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Topic: Message Planning and Organization

Subtopic: Message Planning: Idea

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Mutliple-Choice Question Type

<question type="mc">

1. Why is it vitally important to develop good listening skills?

- a. many of the best ideas have been inspired by the thoughts and ideas of others.
- b. not to do so would be rude.
- c. it makes people think you like and respect them.
- d. it is actually not that important.

Analysis:

a. Correct. Many of the best ideas in history have been inspired by the thoughts and ideas of others.

Listening to other people can inspire your own thinking. We build on the work of others, we do not live in a bubble.

b. Incorrect. While it would be rude not to listen carefully to people, this is not the reason that it is important to develop this skill.

c. Incorrect. Actually liking and respecting people will make you think that you do. Listening carefully can be a part of that, but it will only work if that attentiveness comes from a genuine interest to hear what others have to say.

d. Incorrect. It is actually one of the more important skills that you can have in just about any business or endeavor in the world.

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Level of difficulty: Medium

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2. When looking to generate new ideas worthy of communicating, why is it important to look at problems?

- a. it is not important to look at problems.
- b. to avoid the mistakes of others.
- c. exploring problems can suggest solutions.
- d. identifying problems will provide you with people to throw under the bus if your ideas do not work successfully.

Analysis:

- a. Incorrect. It actually is very important to look at problems a way of inspiring ideas.
- b. Incorrect. While you should be able to learn how to avoid the mistakes of others, looking at problems offers a much more important benefit.
- c. Correct. Looking at a problem will often suggest a solution, and those solutions are likely to take the form of new ideas and initiatives.
- d. Incorrect. Do not throw people under the bus. If you do it will happen to you.

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Level of difficulty: Difficult

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3. Of the following, which is the best way to test out a new idea?

- a. do not tell anyone your ideas, they are likely to be stolen.
- b. conduct an informal survey to see what response your idea receives.
- c. develop a prototype, market it, get a feel for the marketability before you bring your idea to anyone's attention.
- d. ask the three people you trust the most what they think.

Analysis:

- a. Incorrect. Do not assume that anyone wants to steal your ideas.
- b. Correct. Conduct an informal survey to see how people respond to your ideas. By getting a range of opinions you will get the clearest idea of what a larger scale response would be.
- c. Incorrect. By the time you have completed this process too much time will have passed. You do not need to do this intense a study before bringing an idea to light.
- d. Incorrect. If you only talk to the three people you trust most you will not get a wide range of opinions, only the opinions of those who likely already share your opinion.

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Level of difficulty: Difficult

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4. What do we call thoughts that offer refinements and clarifications of the idea you are trying to put forward in your business communication?

- a. qualifiers.
- b. secondary ideas.
- c. primary ideas.
- d. improvements.

Analysis:

- a. Incorrect. The ideas that support the primary idea are called the secondary ideas.
- b. Correct. Secondary ideas are those ideas that support, enhance, and improve upon the central or primary idea.
- c. Incorrect. The primary idea is the central idea, the refinements and clarifications are the secondary ideas that support the primary ideas.
- d. Incorrect. The ideas that support the primary idea are called the secondary ideas.

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Level of difficulty: Medium

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5. Which of the following is NOT a factor that can affect the development of an idea?

- a. the needs surrounding or inspiring the idea.
- b. the psychological makeup of the person who comes up with the idea.
- c. the background and culture of the person who comes up with the idea.
- d. the quality of the idea.

Analysis:

- a. Incorrect. The business needs surrounding the idea are a vital part of the ideas development.
- b. Incorrect. The psychological makeup of the person coming up with the idea will influence their thought patterns to a great degree.
- c. Incorrect. The background and culture of the person who comes up with the idea will influence their thought patters and the evolution of the idea tremendously.
- d. Correct. Whether the idea is any good or not may likely not have much influence on the development of the idea. For this reason, you should not censor yourself until your ideas are fully formed and articulated.

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<question type="mc">

6. After having the idea, what does the creator of the idea have to do in order to effectively communicate it?

- a. draw a pictogram of it.
- b. encode it.
- c. decode it.

d. evolve its second iteration.

Analysis:

- a. Incorrect. You do not need to draw a pictogram of your ideas.
- b. Correct. Your ideas need to be encoded, converted into concrete words that clearly and specifically communicate the idea including all of its subtleties.
- c. Incorrect. You will need to encode the idea, not decode it.
- d. Incorrect. If your idea is worthy additional iterations will evolve as it takes on a life of its own, but you do not have to do that at this point.

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7. When you have communicated a new idea of yours through a business communication, what does the receiver of this information have to do before they do anything else?

- a. appreciate your idea.
- b. scrutinize your idea for potential problems.
- c. examine your message for internal contradictions.
- d. decode your message.

Analysis:

- a. Incorrect. Although you certainly hope your idea will be appreciated, they do not have to do this and certainly not before they decode it.
- b. Incorrect. Before they can scrutinize your idea, they need to understand it, which means decoding your message.
- c. Incorrect. They may be interested in looking for internal contradictions in your message but they do not have to. Even if they wanted to, they have to decode it first.
- d. Correct. Before anything else the message that you have sent has to be decoded by the receiver.

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Level of difficulty: Difficult

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<question type="true-false">

8. In attempting to come up with new ideas, a brainstorming session either alone or with others is not likely to result in much – it will only provide a forced and uncomfortable environment.

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Incorrect. Brainstorming sessions, either alone or in collaboration with others can be very productive. Spinning out ideas and coming up with “what if” scenarios can help you to reach that level of intellectual improvisation that can spin out the best ideas.

F

Correct. . Brainstorming sessions, either alone or in collaboration with others can be very productive. Spinning out ideas and coming up with “what if” scenarios can help you to reach that level of intellectual improvisation that can spin out the best ideas.

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