

## CHAPTER 6

49. Which of the following messages is *not* considered routine?
- a consumer complaining about a defective product
  - a manager notifying employees of a policy change
  - top management officials announcing a decision to close a factory
  - an individual requesting a credit account with a department store
  - a government agency responding to a request for a brochure
50. The direct organizational plan
- provides reasons before the primary idea.
  - is often used for persuasive and bad-news messages.
  - lets the reader quickly see the purpose of the message.
  - includes a paragraph introducing yourself.
  - is rarely used for routine messages.
51. What is an advantage of the direct organizational approach?
- Reasons are provided up front to prepare the reader for negative news.
  - The major news receives the most attention.
  - The message is typically shorter.
  - An action-ending paragraph can be omitted.
  - Topic sentences are minimized for conciseness.
52. Which situation does *not* normally involve a routine request?
- A student needs to obtain general product information for a research paper.
  - A consumer sees an advertisement in a magazine and wants to know more about the product.
  - A manager needs her assistant to prepare a document for new interns.
  - A college student organization wants free soda to give away to students who stop by its fund-raising booth.
  - A sales representative needs to be reimbursed for his weekly travel expenses.
53. A request is *not* routine if you
- believe that the reader will object to granting your request.
  - anticipate no resistance from the reader responding to your request.
  - think the reader will appreciate the opportunity to comply with your request.
  - are making a simple request without persuasion.
  - put a direct question or polite request in the first sentence or two.
54. You should start a routine request
- by asking for an immediate response.
  - with the request, which is the main idea.

- c. with a rhetorical question to attract reader attention.
- d. by explaining why you need the information you're requesting.
- e. with a sentence of appreciation for the reader's cooperation.

55. You should use the direct organizational plan when you
- are not able to grant a customer's request.
  - expect resistance and must persuade someone to do what you ask.
  - must describe situations that are delicate or confidential.
  - are explaining an important decision that will adversely affect the reader.
  - are conveying routine information in which the reader is interested.
56. When sending a routine message, you should not
- telephone with details.
  - write a detailed letter.
  - write a detailed e-mail message.
  - write a detailed report.
  - write a detailed memorandum.
57. Identify an example of a polite request.
- Would you please provide information about your new digital camera?
  - You need to provide more information about your digital camera product line.
  - When will you mail the requested information about the digital camera?
  - Your digital camera may be what our desktop publishing department needs.
  - Thank you for providing the information by March 15.
58. A suggestion for communicating with someone from another culture is to
- present your major idea first so as to be clear.
  - write as your reader expects you to write.
  - adapt to the reader's style.
  - be very formal in all cases.
  - include as much detail as you can.
59. Additional explanation or details about your initial request are necessary to
- let the reader know exactly how the information will be used.
  - add strong persuasion to comply with your request.
  - become a good friend of the reader.
  - avoid having a letter that is too short.
  - stress how you will benefit if the reader complies with our request.
60. When asking several specific questions in a direct request letter, do not
- number each question.
  - cover only one topic in each question.
  - arrange the questions in a logical order.
  - use the indirect organizational plan.
  - word questions clearly and objectively.
61. To increase the probability that your routine request will be granted,
- list as many in-depth questions as possible.
  - explain how the reader will benefit by doing what you ask.