

A persuasive plan is similar to _____.

Select the correct option



good-news plan



collaborative plan



direct-request plan



bad-news plan



In e-mailing system _____ contains names, addresses, and sometimes other information about each user to find the email address you need to send a message.

Select the correct option

☐	Catalogue
☐	Thesaurus
☒	Directory
☐	Dictionary

A kind of _____ occurs when strangers meet each other, seeking to determine which topics are acceptable and uncontroversial

Select the correct option

☐	code switching
☒	verbal sparring
☐	cultural differences
☐	None of above

Question # 1 of 10 (Start time: 03:19:50 PM, 30 December 2022)

The _____ section may include information about the message composer, the typist, and sometimes word processing data.

Select the correct option

- | | |
|----------------------------------|---------------|
| ☒ | reference |
| ☐ | opening |
| ☐ | none of above |
| ☐ | closing |

_____ is an optional part of the letter writing.

Select the correct option

☐	Complimentary close
☐	Heading
☒	Attention line
☐	Reference Section

Question # 10 of 10 (Start time: 10:43:32 PM, 30 December 2022)

Which of the following approach is used to write a letter of thanks to a customer for placing a large order?

Select the correct option

☐ Indirect

☐ Persuasive

☐ All of the above

☒ Direct

In a _____ the writer seeks information without intention to buy or sell.

Select the correct option

- | | |
|-----------------------|--------------------|
| ☐ | Request Letter |
| ☐ | General Request |
| ☐ | Positive Request |
| ☐ | Persuasive Request |
- 

The _____ section may include information about the message composer, the typist, and sometimes word processing data.

Select the correct option

☐

reference

☐

opening

☐

none of above

☐

closing

Which of the following letters is written to ask a piece of information about a product or services?



Select the correct option

☐

Order letter

☐

Inquiry letter

☐

Sales letter

☐

Recommendation letter

Fill in the following blank with the appropriate option:

The newest fax machines use digital transmission and they can transmit a page in less than _____ minute/s.

Select the correct option



2



4



1



3

AIDA stands for

Select the correct option



Attention, Interest, Demand, Attempt



Accuracy, Interest, Desire, Action



Attraction, Interest, Desire, Action



Attention, Interest, Desire, Action



Which of the following is NOT the strategy for a good online writing style?

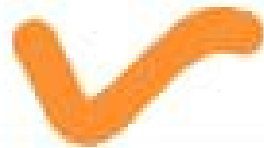
Select the correct option



Use the active voice.



Use emotional response.



Avoid slang.



Remove ambiguous and unnecessary

Identify the statement as 'True' or 'False'.

An inquiry letter asks for information about products or services the writer is interested in purchasing.

Select the correct option

False

☐

True

☐

We use inductive approach when the request requires no special tact or persuasion.

Select the correct option

True



False



The type of message that attempts to convince the reader to spend time or money or to go to some trouble to help the writer – usually without benefit to the reader is called:

Select the correct option

☒

Persuasive request letter

☐

General request letter

☐

Adjustment letter

Fill in the following blank with the appropriate option:

The newest fax machines use digital transmission and they can transmit a page in less than minute/s.

Select the correct option

- ☐ 2
- ☐ 4
- ☒ 1
- ☐ 3

✓ only

End positively and friendly, stating clearly the desired action and offering any further help is -----

Select the correct option

☐	Agreement
☐	Inductive Approach
☐	Deductive Approach 
☐	Basic Organizational Plan

Keeping in mind the basic components of an email system, fill in the following blank with the correct option.

Each email system uses a _____ that describes the structure of the message.

Select the correct option

☐	all of the above
☐	board
☒	protocol
☐	page

An inquiry asks for information about products or services the writer is interested in

Select the correct option

☐ selling

☒ purchasing

Fill in the following blank with the correct option.
Goodwill letters use ----- approach.

Select the correct option



indirect



all of the above



buffer



direct



A negative answer to a request should begin with ____.

Select the correct option

☒	the facts you need to present
☐	a regretful "no" by using the direct approach
☐	a neutral opening
☐	an explanation



Buffer can be of ----- types.

Select the correct option



8



2



4



6

_____ is an expression of courtesy to put your reader in a friendly frame of mind.

Select the correct option

☐	None of above
☐	Complimentary close
☐	Copy Notation
☐	Salutation



A request for cooperation, gifts or favors, without any intention to buy or sell is a _____.

Select the correct option

☐	Direct request
☐	Persuasive request
☐	Indirect request
☐	Personal request



Which of the following aims at gathering specific information?

Select the correct option

☐	Letter of information
☐	Letter of claim
☐	Letter of request
☐	Letter of inquiry

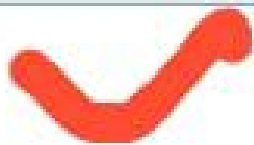


You write a/an ----- letter when someone in your own organization makes a suggestion that proves worthwhile.

Select the correct option



appreciation



recommendation



condolence



order

In a _____ the writer seeks information without intention to buy or sell.

Select the correct option

☐	Persuasive Request
☐	Request Letter
☐	General Request
☐	Positive Request



Which of the following letters can be called 'morale builders'?

Select the correct option

☒	Sympathy letters
☐	Welcome letters
☐	Collection letters
☐	Sales letters

What type of letter will you write to ask questions about a new package advertised by the software manufacturer that you cannot check locally?

Select the correct option

☐	Solicited inquiry letter
☐	Unsolicited inquiry letter
☒	General request letter
☐	Adjustment letter

A letter of ----- says "thank you" and implies "well done".

Select the correct option



invitation



confirmation



appointment



appreciation



Providing practical information is an attribute of effective business communication.

Select the correct option



True



False

Inductive approach consists of _____ parts

Select the correct option



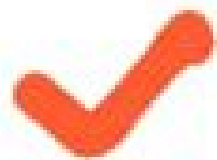
2



3



4



5

Which of the following approach is used to write a letter of thanks to a customer for placing a large order?

Select the correct option

☐

Indirect

☐

Persuasive

☐

All of the above

☐

Direct



Subscribers to electronic mail services are called

Select the correct option



Messengers



Agents



Users



Customers

In _____ the message begins with an attention-getting statement.

Select the correct option



good will request



all of above



direct request



persuasive request



Email etiquette requires that -----.

Select the correct option

☐	one should send the message anonymously
☐	one should keep the message short
☐	one should write the message in all capitals
☐	one should leave the subject line blank



We need to understand the rules, or the "culture," of the environment in order to communicate.

Select the correct option

☒

True

☐

False

Get-well wishes and Sympathy letters are written when a personal friend or a business acquaintance is _____.

Select the correct option

☐

leaving

☐

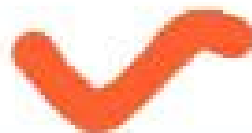
married

☐

purchasing

☐

ill



When determining the scope of a message, a writer should consider _____.

Select the correct option



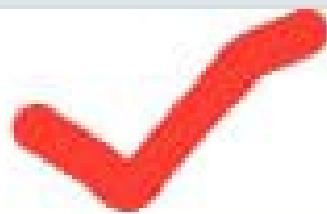
how technical the document should be



the level of detail the audience needs



All of the above



what format the audience expects

We need to understand the rules, or the "culture," of the environment in order to communicate.

Select the correct option

True



False

Which of the following approach is used to write a letter for making a reservation in a hotel?

Select the correct option

☐	Persuasive
☐	Indirect
☒	Direct
☐	All of the above

When writing a buffer, you need to avoid

Select the correct option



Irrelevant sentences



Apologizing



Saying no



Above all

