

Study Guide – GEB3213 Exam II

Chapter 5

1. Mechanics include all of the following except
 - a. **content.**
 - b. punctuation.
 - c. number expression.
 - d. word division.
 - e. abbreviations.

Pg. 99, "Mechanics are elements in communication that show up only in written form-including spelling, punctuation, abbreviations, capitalization, number expression, and word division."

2. Which of the following is not a way to achieve clarity in your writing?
 - a. Be sure the message is accurate and complete.
 - b. Use familiar words and phrases.
 - c. **Emphasize compound sentences.**
 - d. Avoid dangling expressions.
 - e. Eliminate unnecessary jargon.

Pg. 100, "You can achieve clarity by making your message accurate and complete, by using familiar words, and by avoiding dangling expressions and eliminating unnecessary jargon."

3. Which sentence effectively uses words that are familiar to businesspeople?
 - a. Please ascertain whether the deliverance of merchandise will be forthcoming in the duration of the business cycle.
 - b. He was not cognizant of the actuality that he was still in a probationary period.
 - c. A financial deficit may be encountered during the transitional period following the merger.
 - d. **The board of directors will soon meet to discuss acquiring the Sonar Company.**
 - e. The accountant will commence to compute the amount of monetary funds that should be allocated for remunerations.

See pg. 102

4. Which statement does not contain a dangling expression?
 - a. Eric informed Jason about the policy changes, but he doesn't like the changes.
 - b. While reviewing the corporate report, a few discrepancies were found.
 - c. **While traveling to Boston, the auditor will review the financial reports.**
 - d. Abraham Lincoln wrote the Gettysburg Address while traveling to Gettysburg on the back of an envelope.
 - e. The manager plans to address the use of cell phones in weekly meetings.

Pg. 101, "A dangling sentence is any part of a sentence that doesn't logically fit in with the rest of the sentence. Its relationship with the other parts of the sentence is unclear."

5. Identify the statement that does not contain an unnecessarily long word.
 - a. Brian fabricated the events of the accident to circumvent prosecution.
 - b. Please initiate the modification of the innovative computer system.
 - c. **William is vital to the success of the convention.**
 - d. The vice president will recapitulate the presentation after illustrating the new software.
 - e. Initiate the termination procedures for the dispensable employees.

See pg.102

6. Which sentence does not contain a cliché or wordy expression?
 - a. According to our records, you paid your bill after the due date.
 - b. **During 2004, the company will focus on redefining its mission statement**
 - c. It goes without saying that customer service representatives must be polite at all times.

- d. I'd like to take this opportunity to thank the development team for its extraordinary effort on the project.
- e. Enclosed you will find three copies of the contract.

See pg. 102, examples

7. Short and simple words help business writers
- a. impress their readers.
 - b. emphasize the receiver of the action.
 - c. use jargon to build credibility.
 - d. **express their meaning without distraction.**
 - e. use redundancy in appropriate situations.

Pg. 101, "Short and simple words are more likely to be understood, less likely to be misused, and less likely to distract the reader."

8. Which is *not* a reason to avoid slang in business writing?
- a. **It is too informal.**
 - b. It is not businesslike.
 - c. It is identified with a specific group of people.
 - d. It is short-lived.
 - e. It may not be understood by the general population.

Pg. 103, "Slang is informal, and much business writing, although not formal, is still businesslike and calls for standard word usage."

9. Identify the sentence that does *not* contain a cliché or slang.
- a. If you want to play ball with me, you need to increase your offer.
 - b. Let me take this opportunity to congratulate you on your promotion.
 - c. **As you requested, I sent a new catalog to the supervisor.**
 - d. The bottom line is that we must improve our customer relations.
 - e. If I can be of further help, please do not hesitate to call me.

See Pgs. 102-103

10. Identify the sentence that does *not* contain a redundant phrase.
- a. Young adults should plan ahead for retirement.
 - b. **Understanding absolute and relative cell references is fundamental to working with spreadsheets.**
 - c. The company will give each and every employee a year-end bonus.
 - d. Receive a free gift when you subscribe to our magazine.
 - e. When and if profits increase by 15 percent, everyone will receive a raise.

Pg. 103

11. The phrase *came to an agreement* is an example of
- an expletive.
 - unnecessary repetition.
 - concise language.
 - jargon.
 - a hidden verb.**

Pg. 104, "A hidden verb is a verb that has been changed into a noun form, thereby weakening the action."

12. The phrase *there is* is an example of
- an expletive.**
 - a hidden verb.
 - a buzz word.
 - an action verb.
 - jargon.

Pg. 104, "An expletive is an expression such as *there is* or *it is* that begins a clause or sentence and for which the pronoun has no antecedent."

13. Positive language
- is more likely to help achieve your objectives than negative language.
 - builds and maintains goodwill between you and your reader.
 - often provides more information than negative language.
 - can be achieved by stressing what can be done instead of what cannot be done.
 - does all of these.**

Pg. 105, "Words that create a positive image are more likely to help you achieve your objective than are negative words. For example, you are more likely to persuade someone to do as you ask if you stress the advantages of doing so rather than the disadvantages of not doing so. Positive language also builds goodwill for you and your organization and often gives more information than negative language does."

14. Two expressions that carry negative connotations are
- compound-complex and redundant.
 - will not and cannot.**
 - subjunctive and passive voice.
 - ethnocentrism and abstraction.
 - ambiguity and expletive.

Pg. 105, "Expressions such as *cannot* and *will not* are not the only ones that convey negative messages."

15. Negative language is appropriate when
- your message must be strong and emphatic.**
 - the reader wants to retain your goodwill.
 - you are focusing your reader on specific facts.
 - a sentence contains a hidden verb or subject.
 - jargon and slang would be misconstrued.

Pg. 105, "Negative language is strong and emphatic, and sometimes you will want to use it."

16. A _____ sentence is often used to emphasize a single idea.
- passive-voice
 - compound
 - complex
 - simple**
 - compound-complex

pg. 107, "A simple sentence contains one independent clause. Because it presents a single idea and is usually short, a simple sentence is often used for emphasis."