

Chapter 7 Writing Memos, E-Mail, and Letters

True/False

Indicate whether the sentence or statement is true or false.

- ___ 1. All business messages should promote goodwill.
- ___ 2. Business correspondence is a written message, such as a memo or letter, that deals with business matters.
- ___ 3. A memo is a formal business documents sent to someone outside the company.
- ___ 4. Printed memos are the most common type of internal business communications.
- ___ 5. The first step in planning a letter is to identify the objective of the message.
- ___ 6. The first line in the heading of a memo is the date line.
- ___ 7. When sending a memo to a long list of recipients, the writer should use a distribution list.
- ___ 8. An attachment notation tells the recipient that another separate document is attached.
- ___ 9. A heading is used on the second page of a letter but not on the second page of a memo.
- ___ 10. In an e-mail message, the date is inserted automatically when the message is sent.
- ___ 11. A signature file is a short block of text that appears above the heading lines in an e-mail message.
- ___ 12. When using instant messaging, text keyed in the current session appears in the chat window.
- ___ 13. In a letter, the letter address contains the name and address of the receiver.
- ___ 14. In a modified block style letter, all lines begin at the left margin.
- ___ 15. Mixed punctuation in a letter means that a colon follows the complimentary close.

Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

- ___ 16. The purpose for a business letter may be to
 - a. inform or advise
 - b. request information
 - c. persuade
 - d. all the above
- ___ 17. The main purpose of a letter that urges a customer to buy a product is to
 - a. persuade
 - b. request information
 - c. build goodwill
 - d. all the above
- ___ 18. Direct order
 - a. should be used for a message that contains bad news
 - b. presents supporting details before the main idea
 - c. should be used for a message that contains good news
 - d. both b and c

- _____ 19. A message written in indirect order
- has a negative opening
 - has a neutral opening
 - has a good news opening
 - none of the above
- _____ 20. Which of the following is the correct order for heading lines in a memo?
- To, From, Date, Subject
 - From, To, Date, Subject
 - Date, Subject, From, To
 - Subject, To, From, Date
- _____ 21. The paragraphs in the body of a memo
- should be double-spaced
 - should be indented from the left margin
 - should begin at the left margin
 - should be centered
- _____ 22. The subject line of a memo gives
- the name of the writer
 - the topic of the message
 - the name of the recipient
 - a return address
- _____ 23. The part of a letter or memo that indicates that another item is in the envelope is
- a distribution list
 - an attachment notation
 - an enclosure notation
 - a reference note
- _____ 24. The second page heading for a letter includes
- the name of the recipient
 - the page number
 - the date
 - all the above
- _____ 25. E-mail messages
- are more expensive to send than printed memos
 - can be sent quickly
 - take longer to send than a printed memo
 - cannot be sent to someone in another company
- _____ 26. The address for an e-mail recipient can be
- keyed by the sender
 - selected from an address book
 - part of a group list
 - all the above
- _____ 27. To use proper e-mail netiquette
- assign a high priority to every message you send
 - do not send confidential or sensitive information by e-mail
 - use all capital letters in the message body for emphasis
 - none of the above

- _____ 28. A business letter
 - a. should always contain a date line
 - b. may or may not have a salutation
 - c. should always have three paragraphs
 - d. should always have a postscript
- _____ 29. In a business letter, the complimentary close
 - a. should be followed by a comma when using open punctuation
 - b. should have each word capitalized
 - c. should come after the writer's name and title
 - d. none of the above
- _____ 30. For an envelope for a business letter
 - a. use the same address that appears in the letter
 - b. key the return address in all capitals
 - c. do not include a ZIP code in the address
 - d. none of the above

Matching

Match the terms to their definitions below.

- | | |
|------------|-----------------------|
| a. body | f. memo |
| b. e-mail | g. netiquette |
| c. flame | h. reference initials |
| d. invoice | i. spam |
| e. letter | j. subject line |

- _____ 31. A bill for items or services purchased from a company
- _____ 32. Indicate the person who keyed a memo or letter
- _____ 33. An informal message that is written, sent, and received on a computer
- _____ 34. A set of informal guidelines for behaving courteously online
- _____ 35. A document used to send a formal written message to someone outside your organization
- _____ 36. An angry or insulting e-mail message
- _____ 37. States the topic of the message in a memo, e-mail, or letter
- _____ 38. Unsolicited electronic junk messages
- _____ 39. An informal printed document that is sent to someone within your organization
- _____ 40. The part of a letter or report that contains the paragraphs of the message

Chapter 7 Writing Memos, E-Mail, and Letters
Answer Section

TRUE/FALSE

1. ANS: T
2. ANS: T
3. ANS: F
4. ANS: F
5. ANS: T
6. ANS: F
7. ANS: T
8. ANS: T
9. ANS: F
10. ANS: T
11. ANS: F
12. ANS: T
13. ANS: T
14. ANS: F
15. ANS: F

MULTIPLE CHOICE

16. ANS: D
17. ANS: A
18. ANS: C
19. ANS: B
20. ANS: A
21. ANS: C
22. ANS: B
23. ANS: C
24. ANS: D
25. ANS: B
26. ANS: D
27. ANS: B
28. ANS: A
29. ANS: D
30. ANS: A

MATCHING

31. ANS: D
32. ANS: H
33. ANS: B
34. ANS: G

- 35. ANS: E
- 36. ANS: C
- 37. ANS: J
- 38. ANS: I
- 39. ANS: F
- 40. ANS: A