list. |
| d. | If a policy or procedure presented in your response needs authorization, seek approval from a supervisor or executive before writing. |

ANSWER: D

TYPE: MC

16. The first sentence of a direct request is usually a(n)

|  |  |
| --- | --- |
| a. | question or polite command. |
| b. | bulleted item. |
| c. | explanation or justification. |
| d. | statement acknowledging the company's long-standing commitment to customers. |

ANSWER: A

TYPE: MC

17. A subject line in a direct reply letter

|  |  |
| --- | --- |
| a. | is mandatory. |
| b. | generally refers in abbreviated form to previous correspondence and/or summarizes a message. |
| c. | must be written as a complete sentence. |
| d. | identifies the sender and his or her company. |

ANSWER: B

TYPE: MC

18. In concluding your direct reply letter, you should

|  |  |
| --- | --- |
| a. | avoid repeating the information provided or referring to its use. |
| b. | sign off with a familiar expression such as "If I may be of further assistance, please don't hesitate to call me." |
| c. | provide specifics if further action is required. |
| d. | omit your name but include the company name in the signature block. |

ANSWER: C

TYPE: MC

19. Which of the following is the *most* effective opening sentence for a direct reply letter?

|  |  |
| --- | --- |
| a. | *Your letter of June 23, in which you sought information about our corporate travel packages, has been referred to me for reply.* |
| b. | *This is to inform you that we received your letter of June 23 seeking information about our corporate travel packages.* |
| c. | *Yes, we can put together a corporate travel package that will meet your needs and fit your budget.* |
| d. | *Thank you so much for your interest in our corporate travel packages.* |

ANSWER: C

TYPE: MC

20. Shannon is writing a direct reply letter to a potential client. In the body of the letter, she will be answering several questions and wants her responses to be logical and readable. What should she do?

|  |  |
| --- | --- |
| a. | Place the Answers in a numbered or bulleted list. |
| b. | Place the Answers on a separate page and attach it to the letter. |
| c. | Place her Answers in complete sentences in paragraph form. |
| d. | Avoid clarifying statements, which could create legal trouble. |

ANSWER: A

TYPE: MC

21. Which of the following sentences *most* effectively presents promotional materials in a letter responding to a customer inquiry?

|  |  |
| --- | --- |
| a. | *We offer an outstanding variety of thank-you gifts for our most valuable customers.* |
| b. | *You will find that our top-selling host gift baskets not only welcome your guests but also save you money and time compared to individually purchasing and assembling your host baskets on site.* |
| c. | *Can I interest you in anything else?* |
| d. | *If I can be of further assistance with any of our other fine products, do not hesitate to contact me.* |

ANSWER: B

TYPE: MC

22. The purpose of instruction messages is to

|  |  |
| --- | --- |
| a. | establish rules of conduct to be followed within an organization. |
| b. | place general parameters on employee job performance. |
| c. | clearly explain how to complete a task. |
| d. | carefully describe the roles and functions of employees by job category. |

ANSWER: C

TYPE: MC

23. One important guideline when preparing instructions is to

|  |  |
| --- | --- |
| a. | follow an indirect approach to soften the impact of the demand for compliance. |
| b. | begin with an admonition or warning of the punishment for failure to comply fully with directions as written. |
| c. | state the directions forcefully and avoid weakening words like *please*. |
| d. | divide the process into logical steps and present them in the correct order. |

ANSWER: D

TYPE: MC

24. Before writing instructions for a process, you should

|  |  |
| --- | --- |
| a. | conduct an online search for previous versions of these instructions. |
| b. | be sure you understand the process completely. |
| c. | see if you can persuade anyone else to write them for you. |
| d. | organize the information in an indirect pattern. |

ANSWER: B

TYPE: MC

25. Which of the following sentences is *not* a parallel step in this set of instructions?

|  |  |
| --- | --- |
| a. | *List the required education, work experience, and technical skills in Section 2.* |
| b. | *Contact the director of human resources to obtain a job-posting identification number.* |
| c. | *Placing age or gender preferences in the candidate qualifications section creates legal jeopardy.* |
| d. | *Identify the division, department, and supervising agent for this position in Section 3.* |

ANSWER: C

TYPE: MC

26. In writing messages that deliver instructions, what advice should you follow?

|  |  |
| --- | --- |
| a. | Use an autocratic tone to establish the importance of the instructions. |
| b. | Assume that employees want to contribute to the success of the organization. |
| c. | Focus on the steps in the procedure and let the tone take care of itself. |
| d. | Criticize the person(s) responsible for trouble with previous procedures and then praise the person(s) responsible for the new procedure. |

ANSWER: B

TYPE: MC

27. Which of the following statements about claims is *most* accurate?

|  |  |
| --- | --- |
| a. | If you expect your claim will be granted, a letter is not necessary. |
| b. | Businesses will probably take a claim letter more seriously than an e-mail message or a telephone call. |
| c. | Write all claim letters using an indirect pattern. |
| d. | Smart businesses dislike receiving claim letters because it means they did something wrong. |

ANSWER: B

TYPE: MC

28. Arica is following the three-part plan to write a direct claim letter about a problem with her digital communication service bundle. What should she put in her opening?

|  |  |
| --- | --- |
| a. | A clear description of the desired action |
| b. | An explanation of the nature of her problem with the digital communication service bundle |
| c. | A goodwill statement and end date |
| d. | Details of the adjustment she desires |

ANSWER: A

TYPE: MC

29. Which of the following openings is *most* appropriate for a direct claim letter?

|  |  |
| --- | --- |
| a. | *For the past four years, we have held our annual banquet at your fine restaurant.* |
| b. | *On January 31 a number of our employees attended a banquet at your restaurant.* |
| c. | *Please process a refund for $68 to reimburse us the amount we were overcharged for our banquet.* |
| d. | *We were extremely upset to learn that we were charged too much for our banquet*. |

ANSWER: C

TYPE: MC

30. You can improve the effectiveness of a direct claim letter by

|  |  |
| --- | --- |
| a. | using a few threatening words to get your point across. |
| b. | providing a detailed timeline of what happened and the specific person who is to blame for the problem. |
| c. | explaining the problem with necessary details. |
| d. | including a subtle reference to your attorney or to the Better Business Bureau. |

ANSWER: C

TYPE: MC

31. Joaquin will use the three-step writing plan for his direct claim letter. In the body of the letter, Joaquin will

|  |  |
| --- | --- |
| a. | assume the company understands his request without explanation. |
| b. | use emotional language to show how upset he is about the situation. |
| c. | assume the company purposely tries to cheat its customers. |
| d. | identify enclosed copies of all pertinent documents. |

ANSWER: D

TYPE: MC

32. When a claim involves a service, you should

|  |  |
| --- | --- |
| a. | demand a full refund of the service fee and a repeat service call. |
| b. | avoid naming the service representatives involved or otherwise identifying responsible company employees. |
| c. | cite names of individuals spoken to and dates of calls. |
| d. | enclose a photograph of yourself crying or suffering other severe emotional distress because of the poor service. |

ANSWER: C

TYPE: MC

33. In the closing of a claim letter, you should

|  |  |
| --- | --- |
| a. | justify and explain your request. |
| b. | promote goodwill and summarize your request. |
| c. | reference all copies of pertinent documents enclosed. |
| d. | warn the company that failure to comply could cause legal action. |

ANSWER: B

TYPE: MC

34. Which of the following sentences represents an appropriate end date in a claim letter?

|  |  |
| --- | --- |
| a. | *Because we have enjoyed your prompt service in the past, we hope to receive the correct projectors by January 12.* |
| b. | *We wish to end our contract with your company if you cannot improve your service.* |
| c. | *Service calls were made to our Washington Street Office on May 20, May 22, and May 27 without resolving the problem.* |
| d. | *Please replace the five Panasonic projectors we received on December 22 because the model numbers do not match the models ordered.* |

ANSWER: A

TYPE: MC

35. Most companies receiving a claim letter tend to

|  |  |
| --- | --- |
| a. | ignore the first phone call, e-mail, or letter. |
| b. | respond only to letters containing complaints that could result in lawsuits or financial harm. |
| c. | respond promptly because customers can sue for harm. |
| d. | wait two to six weeks to establish a "cooling-off period" prior to responding. |

ANSWER: B

TYPE: MC

36. When complying with a request and writing a direct reply letter, a business communicator should include an opening that

|  |  |
| --- | --- |
| a. | summarizes the reader's claim and request. |
| b. | presents the good news immediately. |
| c. | explains and clarifies your position. |
| d. | builds goodwill. |

ANSWER: B

TYPE: MC

37. You should use sensitive language in your adjustment letter in case the customer is already upset. Which of these is the *best* advice?

|  |  |
| --- | --- |
| a. | Do not suggest your business *typically pleases* its customers; do apologize for failure. |
| b. | Don't use negative words (regret, error, failure); do use positive words (hope, achieve, strive). |
| c. | Do not be vague about improvements; do guarantee the situation will not recur. |
| d. | Do not blame customers; do blame individuals or departments inside your organization. |

ANSWER: B

TYPE: MC

38. Which of the following is *not* a goal when writing adjustment letters?

|  |  |
| --- | --- |
| a. | To gain the confidence of the customer |
| b. | To verify the honesty of the customer's claim |
| c. | To rectify the wrong |
| d. | To promote future business and goodwill |

ANSWER: B

TYPE: MC

39. Which of the following is the *most* appropriate opening for an adjustment letter granting a claim?

|  |  |
| --- | --- |
| a. | *We are very sorry to hear that your meal with us did not meet your expectations.* |
| b. | *Thank you for your letter of November 16 describing your bad dining experience with us last weekend.* |
| c. | *Although we believe that the food we served last weekend was of the highest quality, we are willing to refund the cost of your dinner this time only.* |
| d. | *The enclosed check for $78, which covers the cost of your dinner, demonstrates our desire to satisfy our customers and earn their confidence.* |

ANSWER: D

TYPE: MC

40. Which of the following represents the *most* appropriate apology for an adjustment letter?

|  |  |
| --- | --- |
| a. | *We understand your reliance on a high-performance router and apologize for the incomplete installation of your DataServe router.* |
| b. | *We are sorry for any inconvenience this may have caused.* |
| c. | *We regret the error that caused the system failure you claim on your DataServe router.* |
| d. | *It is unfortunate that your DataServe router has failed, and we promise that this failure will not occur again.* |

ANSWER: A

TYPE: MC

41. The closing of an adjustment letter should

|  |  |
| --- | --- |
| a. | guarantee that the problem will not recur if the customer continues doing business with you. |
| b. | express confidence in future business relations. |
| c. | assign blame to the responsible department and assure the reader that the department has been improved. |
| d. | remind readers of their responsibility in the product failure. |

ANSWER: B

TYPE: MC

42. Show confidence in the closing of an adjustment letter by writing with a positive, confident tone; mentioning the product in a favorable light; and

|  |  |
| --- | --- |
| a. | suggesting a new product or service. |
| b. | expressing your appreciation for the customer's business or anticipating future business. |
| c. | referring to the desire to be of service and to satisfy customers. |
| d. | All these choices are correct. |

ANSWER: D

TYPE: MC

43. What is the *best* advice for writing goodwill messages?

|  |  |
| --- | --- |
| a. | Focus the message solely on the sender. |
| b. | Make a good impression by giving a ready-made card instead of writing your own message. |
| c. | Send a goodwill message promptly. |
| d. | Send a goodwill message to show appreciation for only a gift or monetary award. |

ANSWER: C

TYPE: MC

44. Goodwill messages should be short, selfless, specific, spontaneous, and

|  |  |
| --- | --- |
| a. | sassy. |
| b. | sincere. |
| c. | spiritual. |
| d. | suave. |

ANSWER: B

TYPE: MC

45. Businesses often write letters expressing thanks to which of these receivers?

|  |  |
| --- | --- |
| a. | A competing business that "steals" a large customer order |
| b. | Customers who write letters of inquiry |
| c. | Employees who have suffered a recent loss such as the death of a family pet |
| d. | Customers who complain |

ANSWER: D

TYPE: MC

46. Which of the following is the *best* opening for a note expressing thanks for a gift?

|  |  |
| --- | --- |
| a. | *Thank you, Elena, for the e-reader commemorating my twenty years with Brown Sales; it will make a perfect travel companion.* |
| b. | *Thanks for the gift!* |
| c. | *I cannot believe I have been with the company for twenty years.* |
| d. | *A lot has changed over the past twenty years.* |

ANSWER: A

TYPE: MC

47. Isabel is responding to a congratulatory note she received from a colleague. Which of the following is the *best* sentence to include in her response?

|  |  |
| --- | --- |
| a. | *Thanks, but I really did not deserve this promotion*. |
| b. | *So many people were so much more deserving of this promotion than I was*. |
| c. | *Your words about my promotion are much too kind!* |
| d. | *Thanks for your kind words regarding my promotion.* |

ANSWER: D

TYPE: MC

48. Which of the following would be *least* effective in a sympathy note?

|  |  |
| --- | --- |
| a. | *We are deeply saddened, Corbin, to learn of the death of your wife.* |
| b. | *Bethany's volunteer work in the job center endeared her to many.* |
| c. | *If we may help you during this difficult time or lighten your load in any way, you need only call.* |
| d. | *I am sorry to hear your sad news; but if I may be of any help, please do not hesitate to contact me.* |

ANSWER: D

TYPE: MC

49. When writing a message to express condolences, you should mention the loss tactfully, recognize the good qualities of deceased, assure the receiver of your concern, offer assistance, and

|  |  |
| --- | --- |
| a. | conclude on a reassuring note. |
| b. | remind the reader of the good times they shared. |
| c. | focus on the future. |
| d. | request information on funeral arrangements. |

ANSWER: A

TYPE: MC

50. Which of these statements regarding the use of e-mail for goodwill messages is most accurate?

|  |  |
| --- | --- |
| a. | Because a handwritten note is most impressive, any goodwill message sent by e-mail must always be followed by a more formal handwritten goodwill message. |
| b. | If you frequently communicate via e-mail with the intended receiver and are certain this e-mail will be received, you may send a goodwill message via e-mail. |
| c. | E-mail, personal notes typed on business stationery, and handwritten personal notes are equally appropriate and effective for sending all types of goodwill messages. |
| d. | E-mail can be used for all types of goodwill messages except death condolences, for which a ready-made card is required. |

ANSWER: B

TYPE: MC

51. Most of the workplace messages you write will likely deal with routine matters that require straightforward Answers using the indirect method.

ANSWER: FALSE

TYPE: TF

52. E-mail is the most effective channel to deliver a persuasive message when a sender cannot deliver the message face to face.

ANSWER: FALSE

TYPE: TF

53. Although companies send routine letters to suppliers, government agencies, and other businesses, the most important letters go to customers.

ANSWER: TRUE

TYPE: TF

54. Compared to e-mail, business letters on company stationery are more impressive; letters say that the content is significant and the receiver so prestigious that the writer cared enough to write a real message.

ANSWER: TRUE

TYPE: TF

55. Business letters make the best impression if you use a good format such as the popular block style.

ANSWER: TRUE

TYPE: TF

56. In block letter style, headings are flush left, but paragraphs and some other elements are indented.

ANSWER: FALSE

TYPE: TF

57. Place any details explaining your request for information in the body of your information request letter.

ANSWER: TRUE

TYPE: TF

58. Use the indirect approach and place your request in the body of an information- request letter because stating the request in the opening is bad manners.

ANSWER: FALSE

TYPE: TF

59. You will sound more professional and sincere if you include a sentence such as *Thank you for your cooperation* in the closing paragraph of an information- request letter.

ANSWER: FALSE

TYPE: TF

60. Most of your business messages will involve routine requests and responses to requests, which are organized directly.

ANSWER: TRUE

TYPE: TF

61. To encourage a positive response to your request for action, consider connecting your appreciation in the closing to a statement developing sender benefits.

ANSWER: FALSE

TYPE: TF

62. Trina's letter will respond to a customer inquiry. Her letter should not only Answer the questions but also promote her business and its products and services.

ANSWER: TRUE

TYPE: TF

63. If you use e-mail to respond to an inquiry, check facts carefully because your e-mail, like any document written for your company, is considered a legally binding contract.

ANSWER: TRUE

TYPE: TF

64. *I have before me your e-mail inquiry dated October 9* is an effective opening for a direct reply letter.

ANSWER: FALSE

TYPE: TF

65. If you must provide large amounts of data or Answer many questions in your direct reply letter, make your letter more readable with graphic devices such as lists, tables, headings, boldface, or italics.

ANSWER: TRUE

TYPE: TF

66. When writing a direct reply letter to a customer, refer only to the product in question. Mentioning other products would be considered rude and presumptuous.

ANSWER: FALSE

TYPE: TF

67. *Do not hesitate to contact me* is an effective example of closing pleasantly in a direct reply letter.

ANSWER: FALSE

TYPE: TF

68. Like requests and responses, instruction messages follow a straightforward, direct approach.

ANSWER: TRUE

TYPE: TF

69. Like policies and official procedures, instructions establish rules of conduct to be followed within an organization.

ANSWER: FALSE

TYPE: TF

70. Instructions should be divided into a series of steps, and then each step should be written in the imperative mood, which means it is written as a command.

ANSWER: TRUE

TYPE: TF

71. *You should open the valve slowly to gradually vent excess pressure* is an example of an effectively worded imperative mood step in a set of instructions.

ANSWER: FALSE

TYPE: TF

72. Ensuring parallelism in your instruction steps will help your readers comprehend your message more quickly and will make you look professional and efficient.

ANSWER: TRUE

TYPE: TF

73. When developing instructions for the workplace, use an intimidating tone and assign blame because these methods will help you to achieve employee cooperation and participation.

ANSWER: FALSE

TYPE: TF

74. Claims made by telephone or e-mail are just as effective as claims made in writing.

ANSWER: FALSE

TYPE: TF

75. Begin a direct claim letter with a description of your previous experiences as a faithful, happy customer.

ANSWER: FALSE

TYPE: TF

76. If the remedy for your claim is not obvious, use the indirect pattern in your claim letter.

ANSWER: FALSE

TYPE: TF

77. To get the best results, write your claim letter promptly because delaying a claim makes it seem less important.

ANSWER: TRUE

TYPE: TF

78. When a company receives a claim and decides to respond favorably, the response letter is called an *acceptance letter*.

ANSWER: FALSE

TYPE: TF

79. Use a direct organization in an adjustment letter granting a claim.

ANSWER: TRUE

TYPE: TF

80. If you are responding favorably to your customer's claim, the best opening is an apology.

ANSWER: FALSE

TYPE: TF

81. Avoid emphasizing negative words such as *error, trouble,* and *inconvenience* in the body of an adjustment letter.

ANSWER: TRUE

TYPE: TF

82. Experts agree that it is essential to apologize to the customer in either the opening or closing of an adjustment letter.

ANSWER: FALSE

TYPE: TF

83. In the closing paragraph of an adjustment letter, it is inappropriate to mention another one of your company's products or services.

ANSWER: FALSE

TYPE: TF

84. Many business communicators are intimidated when they must write a message expressing thanks, recognition, or sympathy.

ANSWER: TRUE

TYPE: TF

85. In writing goodwill messages, you need not worry about promptness as you do in writing claims and other business messages.

ANSWER: FALSE

TYPE: TF

86. A personally written message will have much more impact on your reader than a ready-made card.

ANSWER: TRUE

TYPE: TF

87. Writing letters of appreciation to customers who complain can be a smart business strategy.

ANSWER: TRUE

TYPE: TF

88. When responding to a letter of congratulations, minimize your achievements or suggest that the sender has exaggerated your good qualities to appear humble.

ANSWER: FALSE

TYPE: TF

89. Sympathy notes are probably more difficult to write than any other type of message.

ANSWER: TRUE

TYPE: TF

90. You should never send a goodwill messages via e-mail.

ANSWER: FALSE

TYPE: TF

91. Business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are necessary when a permanent record is required; confidentiality is paramount; formality and sensitivity are essential; or a persuasive, well-considered presentation is important.

ANSWER: letters

TYPE: FB

92. Most business letters will involve routine messages that carry good or neutral news. When a letter carries good news, organize the letter in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ pattern.

ANSWER: direct

TYPE: FB

93. Begin a routine request letters with a sentence such as *Please Answer the following questions about your accommodations for a seminar.* Use these \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ statements or a direct question to open most routine requests.

ANSWER: summary

TYPE: FB

94. Instructions should be written in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ using imperative mood.

ANSWER: steps

TYPE: FB

95. Direct reply letters may use a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ line that summarizes the main information from the reply.

ANSWER: subject

TYPE: FB

96. When a company receives a claim and decides to respond favorably, the letter is called a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ letter.

ANSWER: adjustment

TYPE: FB

97. In responding to a claim, most companies sincerely want to correct a wrong. These companies explain how they will comply with the claim in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the letter.

ANSWER: body

TYPE: FB

98. Messages that offer thanks, recognition, or sympathy are called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ messages.

ANSWER: goodwill

TYPE: FB

99. Letters of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ may be written to customers for their orders, to hosts for their hospitality, to individuals for kindnesses performed, and to customers who complain.

ANSWER: appreciation (or thanks)

TYPE: FB

100. In expressing thanks or responding to goodwill messages, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ notes are most impressive.

ANSWER: handwritten

TYPE: FB