<header>
Topic: Message Planning and Organization
Subtopic: Message Planning: Delivery Medium
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Mutliple-Choice Question Type

<question type="mc">
1. Which of the following is the LEAST appropriate channel for delivering a business message?

a. snail mail.
b. e-mail blast.
c. orally delivered power point presentation.
d. robo-calls.

Analysis**:**
a. Incorrect. Snail mail is a completely appropriate channel for delivering a business message.
b. Incorrect. An e-mail blast is a completely appropriate channel for delivering a business message, you are in control of who receives the blast.
c. Incorrect. Orally delivered power point presentations are completely appropriate channels for delivering business messages.
d. Correct. Robo-calls are not an appropriate channel for delivering a business message. The recipients are randomized, and most people are resistant to receiving these messages.

<metadata>
Level of difficulty: Easy.
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<question type="mc">
2. What does Daft and Lengel's media richness theory postulate?

a. The greater the amount of clarifying information, the more confusion and therefore the lower the degree of media richness.
b. The greater amount of clarifying information, the higher the degree of media richness.
c. The fewer external clues like vocal inflection and body language, the clearer and less muddled the message will be delivered.
d. The more external clues like facial expressions and body language, the lower the degree of media richness.

Analysis**:**
a. Incorrect. Clarifying information can only inform and raise the degree of media richness.

b. Correct. The greater the amount of clarifying information, the more context the message is placed in, the richer the reading of the message can be.

c. Incorrect. Less clues would tend to leave the message more muddled and less clear, rather than the other way around.

d. Incorrect. External clues would raise the degree of media richness, not lower it.

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Level of difficulty: Difficult
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<question type="mc">
3. You are tasked with creating a message announcing that you have exceeded sales projections for five quarters running to stockholders.   The CEO has made the unilateral decision to pump all of the profits into retooling production to manufacture a new product line. Your purpose is to get the stockholders and investors onboard with the CEO's decision. What is likely to be the most appropriate media to transmit you message?

a. hard copies delivered through snail mail.
b. power point delivered live at a stockholder's meeting.
c. email notification.
d. social media notification.

Analysis**:**
a. Correct. Printing hard copies and having them delivered through the mail is the most appropriate choice for this type of communication with this particular purpose.
b. Incorrect. While your power point might be very informative and persuasive, there is a strong possibility that many people will not be able to or even choose to attend the meeting and will miss this important announcement and your compelling argument.
c. Incorrect. Email notification is probably the second most appropriate media to use. It will reach as wide a range of your audience as the snail mail, but emails can more easily be overlooked than a hard copy delivered by the post office. They are inherently less important.
d. Incorrect. Social media is not an appropriate media for this kind of announcement.

<metadata>
Level of difficulty: Medium
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<question type="mc">
4. You work for a computer game development company and have been charged with creating a regular bi-weekly communication to all members of a project team to keep everyone up to date on projects, developments, problems that have arisen.   Your purpose is to keep everyone in touch so that together

the team will not only solve problems that arise, but anticipate problems and stop them before they happen. Which media is likely to be the best for this purpose and this audience?

a. memos delivered through the mail room.
b. Google groups or a similar service.
c. a weekly video conference bi-weekly.
d. establish an email stream that sends out an update bi-weekly.

Analysis:
a. Incorrect. Memos delivered in hard copy are unlikely to attract too much attention or gather too much buy-in particularly from a group of game developers who are much more comfortable in electronic communications than in old-fashioned written memos.
b. Correct. Google groups allows you to establish and manage online discussions, creat mailing lists, forums, share files, and more. This product or another similar to it will encourage communication in addition to your bi-weekly newsletter, so that this team is likely to stay in touch to both anticipate and solve problems.
c. Incorrect. A bi-weekly video conference would certainly play into the preference for digital media, which effects this audience the best. However, it would require video attendance in real-time creating the likelihood that everyone will not be able to participate at all times. Another option that offers flexible virtual attendance would be strongly preferable.
d. Incorrect. As e-mail streams grow, they can get confusing as people go back to look for older e-mails and missed pieces of information. While the online aspect of this media is a plus, there is a much stronger option.

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Level of difficulty: Difficult
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<question type="mc">
5. What delivery medium would routine messages confirming information, distributed to a large internal audience strongly suggest?

a. video conference.
b. formal report delivered electronically.
c. formal report delivered on paper.
d. memos.

Analysis:
a. Incorrect. Videoconferences would be inappropriate as they would require everyone to be able to attend at the same time, you also do not need to have two way communication for this purpose.
b. Incorrect. A formal report is not required for a routine confirmation of information.
c. Incorrect. A formal report is not required for a routine confirmation of information.

d. Correct. A memo is the appropriate media for a routine confirmation of information to a large audience. Such a memo could be distributed either in hard copy or electronically.

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Level of difficulty: Medium
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<question type="mc">
6. In a business setting is it better to use formal or informal channels when choosing a delivery media for a message?

a. always use a formal channel.
b. always use an informal channel.
c. use formal channels except for face to face encounters like a water cooler conversation.
d. each is appropriate for its own use.

Analysis**:**
a. Incorrect. You should only use formal channels when appropriate, just as you should choose informal channels when appropriate.
b. Incorrect. You should only use informal channels when appropriate, just as you should chose formal channels when appropriate.
c. Incorrect. Informal channels exist in spoken, electronic, and printed forms. Their uses are varied and they can be very effective.
d. Correct.   It is appropriate to use formal or informal channels as the message, purpose, and audience suggests.

<metadata>
Level of difficulty: Medium
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<question type="true-false">
7. There are many media that you can use to deliver a business message. One is essentially like the other, and the only difference between them is which one your audience is more confortable with.

T
Incorrect. The differences between all the different media available for you to use to deliver you messages are vast. Receiving a registered letter (or any snail mail letter) is very different from getting a tweet or an email. Not only do these mediums work in different ways, but they serve different functions.
F
Correct. A carpenter uses a saw to cut things, a hammer to drive in nails and a screwdriver to drive in screws. Every profession has its different tools, and every different tool has a specific and different use,

otherwise it would not exist. How useful the particular tool is usually reflected in the popularity of that tool.

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Level of difficulty: Medium
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<question type="true-false">
8. Who your audience is will inform what you chose as your delivery medium.

T
Correct. Any knowledge of who your audience is very likely to have an effect of your choice of what media you choose to deliver your message.
F
Incorrect. If you do not consider your audience when choosing your delivery medium you have failed to consider an important factor in the eventual success of your message.

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