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Topic: Message Revising

Subtopic: Second Draft

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Mutliple-Choice Question Type

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1. Which of the following phrases would be the best choice to wind up in the second draft of your business message?
- a. "as per your request."
 - b. "value-added services with end-to-end fulfillment"
 - c. "ICYMI"
 - d. "we welcome your feedback"

Analysis:

- a. Incorrect. "As per your request" is a trite business expression; "value-added services with end-to-end fulfillment" is a buzz-phrase, and "ICYMI" is a Twitter abbreviation. "We welcome your feedback" is the only reasonable phrase to include in your second draft.
- b. Incorrect. "As per your request" is a trite business expression; "value-added services with end-to-end fulfillment" is a buzz-phrase, and "ICYMI" is a Twitter abbreviation. "We welcome your feedback" is the only reasonable phrase to include in your second draft.
- c. Incorrect. "As per your request" is a trite business expression; "value-added services with end-to-end fulfillment" is a buzz-phrase, and "ICYMI" is a Twitter abbreviation. "We welcome your feedback" is the only reasonable phrase to include in your second draft.
- d. Correct. "As per your request" is a trite business expression; "value-added services with end-to-end fulfillment" is a buzz-phrase, and "ICYMI" is a Twitter abbreviation. "We welcome your feedback" is the only reasonable phrase to include in your second draft.

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2. How do you describe a buried verb?
- a. verbs that are hidden within the context of a prepositional clause.
 - b. verbs that differ from one clause to the next.
 - c. verbs that are eliminated in transition from sentences to bullet or numbered lists.
 - d. verbs that are turned into wordy noun expressions.

Analysis:

- a. Incorrect. Buried verbs are verbs that are turned into wordy noun expressions like “conduct and investigation of” rather than “investigate,” or “reach a conclusion that” rather than simply “conclude.”
- b. Incorrect. Buried verbs are verbs that are turned into wordy noun expressions like “conduct and investigation of” rather than “investigate,” or “reach a conclusion that” rather than simply “conclude.”
- c. Incorrect. Buried verbs are verbs that are turned into wordy noun expressions like “conduct and investigation of” rather than “investigate,” or “reach a conclusion that” rather than simply “conclude.”
- d. Correct. Buried verbs are verbs that are turned into wordy noun expressions like “conduct and investigation of” rather than “investigate,” or “reach a conclusion that” rather than simply “conclude.”

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Level of difficulty: Difficult

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3. You are preparing an in-house quarter-end business report for your organization. Sales are up by 4.75%, but due to lower material costs, your profit margin is up as well. You are showing increased profits of just over 11%. Which is of the following is the best way to announce this news in your report?

- a. “Great job everyone! Due to your excellent work our profits have soared this quarter. Keep up the good work!”
- b. “Profits for this quarter have skyrocketed by an amazing 11+%.”
- c. “Profits are up more than 11%, partially because of our higher margins, and partially due to the exceptional work by marketing and sales.”
- d. “Having made production more cost effective this past quarter, our profit yield vis-à-vis our expenses is up substantially. This combined with a sales team that was positioned to perform made for an unprecedented increase in profits for the quarter.”

Analysis:

- a. Incorrect. The entry that says “Profits are up more than 11%, partially because of our higher margins, and partially due to the exceptional work by marketing and sales.” Does not include any buzzwords, any flabby expressions or any overused intensifiers. It is clear and articulate.
- b. Incorrect. The entry that says “Profits are up more than 11%, partially because of our higher margins, and partially due to the exceptional work by marketing and sales.” Does not include any buzzwords, any flabby expressions or any overused intensifiers. It is clear and articulate.
- c. Correct. The entry that says “Profits are up more than 11%, partially because of our higher margins, and partially due to the exceptional work by marketing and sales.” Does not include any buzzwords, any flabby expressions or any overused intensifiers. It is clear and articulate.
- d. Incorrect. The entry that says “Profits are up more than 11%, partially because of our higher margins, and partially due to the exceptional work by marketing and sales.” Does not include any buzzwords, any flabby expressions or any overused intensifiers. It is clear and articulate.

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4. When revising the first draft of a business message you want to eliminate flabby expressions. What are flabby expressions?

- a. phrases that use filler words to make your sentence longer and seem more articulate.
- b. expressions that may potentially be offensive to people who are overweight.
- c. made-up expressions, frequently metaphors, that make no sense when you think about it.
- d. expressions that are self-contradictory

Analysis:

- a. Correct. A flabby expression is enlarged with filler word; they are used to try to elevate or heighten the verbiage of the sentence.
- b. Incorrect. A flabby expression is enlarged with filler word; they are used to try to elevate or heighten the verbiage of the sentence.
- c. Incorrect. A flabby expression is enlarged with filler word; they are used to try to elevate or heighten the verbiage of the sentence.
- d. Incorrect. A flabby expression is enlarged with filler word; they are used to try to elevate or heighten the verbiage of the sentence.

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5. All cultures, including business organizations, have their own jargon or “buzz” words. In revising to create the second draft of a business document, how should you consider and use these words?

- a. Use them as often as possible; they will make you appear to really be connected to your industry/organization.
- b. Use them sparingly; they can be effective, but not when overused.
- c. Remove them wherever they appear.
- d. Add them, leave them, remove them, it makes no difference at all.

Analysis:

- a. Incorrect. Remove “buzz” words wherever they appear, they are almost never effective, and phrases like value-added service with end-to-end fulfillment” are transparently there to make you SEEM to know what you are talking about, while in actuality they have the opposite effect.

b. Incorrect. Remove “buzz” words wherever they appear, they are almost never effective, and phrases like value-added service with end-to-end fulfillment” are transparently there to make you SEEM to know what you are talking about, while in actuality they have the opposite effect.

c. Correct. Remove “buzz” words wherever they appear, they are almost never effective, and phrases like value-added service with end-to-end fulfillment” are transparently there to make you SEEM to know what you are talking about, while in actuality they have the opposite effect.

d. Incorrect. Remove “buzz” words wherever they appear, they are almost never effective, and phrases like value-added service with end-to-end fulfillment” are transparently there to make you SEEM to know what you are talking about, while in actuality they have the opposite effect.

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6. In revising a business message to turn a first draft into a second draft what should you consider about using contemporary or slangy language.

a. The amount of contemporary slang you use depends completely on your target audience.

b. Introducing slang into your business document will allow you to seem connected to the youth market and help make your business message fundamentally more readable.

c. A small amount of slang can make your documents more accessible to a wider range of readers.

d. Remove all slang from your business messages.

Analysis:

a. Incorrect. Remove slang from your business documents when revising your second draft. Words or phrases that you might use in conversation or in social media messages are not appropriate and considered too informal for almost all business messages.

b. Incorrect. Remove slang from your business documents when revising your second draft. Words or phrases that you might use in conversation or in social media messages are not appropriate and considered too informal for almost all business messages.

c. Incorrect. Remove slang from your business documents when revising your second draft. Words or phrases that you might use in conversation or in social media messages are not appropriate and considered too informal for almost all business messages.

d. Correct. Remove slang from your business documents when revising your second draft. Words or phrases that you might use in conversation or in social media messages are not appropriate and considered too informal for almost all business messages.

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7. Which of the following should you NOT remove when revising first drafts of your business messages to create your second or final draft?

- a. dangling modifiers.
- b. possessive pronouns.
- c. buried verbs.
- d. long lead-ins.

Analysis:

- a. Incorrect. While you want to remove dangling modifiers, buried verbs, and long lead-ins from your documents, there is no reason not to use possessive pronouns.
- b. Correct. While you want to remove dangling modifiers, buried verbs, and long lead-ins from your documents, there is no reason not to use possessive pronouns.
- c. Incorrect. While you want to remove dangling modifiers, buried verbs, and long lead-ins from your documents, there is no reason not to use possessive pronouns.
- d. Incorrect. While you want to remove dangling modifiers, buried verbs, and long lead-ins from your documents, there is no reason not to use possessive pronouns.

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8. You are revising a first draft of a business message to create a second draft. The opening paragraph begins, "There have been times in our organization's history when we have been faced with great challenges, but at this juncture I am please to announce that we have seen great growth over the last three quarters." Which of the following is the best rewrite of this sentence?

- a. "The growth of the last three quarters has positioned us for a bright future."
- b. "Although there have been times in our organization's history when we have faced with great challenges, in the last three quarters we have seen great growth."
- c. "Because there have been times in our organization's history when we have faced with great challenges, it now pleases me to announce that in the last three quarters we have seen great growth."
- d. "While it is true that there have been times in our organization's history when we have faced with great challenges, in the most recent three quarters we have seen tremendous growth."

Analysis:

- a. Correct. In editing to create tightly worded and readable second drafts, remove long lead-ins like "There have been times in our organization's history when we have been faced with great challenges, but at this juncture I am please to announce that ..."

b. Incorrect. In editing to create tightly worded and readable second drafts, remove long lead-ins like “There have been times in our organization’s history when we have been faced with great challenges, but at this juncture I am please to announce that ...”

c. Incorrect. In editing to create tightly worded and readable second drafts, remove long lead-ins like “There have been times in our organization’s history when we have been faced with great challenges, but at this juncture I am please to announce that ...”

d. Incorrect. In editing to create tightly worded and readable second drafts, remove long lead-ins like “There have been times in our organization’s history when we have been faced with great challenges, but at this juncture I am please to announce that ...”

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