

Test Bank

to accompany

Lannon/Gurak

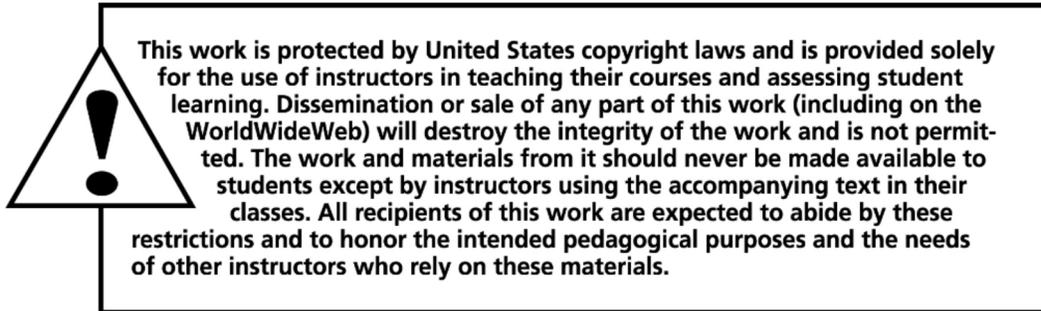
TECHNICAL COMMUNICATION

Fourteenth Edition

Lee Scholder

PEARSON

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PART 1 COMMUNICATING IN THE WORKPLACE

CHAPTER 1. Introduction to Technical Communication

True/False Questions

1. _____ Technical communication rarely focuses on the author's personal thoughts or feelings.
2. _____ Few technical documents have a persuasive purpose.
3. _____ Phone calls, conversations, and meetings have largely replaced the need for written documents.
4. _____ Most technical writing is done in teams.
5. _____ All documents have some persuasive aspect.
6. _____ Employers seek technical communicators with portable skills.
7. _____ Technical communication includes digital media such as podcasts and online videos.
8. _____ In the United States, most people read documents from beginning to end.

Fill-in-the-Blank Questions

9. _____-centered documents focus on what people need to learn, do, or decide.
10. Four different types of technical communication documents are _____, _____, _____, and _____.
11. Accessible and efficient technical documents include elements such as _____ and _____.

Multiple-Choice Questions

12. Technical communication seeks to
 - (a) anticipate and answer questions.
 - (b) help people perform a task.
 - (c) persuade people to do something.
 - (d) b and c
 - (e) All of these answers are correct.

13. When trying to make sense of information, people should never
- (a) determine which information is relevant.
 - (b) ask with whom the information should be shared.
 - (c) verify the accuracy of the source.
 - (d) let the data speak for themselves.
 - (e) All of these answers are correct.
14. Effective technical documents
- (a) use obfuscation.
 - (b) avoid combining text, visuals, and sound.
 - (c) are easy to navigate.
 - (d) a and c
 - (e) None of these answers are correct.
15. Of the following statements, which is *least* accurate?
- (a) As long as a document is persuasive, it need not be clear and efficient.
 - (b) Instructions and procedures are two types of technical documents.
 - (c) At some point, all professionals engage in technical communication.
 - (d) Technical documents focus on the reader.
 - (e) Technical documents must account for cultural differences among readers.
16. Which of the following statements is *most* accurate?
- (a) Technical communication helps us interact with technology in our daily lives.
 - (b) Technical communication helps advance workplace goals.
 - (c) Technical communication helps specialists solve complex problems.
 - (d) Technical communication helps both to advance workplace goals and to assist specialists in solving complex problems.
 - (e) All of these answers are correct.
17. An effective technical communicator does all of the following *except*
- (a) works well as part of a team.
 - (b) consistently applies one cultural perspective.
 - (c) anticipates readers' questions.
 - (d) considers global audiences as needed.
 - (e) uses appropriate media.

ANSWER KEY

1. T
2. F
3. F
4. T
5. T
6. T
7. T
8. F
9. Reader
10. Several options are possible: instructions, user manuals, memos, reports, procedures, emails, and so forth.
11. Any combination of the following is correct: worthwhile content, sensible organization, readable style, effective visuals, effective page design, and supplements.
12. e
13. d
14. c
15. a
16. e
17. b

CHAPTER 2. Meeting the Needs of Specific Audiences

True/False Questions

1. _____ A document may have both a primary and secondary purpose.
2. _____ Highly technical audiences need facts and figures explained in the simplest terms.
3. _____ Web pages are useful for linking different levels of information.
4. _____ Always provide readers with more than they want and need.
5. _____ Determining all the needs of a large and diverse audience is easy to do.
6. _____ Calculating the final costs of a document is not a technical communicator's concern.
7. _____ When writing a 1-page memo for audiences with varying technical backgrounds, preferably rewrite it at different levels for different backgrounds.
8. _____ A short document can be rewritten at different levels for different audiences.

Fill-in-the-Blank Questions

9. An audience with no specialized training is called a _____ audience.
10. The image of you that readers see "between the lines" is called your _____ and is created by the tone you adopt.
11. Creating a(n) _____ statement will help you identify your readers and their needs.

Multiple-Choice Questions

12. A usable document is
 - (a) safe.
 - (b) easy to navigate.
 - (c) dependable.
 - (d) All of these answers are correct.
 - (e) b and c.

13. Semi-technical audiences consist of
- (a) informed persons as well as experts.
 - (b) informed persons who are not experts.
 - (c) laypersons.
 - (d) laypersons and experts.
 - (e) laypersons and informed persons.
14. Your audience will have preferences about all of the following *except*
- (a) your brainstorming process.
 - (b) the deadline.
 - (c) the document's length.
 - (d) whether the document will be in paper or electronic form.
 - (e) the level of detail.
15. Which of the following statements is correct?
- (a) Secondary readers are decision makers who request a document.
 - (b) The primary audience is an immediate set of readers.
 - (c) Secondary readers are often those who will carry out a project.
 - (d) Tertiary readers are both primary and secondary audiences.
 - (e) b and c.
16. Technical documents are written to
- (a) define something.
 - (b) describe something.
 - (c) explain something.
 - (d) propose something.
 - (e) All of the answers are correct.
17. The North American business culture prefers
- (a) indirect answers.
 - (b) ambiguous messages.
 - (c) plain talk.
 - (d) interpretations left to the reader.
 - (e) All of the answers are correct.

ANSWER KEY

1. T
2. F
3. T
4. F
5. F
6. F
7. T
8. T
9. nontechnical
10. persona
11. audience and purpose
12. d
13. b
14. a
15. e
16. e
17. c