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Chapter 10 Writing Persuasive Messages 1) In general, the best persuasive messages \_\_\_\_\_ the audience's motivations. A) avoid mentioning B) downplay C) openly address D) dismiss E) eliminate  
Answer: C  
Explanation: C) The best persuasive messages pay close attention to their audience's

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Chapter 16 Applying and Interviewing for Employment 1) The best approach for an application letter depends on A) how much

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you need to stand out from other applicants. B) whether or not your résumé is up to date. C) how long you have been on the job market.

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Chapter 11 Planning Reports and Proposals 1) The \_\_\_\_\_ for a report describes what you plan to accomplish and outlines the boundaries of your work. A) mission brief B) statement of purpose C) outcome forecast D) intention statement E) scope  
Answer: B

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Excellence in Business Communication, 12e (Thill/Bovee) Chapter 13 Completing Reports and Proposals 1) The four tasks involved in completing business reports and proposals include all of the following except A) distributing. B) revising. C) producing. D) illustrating. E) proofreading. Answer: D

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Chapter 12 Writing Reports and Proposals 1) To gain credibility with your audience in business reports, verifying facts and references will help to ensure A) completeness. B) accuracy. C) the report is well balanced. D) the report is clear and logical. E) proper documentation. Answer: B