Test Bank for Business and Administrative Communication 12th Locker

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***Business and Administrative Communication, 12e* (Locker)**
Chapter 2 Adapting Your Message to Your Audience

1) Gatekeepers, who have the power to stop a message from reaching an audience, exist only within the organization.

Answer: FALSE
Explanation: A gatekeeper has the power to stop your message instead of sending it on to other audiences. Sometimes the supervisor who assigns the message is the gatekeeper; sometimes the gatekeeper is higher in the organization. In some cases, gatekeepers may exist outside the organization.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-01 How to identify your audience.
Bloom's: Understand
AACSB: Communication
Accessibility: Keyboard Navigation

2) The auxiliary audience will merely encounter your message and will not have to interact with it.

Answer: TRUE
Explanation: An auxiliary audience will encounter your message but will not have to interact with it.
Difficulty: 1 Easy
Topic: Audience Analysis
Learning Objective: 02-01 How to identify your audience.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

3) According to the Myers-Briggs typology, sensing types are good at facts and expect others to be good at them as well.

Answer: TRUE
Explanation: According to the Myers-Briggs typology, sensing people are good at facts and expect others to be good at them as well. They trust their own experience more than someone else's account.
Difficulty: 1 Easy
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Remember
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

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4) A major psychographic characteristic used to analyze the audience is their location.

Answer: FALSE
Explanation: Location of the audience is a major demographic characteristic. Psychographic characteristics are qualitative rather than quantitative. They include values, beliefs, goals, and lifestyles.
Difficulty: 1 Easy
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

5) The Internet is an ineffective communication channel for selling when customers already know what they want.

Answer: FALSE
Explanation: Marketers frequently use both the Internet and television because they believe the two channels do different things. The Internet excels at selling when customers know what they want, such as a book or airline ticket; television is good at getting people to want to buy something and then remembering to do so.
Difficulty: 1 Easy
Topic: Adapting Communication to Global Audiences
Learning Objective: 02-03 How to choose channels to reach your audience.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

6) When some of the information is new to an audience, you should avoid linking new information to old information that the audience already knows.

Answer: FALSE
Explanation: It's easy to overestimate the knowledge an audience has. People outside your organization won't know how your organization does things. So, when some of your information is new to an audience, you need to link new information to old information that the audience already knows.
Difficulty: 1 Easy
Topic: Adapting to an Audience
Learning Objective: 02-04 How to adapt your message to your audience.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

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7) When the audience will oppose what you have to say, you need to broaden your request to the largest possible area.

Answer: FALSE
Explanation: People who have already made up their minds are highly resistant to change. When the audience will oppose what you have to say, you need to limit your statement or request to the smallest possible area. If parts of your message could be delivered later, postpone them.
Difficulty: 2 Medium
Topic: Adapting to an Audience
Learning Objective: 02-04 How to adapt your message to your audience.
Bloom's: Understand
AACSB: Communication
Accessibility: Keyboard Navigation

8) Extrinsic motivators do not necessarily come from using the product or doing the action.

Answer: TRUE
Explanation: One of the criteria for writing good audience benefits is stressing both intrinsic and extrinsic motivators. Extrinsic motivators are "added on." Someone in power decides to give them; they do not necessarily come from using the product or doing the action.
Difficulty: 1 Easy
Topic: Creating Audience Benefits
Learning Objective: 02-05 How to characterize good audience benefits.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

9) Whenever you are communicating with customers about features that are not unique to your organization, it is wise to present both the benefits of the features themselves and the benefits of dealing with your company.

Answer: TRUE
Explanation: Whenever you're communicating with customers or clients about features that are not unique to your organization, it's wise to present both benefits of the features themselves and benefits of dealing with your company.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-06 How to create audience benefits.
Bloom's: Understand
AACSB: Communication
Accessibility: Keyboard Navigation

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10) It is an effective practice to use a more informal style when writing to international audiences.

Answer: FALSE
Explanation: While writing or speaking to multiple audiences with different needs, you should remember to use a more formal style when you write to international audiences.
Difficulty: 1 Easy
Topic: Communicating with Multiple Audiences
Learning Objective: 02-07 How to communicate with multiple audiences.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

11) Mateo is a marketing executive at a firm that manufacturers snack foods. He is currently working on a proposal to promote the company's new line of veggie chips. While preparing for the presentation, he keeps in mind the marketing directors of the company, who have the power to adopt the plan. He also notes that his marketing manager might approve or reject his proposal before it is presented to the directors. On the day of the presentation, Mateo notices that the sales manager, the finance manager, and the production manager are also present to offer their comments on the proposal. In this scenario, who among the following individuals is the gatekeeper for Mateo's proposal?
A) the sales manager
B) the production manager
C) the finance manager
D) the marketing directors
E) the marketing manager

Answer: E
Explanation: The marketing manager is the gatekeeper for Mateo's proposal since he has the authority to approve or reject it before it is presented to the directors. A gatekeeper has the power to stop your message instead of sending it on to other audiences. The gatekeeper therefore controls whether your message even gets to the primary audience.
Difficulty: 3 Hard
Topic: Audience Analysis
Learning Objective: 02-01 How to identify your audience.
Bloom's: Analyze
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

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12) The _____ has the power to decide whether to accept recommendations on the basis of the message, and every message must reach this audience to fulfill its purpose.
A) gatekeeper
B) secondary audience
C) primary audience
D) watchdog audience
E) whistle-blower

Answer: C
Explanation: The primary audience decides whether to accept your recommendations or acts on the basis of your message. You must reach the primary audience to fulfill your purposes in any message.
Difficulty: 1 Easy
Topic: Audience Analysis
Learning Objective: 02-01 How to identify your audience.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

13) Mario is an assistant sales executive. He has prepared a sales presentation on a new product for a client group. Based on this scenario, which of the following represents the primary audience for Mario's presentation?
A) an attorney who will use this presentation as evidence of the organization's culture and practices
B) a senior sales executive who will decide whether the presentation should be given to the client group
C) a coworker who will go through and review Mario's presentation for errors
D) the client group that will base their decision to purchase the product on the sales presentation
E) the directors who will attend the sales presentation but will not directly act on the message

Answer: D
Explanation: The client group that will base their decision to purchase the product on the sales presentation is the primary audience for Mario's presentation. The primary audience decides whether to accept your recommendations or acts on the basis of your message. You must reach the primary audience to fulfill your purpose in any message.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-01 How to identify your audience.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

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14) Catherine is an assistant trainer at SmartProof Inc. She is working on a training manual to help new users learn how to operate the company's editing platform. Employees will use the manual as a learning tool in training seminars. The manual will also serve as an on-the-job reference. The senior trainers and system analysts who designed the editing platform are expected to offer their comments on Catherine's draft. In this scenario, the system analysts represent the
A) watchdog audience.
B) gatekeepers.
C) primary audience.
D) secondary audience.
E) auxiliary audience.

Answer: D
Explanation: The secondary audience may be asked to comment on your message or to implement your ideas after they've been approved. In this scenario, the system analysts represent the secondary audience as they are expected to offer their comments on Catherine's draft.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-01 How to identify your audience.
Bloom's: Understand
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

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15) Joshua works as a sales executive for a health insurance company. He was assigned the task of designing a new insurance plan for his corporate clients. Before presenting his proposal to the clients, he had to get the plan sanctioned by the department head. Once the department head gave his approval, the sales executives for property insurance, life insurance, and pension plans read through the new plan to gain a better understanding of their coworker's proposal. Which of the following organizational audiences do the sales executives for property insurance, life insurance, and pension plans represent?
A) the primary audience
B) gatekeepers
C) the watchdog audience
D) whistle-blowers
E) the auxiliary audience

Answer: E
Explanation: An auxiliary audience may encounter your message but will not have to interact with it. This audience includes the "read-only" people. In this scenario, the sales executives for property insurance, life insurance, and pension plans represent the auxiliary audience as they only have to read and understand the new insurance plan.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-01 How to identify your audience.
Bloom's: Understand
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

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16) Letitia works as a junior acquisitions editor for a publisher. She has been asked by her manager to write a proposal to explain why she wants to sign the author of a certain manuscript. This is the first time Letitia is going to present a proposal directly to senior editorial managers. She understands that while the company's editorial board will not directly act on the proposal, they will carefully evaluate the interaction between the senior managers and herself. In this scenario, which of the following organizational audiences does the editorial board represent?
A) the primary audience
B) the watchdog audience
C) the secondary audience
D) the auxiliary audience
E) the virtual audience

Answer: B
Explanation: A watchdog audience has political, social, or economic power. They do not have the power to stop a message or directly act on it but pay close attention to the interaction between the presenter of a message and the primary audience. They may also base their future action on the evaluation of the message.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-01 How to identify your audience.
Bloom's: Understand
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

17) The top management of an organization called all the departmental heads for a meeting to discuss the strategies the company could adopt to stabilize its market value during a recession. After the meeting, the departmental heads informed the employees that they needed to work for an extra hour each day and that all other perks would be limited. However, the heads held back the information that the top management had also decided to downsize the workforce if conditions did not stabilize. In this scenario, the departmental heads represent the
A) primary audience.
B) watchdog audience.
C) secondary audience.
D) gatekeepers.
E) watchkeepers.

Answer: D
Explanation: In this scenario, the departmental heads illustrate the gatekeepers. A gatekeeper has the power to stop your message instead of sending it on to other audiences. The gatekeeper therefore controls whether your message even gets to the primary audience.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-01 How to identify your audience.
Bloom's: Understand
AACSB: Communication; Reflective Thinking
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18) The Thinking-Feeling dichotomy in Myers-Briggs typology typically measures how
A) people make decisions.
B) people orient themselves to the external world.
C) individuals prefer to take in information.
D) individuals behave in ethical dilemmas.
E) people prefer to focus their attention and derive energy.

Answer: A
Explanation: The Thinking-Feeling dichotomy measures the way an individual makes decisions. Thinking types prefer to use thinking in decision making to consider the logical consequences of a choice or action. Feeling types make decisions based on the impact to people, considering what is important to them and to others involved.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Understand
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

19) The _____ dichotomy in Myers-Briggs typology measures how individuals prefer to focus their attention and derive energy.
A) Extraversion-Introversion
B) Sensing-Intuition
C) Thinking-Feeling
D) Judging-Perceiving
E) Closure-Flexible

Answer: A
Explanation: The Myers-Briggs Type Indicator uses the Extraversion-Introversion dichotomy to measure how individuals prefer to focus their attention and get energy. Extraverted types are energized by interacting with other people, whereas introverted types get their energy from within.
Difficulty: 1 Easy
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Remember
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

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20) According to Myers-Briggs typology,
A) intuitive types prefer what is real and tangible.
B) sensing types gather information by focusing on possibilities rather than facts.
C) judging types prefer to live in a flexible, spontaneous way, enjoying possibilities.
D) feeling types consider the logical consequences of a choice or action in decision making.
E) introverted types derive their energy from within.

Answer: E
Explanation: Extraversion-Introversion, one of the four dichotomies in Myers-Briggs typology, measures how individuals prefer to focus their attention and get energy. Extraverted types are energized by interacting with other people while introverted types get their energy from within.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Understand
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

21) Julia works as a dental assistant. She has observed that Dr. Doligala, the dentist she works for, has the characteristics of the thinking type according to the Myers-Briggs typology. Which of the following practices should Julia adopt when communicating with Dr. Doligala?
A) Julia should use emotions and personal circumstances to show that she is empathetic.
B) Julia should demonstrate how her ideas primarily value the people needs of the dental practice and its patients.
C) Julia should use logic and principles of consistency when explaining her decisions.
D) Julia should use self-disclosure as a means to prove her capabilities.
E) Julia should demonstrate how her decisions are in sync with the feelings of other employees.

Answer: C
Explanation: Myers-Briggs Type Indicator uses the Thinking-Feeling dichotomy to measure the way an individual makes decisions. Thinking types prefer to use thinking in decision making to consider the logical consequences of a choice or action. Feeling types make decisions based on the impact to people, considering what is important to them and to others involved.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

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22) According to Myers-Briggs typology,
A) sensing types enjoy innovation and creative endeavors.
B) perceiving types like to gather lots of information before making decisions.
C) extraverts prefer receiving written messages because it gives them time to think.
D) sensing types can be impatient with details, routine, and repetition.
E) feeling types primarily make decisions based on logic and abstract principles.

Answer: B
Explanation: According to Myers-Briggs typology, perceiving types prefer to live in a flexible, spontaneous way, enjoying possibilities. Perceiving people like to gather lots of information before making decisions, and they like to keep all options open as long as possible.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Understand
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

23) Arnold's manager fits the sensing type in Myers-Briggs typology. Which of the following communication strategies will be most effective when Arnold is presenting his decision to his manager?
A) Arnold should use metaphors and analogies in his explanations.
B) Arnold should stress innovation and creativity.
C) Arnold should present his reasoning step by step.
D) Arnold should stress underlying patterns over practicality.
E) Arnold should underplay the details and facts involved in his decision.

Answer: C
Explanation: Sensing people are good at facts and expect others to be good at them as well. They trust their own experience more than someone else's account. When Arnold is presenting his decision to his manager, he should present his reasoning step by step.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
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24) Haruto is the head of the production department at NVD, Inc. He exhibits the characteristics of a judging type of person according to the Myers-Briggs typology. In this context, Haruto would expect his subordinates to
A) work with multiple solution alternatives when making decisions.
B) exhibit flexibility and spontaneity in solving problems.
C) keep all solution options open as long as possible.
D) work toward making a decision in a planned and an orderly way.
E) seek lots of information before making decisions.

Answer: D
Explanation: According to the Myers-Briggs Type Indicator, a judging audience type is one where people are eager to make decisions and thus may not seek additional information. They prefer a structured, orderly work life. While dealing with such an audience, it is best to present communications in an orderly manner, follow company procedures, provide time frames for tasks, and schedule work in advance.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

25) According to the Myers-Briggs Type Indicator, a person of the perceiving type is most likely to
A) follow company procedures strictly.
B) gather lots of additional information when making decisions.
C) work toward making a decision in a highly structured and orderly manner.
D) schedule work in advance and provide time frames for various tasks.
E) seek closure at work and life in general.

Answer: B
Explanation: According to the Myers-Briggs Type Indicator, perceiving people like to gather lots of information before making decisions, and they like to keep all options open as long as possible. Judging people are eager to make decisions, so they may not seek out additional information.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Understand
AACSB: Knowledge Application
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26) In analyzing members of groups, which of the following features of an individual is most useful in psychographic profiling?
A) the age of the individual
B) the values and beliefs of the individual
C) the annual savings made by the individual
D) the sex of the individual
E) the annual tax paid by the individual

Answer: B
Explanation: Psychographic characteristics are qualitative rather than quantitative. Values, beliefs, goals, and lifestyles are examples of psychographic characteristics.
Difficulty: 1 Easy
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Remember
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

27) Which of the following illustrates demographic profiling of employees?
A) an incentive plan designed for employees who value reputation over financial benefits
B) a tax saving plan designed for female employees earning more than $8,000 every month
C) a reward system designed for employees whose goal is to grow within the organization
D) an incentive system designed for employees who value a good work-life balance
E) a job description designed for people who are interested in doing a variety of tasks

Answer: B
Explanation: Demographic characteristics are measurable features that can be counted objectively: age, sex, race, religion, education level, income, and so on. A tax saving plan for female employees earning more than $8,000 every month illustrates demographic profiling of employees.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Apply
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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28) Laila recently made a sales presentation on "The Benefits of Investing in Frank Jenson Mutual Funds." The seminar was well received, and Laila attributed its success to a careful analysis of the audience's psychographic characteristics. Which of the following characteristics did Laila most likely infer from the analysis?
A) The majority of the audience believes in living a secured old age.
B) The majority of the audience is Christian.
C) The majority of the audience earns $200 per day.
D) The majority of the participants are Asian.
E) The majority of the participants are women.

Answer: A
Explanation: Psychographic characteristics are qualitative rather than quantitative. Values, beliefs, goals, and lifestyles are examples of psychographic characteristics. From the analysis, Laila inferred that the majority of the audience believes in living a secured old age.
Difficulty: 3 Hard
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Apply
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

29) Which of the following do baby boomers value more than millennials?
A) autonomy
B) informality
C) hierarchy
D) faster feedback
E) job flexibility

Answer: C
Explanation: Baby boomers, born between 1946 and 1964, value hard work, consistency, hierarchy, and clearly defined roles.
Difficulty: 1 Easy
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Remember
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

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30) Which of the following statements is true of baby boomers?
A) They believe that productivity counts more than the number of hours spent at office.
B) They adhere to basic business decorum more rigorously than millennials.
C) They value flexibility, autonomy, and informality over hierarchy.
D) They freely offer opinions, both laterally and upward.
E) They accept challenges at work more willingly than those in generation X.

Answer: B
Explanation: Baby boomers, born between 1946 and 1964, follow basic business decorum more promptly than millennials.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Understand
AACSB: Knowledge Application
Accessibility: Keyboard Navigation

31) Rochelle is a human resource executive. She has just finished recruiting members for the finance team of the organization. Rochelle notices that all the new hires were born after the year 1964 and that they differ in their characteristics from the rest of the employees in the company, who belong to an older age group. Which of the following practices would most likely help Rochelle interact with the new employees in a way that avoids creating job dissatisfaction?
A) ensuring that their productivity is assessed on the number of hours they spend in office
B) offering a formal, hierarchical, and inflexible work structure with basic business decorum
C) providing clearly defined roles for them to excel at work
D) motivating them by explaining what they will gain from a performing a task effectively
E) inspiring them to work by emphasizing that they have a duty toward the company

Answer: D
Explanation: Generational differences in office environments are quite distinct. Younger workers prefer work-life balance, flexibility, autonomy, and informality. They enjoy a variety of challenges and believe that productivity counts instead of long hours at office.
Difficulty: 3 Hard
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

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32) Lethabo has been hired as a sales representative for a computer software company. He is preparing for his first sales presentation. He knows that understanding the nature of the company's discourse community will help keep his message consistent with the organization's culture. Which of the following questions should Lethabo ask to analyze the company's discourse community?
A) What media, formats, and styles are preferred for communication in the company?
B) What is the sales-to-inventory ratio of the company?
C) What is the company's break-even point?
D) What is the company's share in the overall industry output?
E) What products of the company are more successful than those of its competitors?

Answer: A
Explanation: To analyze an organization's discourse community, it is important to ask questions such as the following: What media, formats, and styles are preferred for communication? What do people talk about? What topics are not discussed? and What kind of and how much evidence is needed to be convincing?
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

33) Relative to oral messages, a written message makes it easier to
A) resolve conflicts and build consensus.
B) present many specific details.
C) modify plans.
D) use emotion to persuade the audience.
E) get immediate response.

Answer: B
Explanation: A written message makes it easier to present extensive or complex data, present many specific details, minimize undesirable emotions, and track details and agreements.
Difficulty: 2 Medium
Topic: Effectively Interacting With Your Audience
Learning Objective: 02-03 How to choose channels to reach your audience.
Bloom's: Understand
AACSB: Communication
Accessibility: Keyboard Navigation

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34) Dario heads a team at an organization. He often interacts with his team through meetings and emails to discuss various issues, strategies, and ideas. In which of the following scenarios should Dario use oral communication over written communication?
A) when he wants to resolve conflicts among his team members
B) when he wants to present many specific details about a particular project
C) when he wants to document something that the team unanimously agreed upon
D) when he wants to minimize undesirable emotions between his team members
E) when he wants to provide complex, technical data related to a product

Answer: A
Explanation: When Dario wants to resolve conflicts between his team members, he should use oral communication over written communication. Oral messages make it easier to use emotion to help persuade the audience, focus the audience's attention on specific points, resolve conflicts and build consensus, and modify plans.
Difficulty: 2 Medium
Topic: Effectively Interacting With Your Audience
Learning Objective: 02-03 How to choose channels to reach your audience.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

35) Junot recently gave a presentation on "The Importance of Saving Bees" to a group of college students. The audience, however, failed to recognize the importance of his message in the presentation. Which of the following practices would have helped Junot increase the audience's regard for his message?
A) making the message as long and descriptive as possible
B) suggesting a realistic action the audience could take to help save the bee population
C) making the action seem difficult, which will challenge and motivate the audience
D) introducing the message only in the latter parts of his presentation
E) projecting the action to save the bee population as strenuous

Answer: B
Explanation: When an audience sees a message as unimportant, one needs to suggest a realistic deadline for action. Also, use a subject line or first paragraph that shows the reader that the message is important and relevant, make the action as easy as possible, and keep the message as short as possible.
Difficulty: 2 Medium
Topic: Adapting to an Audience
Learning Objective: 02-04 How to adapt your message to your audience.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
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36) Juana, a sales manager, has to present a sales report to the directors of the company at the end of every financial year. For her upcoming presentation, which of the following statements should Juana use to help the audience recall the background on the company's growth presented in her last report?
A) As you may remember, the company had a 25 percent increase in sales last year.
B) Does anyone remember the sales figures of last year?
C) You may not be able to recall this, but the company's sales rose by 25 percent last year.
D) The company's sales rose by a significant 25 percent last year.
E) For those who cannot remember, the company's sales increased by 25 percent last year.

Answer: A
Explanation: When an audience needs to think of a background or old information to appreciate points presented in a message, one can preface information with "As you know" or "As you may remember" to avoid suggesting that the audience does not know what one is saying. One can also put old or obvious information in a subordinate clause.
Difficulty: 2 Medium
Topic: Adapting to an Audience
Learning Objective: 02-04 How to adapt your message to your audience.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

37) Arianna is the human resource head for a farm equipment company. She suggests to higher management that the firm should adopt pay-cuts over downsizing to deal with the economic recession. However, Arianna is well aware that the decision to reduce salary will be opposed by the employees. What should Arianna do when delivering such messages?
A) Deliver parts of the message in an ambiguous way to avoid conflict.
B) Introduce the message in written form rather than orally to help build consensus.
C) Make her statement to the largest possible area.
D) Start her message by focusing on areas that the employees and the HR team agree with.
E) Show that her solution is the only solution currently available.

Answer: D
Explanation: When an audience will oppose what you have to say, you should start your message with any areas of agreement or common ground that you share with your audience. You can also make a special effort to be clear and unambiguous. It is important to limit statements or requests to the smallest possible area. You should show that the solution is the best one currently available, even though it may not be perfect.
Difficulty: 2 Medium
Topic: Adapting to an Audience
Learning Objective: 02-04 How to adapt your message to your audience.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

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Access Complete Test Bank for Business and Administrative Communication 12th Locker

38) The store manager at Cult Culture Inc., a department store, wants all the sales personnel to work for six days a week instead of five during the summer sale season. The manager knows that the sales team will find it both physically and psychologically taxing to work over weekends. Which of the following statements will most likely help inspire the sales team to agree to the store manager's request?
A) The company will be able to secure additional financing through the success of this big sale.
B) The shareholders in the company will be delighted to receive extra income.
C) Those who work six days a week will receive a higher commission percentage on sales.
D) I will be promoted if you can all work four extra days in the coming month.
E) You will be able to serve our customers better, which will help improve the company's brand equity.

Answer: C
Explanation: The statement "Those who work six days a week will receive a higher commission percentage on sales" will most likely help inspire the sales team to oblige to the store manager's request. When a request is time-consuming, complicated, or physically or psychologically difficult, one should show how the audience will benefit when the action is completed. It is also important to make the action as easy as possible and show that the request is consistent with some aspect of what the audience believes.
Difficulty: 2 Medium
Topic: Adapting to an Audience
Learning Objective: 02-04 How to adapt your message to your audience.
Bloom's: Apply
AACSB: Communication
Accessibility: Keyboard Navigation

39) Jan is a professional writer. His books, mostly based on managing relationships, achieving success at work, and keeping a work-life balance, are commonly read by people in their early 30s while they travel from work to office. Keeping this in mind, which of the following practices in designing these books will be effective?
A) minimal numbering of items or segments in the books
B) using plenty of white space in the books
C) making the books large enough so that they will not be lost
D) minimal use of headings within the books
E) using general subject lines for the paragraphs

Answer: B
Explanation: In designing a document that readers might use outside an office, a writer must use lots of white space, make the document small enough so that it can be easily held in one hand, and number items so that readers can find their place after an interruption.
Difficulty: 2 Medium
Topic: Adapting to an Audience
Learning Objective: 02-04 How to adapt your message to your audience.
Bloom's: Understand
AACSB: Communication
Accessibility: Keyboard Navigation

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40) Klassic Kitchens Inc. is preparing a tri-fold user manual for its electric rice cooker. Which of the following practices will help the company enhance the effectiveness of its manual?
A) Present the safety warnings at the end of the manual.
B) Present the instructions in a paragraph form.
C) Present the steps involved in using the product in alphabetical order.
D) Group steps into five to seven categories if there are many individual steps.
E) Use as little white space as possible in the user manual.

Answer: D
Explanation: If the document is to be a detailed guide, or if it contains instructions, check to be sure that all the steps are in chronological order; number steps so that readers can easily see which steps they've completed; group steps into five to seven categories if there are many individual steps; and put any warnings at the beginning of the document, then repeat them just before the specific step to which they apply.
Difficulty: 2 Medium
Topic: Adapting to an Audience
Learning Objective: 02-04 How to adapt your message to your audience.
Bloom's: Understand
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

41) In which of the following instances would it be unnecessary to provide audience benefits?
A) when selling a product or a service to a customer
B) when informing employees that the company will be expanding
C) when persuading employees to improve their productivity
D) when informing the stakeholders that the company's revenue has decreased
E) when asking employees to follow a procedure or adopt a policy

Answer: D
Explanation: When informing the stakeholders that the company's revenue has decreased, providing audience benefits would be unnecessary. In informative messages, benefits give reasons to comply with the information you announce and suggest that the information is good. In persuasive messages, benefits give reasons to act and help overcome audience resistance. However, negative messages do not use benefits.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-05 How to characterize good audience benefits.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

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42) SL Foods Inc. produces a line of processed snacks for children between three to five years of age. Most purchase decisions for children in this age group are made by their parents. Which of the following audience benefits should the company focus on while designing printed advertisements?
A) The processed snack is endorsed by the children's favorite cartoon character: Skippy the cat.
B) The dealers are earning a good commission on the sales of the product.
C) The processed snack is a healthy food option for preschoolers.
D) The product comes with a free plastic toy, worth $1.
E) The processed snack has a patented recipe.

Answer: C
Explanation: Audience benefits refer to advantages that an audience gets by using your services, buying your products, following your policies, or adopting your ideas. When you write to different audiences, you may need to stress different benefits.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-05 How to characterize good audience benefits.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

43) Which of the following is an example of an extrinsic motivator for an employee?
A) taking pleasure in helping clients understand a product's features
B) deriving pride in helping a customer with a technical problem
C) experiencing satisfaction in having an effect on the organization
D) getting promoted or receiving a good appraisal
E) having strong networking and marketing skills

Answer: D
Explanation: Extrinsic motivators are given by someone in power and do not necessarily come from using a product or undertaking an action. Getting a raise, a promotion, a commission, or a monetary reward are examples of extrinsic motivators.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-05 How to characterize good audience benefits.
Bloom's: Understand
AACSB: Communication
Accessibility: Keyboard Navigation

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44) Yu-Tung is a sales executive at company that manufactures copy machines. She is working on convincing a large corporate client to use her company's copiers. Although she knows that the task at hand is challenging, she is determined to achieve her objective. Which of the following is responsible for extrinsically motivating Yu-Tung to convince the client?
A) the prospect of getting a commission
B) the pride in undertaking a challenge
C) the satisfaction in achieving her company's objectives
D) the desire to improve her public relation skills
E) the pleasure in contributing to her team's target

Answer: A
Explanation: Extrinsic motivators are given by someone in power and do not necessarily come from using a product or undertaking an action. Getting a raise, a promotion, a commission, or a monetary reward may be examples of extrinsic motivators.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-05 How to characterize good audience benefits.
Bloom's: Understand
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

45) Snacks n' More, a chain of fast food restaurants, recently conducted a survey to understand what motivated their employees at work. To their surprise, they noticed that more than 85 percent of the employees were inspired to perform better by intrinsic factors as opposed to extrinsic factors. Considering this, which of the following would serve as the best motivator for the employees of Snacks n' More?
A) earning a high sales commission
B) being rewarded with a trip to the Bahamas
C) being able to contribute to the company
D) receiving good performance evaluations
E) enjoying perks and added benefits

Answer: C
Explanation: Intrinsic motivators come automatically from using a product or doing something. On the other hand, extrinsic motivators are given by someone in power and do not necessarily come from using the product or undertaking an action.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-05 How to characterize good audience benefits.
Bloom's: Understand
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

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46) Mova Technologies Inc., a consumer electronics firm, has been facing tough competition in the industry. The company has realized that the only way to improve its market share is by providing customers with intrinsic benefits to purchase its products. Thus, Mova Technologies Inc. will have to
A) offer discounts on its products.
B) provide gifts and freebies on purchases above $250.
C) offer extended warranty for its products.
D) design its products to help customers optimize their use of time.
E) allow customers to exchange old products for new ones.

Answer: D
Explanation: In this scenario, Mova Technologies Inc. will have to design its products to help customers optimize their use of time as intrinsic motivators come automatically from using a product or doing something.
Difficulty: 3 Hard
Topic: Creating Audience Benefits
Learning Objective: 02-05 How to characterize good audience benefits.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

47) Intrinsic motivators or benefits are better than extrinsic motivators because
A) extrinsic motivators do not come from doing something.
B) intrinsic motivators are less psychological.
C) extrinsic motivators come from using a product.
D) intrinsic motivators are easily measurable.
E) extrinsic motivators are limited.

Answer: E
Explanation: There just aren't enough extrinsic motivators for everything you want people to do. You can't give a prize to every customer every time he or she places an order or to every subordinate who does what he or she is supposed to do.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-05 How to characterize good audience benefits.
Bloom's: Understand
AACSB: Communication
Accessibility: Keyboard Navigation

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48) Barbeque Cult, a new restaurant in Mexico City, wants to emphasize the quality of its food in its advertisements. Which of the following statements is phrased appropriately to effectively bring out the audience benefits?
A) At Barbeque Cult, we offer the tastiest steaks in town!
B) We offer the fastest service in town!
C) The best-tasting food in Mexico City!
D) At Barbeque Cult, you can enjoy our world-renowned dishes!
E) We love barbeque, and it shows in our food!

Answer: D
Explanation: Audience benefits need to emphasize on you-attitude. If a message does not carry you-attitude, it may sound selfish and will not be effective in convincing an audience.
Difficulty: 3 Hard
Topic: Creating Audience Benefits
Learning Objective: 02-05 How to characterize good audience benefits.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

49) Which of the following is an effective practice regarding audience benefits?
A) avoiding the use of "you-attitude" while phrasing audience benefits
B) stressing extrinsic motivators over intrinsic motivators to sell a product
C) explaining a benefit in detail when the audience has not thought of the benefit before
D) stressing a common benefit without focusing on the needs of the audience
E) separating the objective features of a product or policy from the audience benefits

Answer: C
Explanation: You will need to explain an audience benefit in detail when the audience has not thought of the benefit before. The benefit depends on the difference between the long run and the short run. The audience will be hard to persuade, and you need detail to make the benefit vivid and emotionally convincing.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-05 How to characterize good audience benefits.
Bloom's: Understand
AACSB: Communication
Accessibility: Keyboard Navigation

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50) Eat Festival, a restaurant near New York's Central Park, attracts more customers than any other restaurant in that commercial hub. The owners of Eat Festival believe that the reason for having such a wide customer base is that they appeal to the large working subgroup in the area whose members are pressed for time. Which of the following objective features at Eat Festival meets the needs of the working subgroup?
A) high rise chairs
B) elite customer base
C) play-area for kids
D) pre-packed, combo lunches
E) tasteful décor

Answer: D
Explanation: In order to appeal to particular subgroups, it is important to identify the objective features of one's product or policy that could meet the needs of an audience. For instance, restaurants can attract the working class by offering quick lunches or a relaxing place to take clients or colleagues.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-06 How to create audience benefits.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

51) Maiko and Tao, a young working couple, have hectic work schedules with no time for entertainment during the week. However, on weekends, they try out new restaurants and make sure that they unwind and relax over dinner. Which of the following objective features would most likely help a restaurant appeal to Maiko and Tao's requirements?
A) free wi-fi access
B) a popular live band
C) quick dinner combos
D) no tipping policy
E) low pricing

Answer: B
Explanation: In order to appeal to particular subgroups, it is important to identify the objective features of one's product or policy that could meet the needs of an audience. For instance, people who desire entertainment during meals can be offered music, live bands, or performances by artists.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-06 How to create audience benefits.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

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52) Coral Dawn, a chain of luxury spas, specializes in Thai massages, Ayurveda remedies, and acupressure treatments. Its target customers are those who enjoy weekend spa treatments after a stressful week at work. When advertising, which of the following statements would most likely help Coral Dawn link the features of its services to the needs of its audience?
A) Our services are world renowned.
B) If you need to de-stress, try our wide range of relaxing massages.
C) We are rated the best luxury spa.
D) We offer weekly specials, including free massages.
E) We are committed to providing the best services at the most affordable prices.

Answer: B
Explanation: The statement "If you need to de-stress, try our wide range of massages" would most likely help Coral Dawn link the features of its services to the needs of its target audience. Features alone rarely motivate people. Instead, link the feature to the audience's needs and provide details to make the benefit vivid.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-06 How to create audience benefits.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

53) When writing a document for multiple audiences, which of the following practices should be adopted to effectively address the audiences' different needs?
A) using personal pronouns to ensure that all members of the audience interpret the text in a similar fashion
B) writing the document in an informal style if it is meant for both internal and external audiences
C) presenting background and explanatory information under the same heading
D) using a table of contents so that readers can turn to the portions that interest them
E) letting readers know late in the document that a glossary exists

Answer: D
Explanation: While addressing multiple audiences with different needs in a message, it is important to use headings or a table of contents so that readers can turn to the portions that interest them. One should also place background and explanatory information under different headings, avoid using pronouns, and let readers know that a glossary exists early in the document.
Difficulty: 1 Easy
Topic: Communicating with Multiple Audiences
Learning Objective: 02-07 How to communicate with multiple audiences.
Bloom's: Understand
AACSB: Communication
Accessibility: Keyboard Navigation

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54) When writing a document for multiple audiences, which of the following should be avoided?
A) using personal pronouns
B) using a formal style of writing
C) including an executive summary
D) categorizing information using headings
E) organizing the message based on the decision makers' attitudes

Answer: A
Explanation: When writing a document for multiple audiences, it is best to avoid using personal pronouns. "You" ceases to have a specific meaning when several different audiences use a document.
Difficulty: 1 Easy
Topic: Communicating with Multiple Audiences
Learning Objective: 02-07 How to communicate with multiple audiences.
Bloom's: Remember
AACSB: Communication
Accessibility: Keyboard Navigation

55) Saul is planning on writing a feasibility report for his business plan. He intends to use this report to get some capital to start his business. Also, this report has to be created to address the multiple audiences at his current office: the venture capitalists, the bankers, and the managers. Which of the following practices should Saul adopt while drafting the feasibility report?
A) Since the report will be used by both internal and external audiences, Saul should adopt a more informal style of writing.
B) If the decision makers don't need details that other audiences will need, Saul should provide such details in the report's appendices.
C) When writing the body of the report, Saul should not make any assumptions about the degree of knowledge that the decision makers will have.
D) Saul should actively use personal pronouns in the report to keep the style of the report conversational.
E) Saul should place background and explanatory information under the same heading to make it easier for his readers to locate the required information.

Answer: B
Explanation: If the decision makers don't need details that other audiences will want, provide those details in appendices—statistical tabulations, earlier reports, and so forth.
Difficulty: 3 Hard
Topic: Communicating with Multiple Audiences
Learning Objective: 02-07 How to communicate with multiple audiences.
Bloom's: Apply
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

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56) What is empathy and why is it important when analyzing an audience? Give an example of how empathy can be used to analyze an audience.

Answer: Empathy is the ability to feel what another person is feeling. By doing this with an audience, a person can determine what they want, how they view issues, and what objections they might have. For example, if someone tries to sell a type of software to an audience, by using empathy, the person can figure out how the audience will react to the message, how much information the audience needs about the software, what qualities about the software should be emphasized, and what objections the audience might have to the software.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-01 How to identify your audience.
Bloom's: Analyze
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

57) What are the similarities and differences of each of the following two pairs: introversion and extraversion, and sensing and intuiting?

Answer: Both extraversion and introversion measure how individuals prefer to focus their attention and get energy. Extraverts like to interact with other people. Introverts get their energy from within. Both sensing and intuiting measure how individuals prefer to take in information. Sensing types gather information through their senses and thus like what is tangible and real. On the other hand, intuitive types like to focus on the big picture, focus on relationships, and the connections between facts.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Analyze
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

58) Explain how the demographic characteristics of the members of an audience differ from their psychographic characteristics.

Answer: Demographic characteristics are measurable features that can be counted objectively such as age, sex, race, religion, education level, income, and so on. On the other hand, psychographic characteristics are qualitative rather than quantitative features. These include values, beliefs, goals, and lifestyles. Knowing what an audience finds important allows you to choose information and benefits that the audience will find persuasive in a message.
Difficulty: 2 Medium
Topic: Audience Analysis
Learning Objective: 02-02 How to analyze different kinds of audiences.
Bloom's: Analyze
AACSB: Analytical Thinking
Accessibility: Keyboard Navigation

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59) Explain which situations are best for written communication and which for oral communication, and why each is best for those situations.

Answer: A written message makes it easier to do the following:

- Present extensive or complex data.
- Present many specific details.
- Minimize undesirable emotions.
- Track details and agreements.

Oral messages make it easier to do the following:

- Use emotion to help persuade the audience.
- Focus the audience's attention on specific points.
- Resolve conflicts and build consensus.
- Modify plans.
- Get immediate action or response.

Difficulty: 2 Medium
Topic: Effectively Interacting With Your Audience
Learning Objective: 02-03 How to choose channels to reach your audience.
Bloom's: Understand
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

60) High Energy Drinks, Inc. wants to sell its new sports drink to people who are 30 years old or younger. Considering this, what channels would you use to sell this product?

Answer: Examples will vary, but considering the age of the target customer, should focus on digital channels, such as advertisements on YouTube, a company blog and/or website, the use of shopping engines, email ads, apps for mobile devices, and digital games.
Difficulty: 2 Medium
Topic: Effectively Interacting With Your Audience
Learning Objective: 02-03 How to choose channels to reach your audience.
Bloom's: Apply
AACSB: Technology
Accessibility: Keyboard Navigation

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61) What elements would a person need to emphasize to make his or her message seem important to an audience?

Answer: Use the subject line or first paragraph of the presentation to emphasize the importance and relevance of the message. Make acting on the message as easy as possible. Present a realistic deadline for action. Keep the message as short as possible. Avoid using phrases that could seem arrogant, rude, condescending, or uncaring. Be positive in your presentation to avoid sounding defensive. Develop a logical presentation.
Difficulty: 2 Medium
Topic: Effectively Interacting With Your Audience
Learning Objective: 02-04 How to adapt your message to your audience.
Bloom's: Understand
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

62) What criterion for writing good audience benefits do you think is the most important? Explain why.

Answer: Answers will vary but should be supported by well-thought-out reasons. For example, a person could say that using clear logic is the most important criterion because if the benefit does not make sense or seems confusing, none of the other criteria matter. However, someone could also say that using both extrinsic and intrinsic motivators is most important for balance. Some people are more motivated by extrinsic motivators, while others are motivated more by intrinsic motivators. As a result, having both covers everyone in the audience.
Difficulty: 3 Hard
Topic: Creating Audience Benefits
Learning Objective: 02-05 How to characterize good audience benefits.
Bloom's: Evaluate
AACSB: Communication; Reflective Thinking
Accessibility: Keyboard Navigation

63) Discuss, with the help of suitable examples, how intrinsic and extrinsic motivators help to create effective audience benefits.

Answer: Intrinsic motivators come automatically from using a product or doing something. Extrinsic motivators are "added on." Someone in power decides to give them; they do not necessarily come from using the product or doing the action. For example, when making sales, getting a commission is an example of an extrinsic motivator. Pleasure in convincing someone and pride in using one's talents to think of a strategy are examples of intrinsic motivators.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-05 How to characterize good audience benefits.
Bloom's: Understand
AACSB: Communication
Accessibility: Keyboard Navigation

64) How do the key components of developing audience benefits interrelate? Give an example.

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Answer: First, identify the needs, wants, and feelings that motivate your audience. After this, determine how the features of a product or policy could meet the needs or wants that have been identified. Finally, show how the audience can use the features of the product or policy to meet their needs. For example, an audience might want to save time cooking, but still eat healthy foods. A salesperson would determine how his or her product, such as frozen organic meals, could meet those wants. The salesperson would then show how the product can be used easily and quickly while still providing healthy meals.
Difficulty: 2 Medium
Topic: Creating Audience Benefits
Learning Objective: 02-06 How to create audience benefits.
Bloom's: Analyze
AACSB: Communication
Accessibility: Keyboard Navigation

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65) Discuss strategies for creating documents for multiple audiences.

Answer: The strategies for creating documents for multiple audiences are:

Content and number of details:

Provide an overview or executive summary for readers who want just the main points.
In the body of the document, provide enough detail for decision makers and for anyone else who could veto your proposal.
If the decision makers don't need details that other audiences will want, provide those details in appendices—statistical tabulations, earlier reports, and so forth.

Organization:

Use headings and a table of contents so readers can turn to the portions that interest them.
Organize your message based on the decision makers' attitudes toward it.

Level of formality:

Avoid personal pronouns. Using the word *you* ceases to have a specific meaning when several different audiences use a document.
If both internal and external audiences will use a document, use a slightly more formal style than you would in an internal document.
Use a more formal style when you write to international audiences.

Technical level:

In the body of the document, assume the degree of knowledge that decision makers will have.
Put background and explanatory information under separate headings. Then readers can use the headings and the table of contents to read or skip these sections, as their knowledge dictates.
If decision makers will have more knowledge than other audiences, provide a glossary of terms. Early in the document, let readers know that the glossary exists.

Difficulty: 2 Medium
Topic: Communication with Multiple Audiences
Learning Objective: 02-07 How to communicate with multiple audiences.
Bloom's: Understand
AACSB: Communication
Accessibility: Keyboard Navigation

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