

***Excellence in Business Communication, 12e (Thill/Bovee)***  
**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 motivation—the forces that drive people to satisfy their needs. If the message can harness the motivation of its audience, the message is likely to be a success.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

2) Marketers use quantifiable characteristics known as \_\_\_\_\_ and psychological characteristics known as \_\_\_\_\_ to help them understand the needs of an audience.

- A) social graphics; intuitional data
- B) demographics; psychographics
- C) crowdsourcing; regionalism
- D) psychometrics; cryptography
- E) selling points; desired benefits

Answer: B

Explanation: B) To understand and categorize audience needs, you can refer to specific information, such as demographics (quantifiable characteristics) and psychographics (psychological characteristics).

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 3) As a human need that affects motivation, self-actualization involves the need to
- A) cultivate lifelong involvement.
  - B) feel a sense of accomplishment.
  - C) reach one's full potential as a human being.
  - D) control situations or exert authority over others.
  - E) establish comfortable connections on social media networks.

Answer: C

Explanation: C) Psychologists Kurt Goldstein and Abraham Maslow popularized self-actualization as the desire to make the most of one's potential.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing persuasive business messages

- 4) When you're writing a persuasive message, you can encourage a positive response by
- A) explaining what will happen if they don't respond positively.
  - B) using neutral and strong language.
  - C) understanding and respecting cultural differences.
  - D) getting straight to the point.
  - E) addressing psychographic needs.

Answer: C

Explanation: C) Encourage a positive response to your persuasive messages by (1) using positive and polite language, (2) understanding and respecting cultural differences, (3) being sensitive to organizational cultures, and (4) taking steps to establish your credibility.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 5) Which of the following is an example of psychographic information?

- A) age
- B) occupation
- C) lifestyle
- D) income
- E) education

Answer: C

Explanation: C) Age, occupation, and income are all demographic characteristics. Lifestyle is one of the psychographic categories, which include attitudes, personality, and other personal and psychological traits.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Diverse and multicultural work environments

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing persuasive business messages

6) Personality, lifestyle, and attitudes are assessed through

- A) demographic surveys.
- B) psychographic studies.
- C) inkblot tests.
- D) examinations of census data.
- E) income records.

Answer: B

Explanation: B) Psychographics include personal and psychological characteristics that serve to categorize people into groups. These categories include attitudes, personality, lifestyle, and other similar traits. For example, one psychographic group might include people with extroverted personalities.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Diverse and multicultural work environments

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

7) If you can't be sure which medium will be best to convey your persuasive message to a diverse audience, you should

- A) choose the one that is most economical.
- B) select the one that is easiest to use (such as email).
- C) use two or more media at the same time.
- D) choose one at random and see how well it works.
- E) not send the message.

Answer: C

Explanation: C) If one medium doesn't seem clearly better than the rest, try using a combination of two or more media. For example, you might combine social media promotion with radio advertisements. When more than one medium is used, make sure that your campaigns complement one another with respect to approach and content.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Reflective thinking

Difficulty: Easy

Classification: Synthesis

Learning Outcome: Describe strategies for developing persuasive business messages

8) If a supervisor tells a worker who consistently arrives late, "I know you don't want to have your pay docked," the supervisor is addressing the worker's need for

- A) safety and security.
- B) acceptance.
- C) status and esteem.
- D) self-actualization.
- E) power and control.

Answer: A

Explanation: A) The threat to dock pay falls into the category of financial security, which in turn falls under the general human need for safety and security.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing persuasive business messages

9) Business professionals know that \_\_\_\_\_ is the attempt to change an audience's attitudes, beliefs, or actions.

- A) deception
- B) sales
- C) persuasion
- D) trickery
- E) marketing

Answer: C

Explanation: C) Persuasion attempts to change the attitudes, beliefs, or actions of an audience. Persuasion is not about trickery or deceit; instead, it's about letting audiences know they have choices and presenting your offering in the best possible light.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

10) \_\_\_\_\_ information includes age, gender, occupation, income, and education.

- A) Demographic
- B) Stenographic
- C) Psychographic
- D) Persuasive
- E) Direct

Answer: A

Explanation: A) Demographic information focuses on vital statistics that are easily measured and quantifiable, such as age, gender, occupation, education, and income.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Diverse and multicultural work environments

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

11) \_\_\_\_\_ data provides information about an individual's personality, attitudes, lifestyle, and other psychological characteristics.

- A) Demographic
- B) Ideographic
- C) Psychographic
- D) Direct
- E) Persuasive

Answer: C

Explanation: C) Psychographics profile the inner aspects of a population – personality, attitudes, beliefs, and so on.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Diverse and multicultural work environments

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

12) The direct approach for persuasion

- A) is never used in the workplace.
- B) is effective for a receptive audience.
- C) is great for connecting with a skeptical audience.
- D) doesn't include justifications or explanations.
- E) is a sign of low self-esteem and limited credibility.

Answer: B

Explanation: B) Most persuasive messages are delivered to skeptical, indifferent, or unreceptive audiences. In those cases, persuaders prefer the indirect approach. The direct approach is most effective when used for an audience that is ready to hear what you have to say.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 13) The best way to persuade an audience to do something is to
- A) convince them that their existing motivations are unreasonable.
  - B) change their motivation by suggesting that they are unsophisticated.
  - C) align your message with their existing motivation.
  - D) use scare tactics to describe the consequences of failing to do what you have asked.
  - E) shame them into doing what you want.

Answer: C

Explanation: C) Effective persuasive messages are closely aligned with audience motivations, those forces that drive people to satisfy their various wants and needs. These motivations can range from safety and security to power and control, achievement, self-actualization, and more.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 14) In persuasive messages, limiting your scope
- A) is less important than in other types of messages.
  - B) reduces the likelihood that your audience will be convinced.
  - C) is critical if your audience is to understand and accept your position.
  - D) is unnecessary, since audiences expect these messages to be long.
  - E) can reduce the effectiveness of your argument.

Answer: C

Explanation: C) Limiting your scope is vital. If you seem to be wrestling with more than one main idea, you haven't zeroed in on the heart of the matter. If you try to create a persuasive message without focusing on the one central problem or opportunity your audience truly cares about, chances are you won't be able to persuade successfully.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 15) Using polite language in persuasive messages
- A) enhances the effectiveness of your arguments.
  - B) is less effective than an aggressive "hard sell."
  - C) shows a lack of confidence, and should be avoided.
  - D) is effective only with external audiences.
  - E) is helpful in the body, but not in the opening or close.

Answer: A

Explanation: A) Encourage a positive response to your persuasive messages by (1) using positive and polite language, (2) understanding and respecting cultural differences, (3) being sensitive to organizational cultures, and (4) taking steps to establish your credibility.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 16) Suggesting that readers have made poor choices in the past
- A) is helpful in sales messages, but not other persuasive messages.
  - B) is effective in persuasive messages, as long as you are subtle.
  - C) works well if you are trying to convince someone to make a large purchase.
  - D) can inadvertently insult your audience, reducing the effectiveness of your persuasive message.
  - E) makes them more likely to accept your argument, as long as you are blunt and forceful.

Answer: D

Explanation: D) Take care not to inadvertently insult your readers by implying that they've made poor choices in the past. Use positive language to emphasize the value of the idea or product that you are trying to persuade your audience to adopt.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

17) Differences in organizational culture

- A) don't affect persuasive messages.
- B) can profoundly affect the success of a persuasive message.
- C) are important when addressing international audiences, but not those in the U.S.
- D) are so complex that no one can truly understand them.
- E) are important to consider for negative messages, but not for persuasive messages.

Answer: B

Explanation: B) Just as social culture affects the success of a persuasive message, so too does the culture within various organizations. Some organizations handle disagreement and conflict in an indirect, behind-the-scenes way, whereas others accept and even encourage open discussion and sharing of differing viewpoints.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Diverse and multicultural work environments

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

18) Establishing credibility in persuasive messages

- A) is impossible unless the audience is already familiar with you.
- B) is a waste of time, since data and evidence are the only things audiences find convincing.
- C) requires a condescending, "know-it-all" tone.
- D) works only when you make negative comments about your company's competitors.
- E) is essential when you are trying to persuade a hostile or skeptical audience.

Answer: E

Explanation: E) When you are trying to persuade a skeptical or hostile audience, credibility is essential. You must convince people that you know what you're talking about and that you're not trying to mislead them.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages



19) Using simple language in persuasive messages

- A) helps avoid suspicions of fantastic claims and emotional manipulation.
- B) reduces your credibility, since jargon and complex terminology are impressive.
- C) confuses the audience, since they expect you to show how much you know.
- D) is harmful when addressing external audiences.
- E) is fine as long as you overwhelm the audience with complicated charts and diagrams.

Answer: A

Explanation: A) Keep your message direct, clear, and positive. Audiences often respond unfavorably to over-the-top language, so keep your writing simple and straightforward. You will communicate most effectively if you do not confuse your audience.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

20) The attempt to change an attitude, belief, or action is known as

- A) manipulation.
- B) deception.
- C) motivation.
- D) exploitation.
- E) persuasion.

Answer: E

Explanation: E) Persuasion is an attempt to change an audience's attitudes, beliefs, or actions. Successful professionals understand that persuasion is not about trickery or getting people to act against their own best interests; it's about letting audiences know they have choices and presenting your offering in the best possible light.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Ethical understanding and reasoning

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 21) When using persuasion to sell a product or idea, the goal is
- A) to let the audience know this is the best choice possible.
  - B) to explain to the audience what will happen if they make a different choice.
  - C) to present your offering in the best possible light.
  - D) to explain how your offering is superior to all others.
  - E) to offer the best price based on quality.

Answer: C

Explanation: C) Successful professionals understand that persuasion is not about trickery or getting people to act against their own best interests; it's about letting audiences know they have choices and presenting your offering in the best possible light.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 22) When you're completing a persuasive message,
- A) proofread your message meticulously.
  - B) judge your argument objectively.
  - C) ask an experienced colleague to review your draft.
  - D) choose distribution methods that the audience expects and prefers.
  - E) all of the above

Answer: E

Explanation: E) Completing a business message involves revision, production, proofreading, and distribution. The pros know from experience that details can make or break a persuasive message, so don't skip on this part of the writing process.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 23) Successful professionals understand that persuasion is the attempt to get your audience to make the choices you want them to make—even if those choices are not in their best interest.

Answer: FALSE

Explanation: Persuasion should not involve getting people to go against their better interest. Instead, persuasion should be thought of as the process of changing the attitudes, beliefs, or actions of your audience.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

24) Most persuasive business messages involve requests for action.

Answer: TRUE

Explanation: The majority of your persuasive business messages will involve requests for action.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

25) In preparing to write persuasive messages, what two categories of information are vital to understanding the needs of your audience?

Answer: Demographics (the age, gender, occupation, income, education, and other quantifiable characteristics of your audience) are very important. Psychographics (the personality, attitudes, lifestyle, and other psychological characteristics of your audience) are also vital to consider in customizing your message for your audience.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

26) When is it a good idea to use the direct approach for persuasive messages?

Answer: Using the direct approach for persuasive messages can be effective when your audience is ready to hear your proposal or when you've been building your case through several indirect messages, and now it's time to make your request. In some cases, your request will be anticipated, so the direct approach is fine. When you have a close relationship with your audience and the message is welcome or at least neutral, the direct approach can be effective.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Analytic thinking

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Describe strategies for developing persuasive business messages

27) Describe at least five strategies for establishing credibility when preparing persuasive messages.

Answer: (1) Use simple language. Your audience is likely to be cautious, watching for fantastic claims, insupportable descriptions, and emotional manipulation. (2) Support your message with facts. The more specific and relevant your evidence, the better. (3) Identify your sources. Tell your audience where your information comes from and who agrees with you. (4) Be an expert. Know your subject area thoroughly. (5) Establish common ground—help your audience identify with you by appealing to shared beliefs, attitudes, and background experiences. (6) Be objective. Your ability to acknowledge all sides of an issue will help you present fair and logical arguments. (7) Display your good intentions. Your willingness to keep your audience's best interests at heart will help you create ethical persuasive messages.

LO: 10.1: Apply the three-step writing process to persuasive messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing persuasive business messages

28) Most persuasive messages combine

- A) truth and falsehood.
- B) current and very old evidence.
- C) logical and emotional factors.
- D) many major points all at once.
- E) demographics and psychographics.

Answer: C

Explanation: C) Emotional appeal gets your audience to care about your message. Logical factors appeal to whether or not the proposition makes sense and provides an advantage to the user. The balance of these two factors must be just right to be persuasive.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Ethical understanding and reasoning

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

29) With regards to persuasive messages in social media, the AIDA approach is limited because it

- A) cultivates long-term relationships.
- B) focuses on one-time events.
- C) lacks persuasive elements.
- D) uses a multidirectional, conversational approach.
- E) seeks input and feedback from customers who don't understand marketing.

Answer: B

Explanation: B) The AIDA approach essentially talks at audiences, not with them, and it focuses on one-time events, not long-term relationships. Therefore, a conversational approach is more suited to today's social media.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Reflective thinking

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing persuasive business messages

30) Circular reasoning is a logical fallacy that involves

- A) reducing a wide range of choices to a simple "either/or" scenario.
- B) using irrelevant evidence to support your argument.
- C) trying to support a claim by restating it in different words.
- D) attacking an opponent's character, rather than countering his or her argument.
- E) comparing two objects or situations that don't share enough similarities.

Answer: C

Explanation: C) Circular reasoning is a logical fallacy in which you try to support your claim by restating it in different words.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Analytic thinking

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing persuasive business messages

31) When you're composing a persuasive message, all of the following except \_\_\_\_\_ are common mistakes that you need to avoid.

- A) using a hard-sell approach
- B) promoting compromise
- C) relying solely on great arguments
- D) assuming that persuasion is a one-shot effort
- E) using a well-crafted story

Answer: B

Explanation: B) Successful persuasion is often a process of give-and-take, particularly in the case of persuasive business messages.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Reflective thinking

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

32) In a \_\_\_\_\_, your goal may be nothing more than convincing your audience to re-examine long-held opinions or admit the possibility of new ways of thinking.

- A) persuasive retrenchment
- B) persuasive presentation of ideas
- C) persuasive request for action
- D) persuasive claim or request for adjustment
- E) persuasive presentation of marketing ideas

Answer: B

Explanation: B) When dealing with ideas, the objective of a persuasive message may simply be to encourage people to consider a new idea.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

33) When it comes to persuasive messages, the direct approach

A) is rarely used.

B) is often preferable with an audience with whom you have a close relationship.

C) is used only by top management.

D) does not require inclusion of justifications or explanations.

E) is used when you need to rely more on the strength of your message than your reputation.

Answer: B

Explanation: B) The direct approach is likely to be successful only with audiences who are receptive to your message. Receptive audiences will tune right in to the details of the proposal if they are interested in what you are selling. When you have a close relationship with your audience and the message is welcome or at least neutral, the direct approach can be effective.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

34) AIDA stands for

A) appeal, indirect, direct, action.

B) anticipate inquiry in doing adjustments.

C) assume, insist, describe, act.

D) attention, interest, desire, action.

E) assess, inform, decide, anticipate.

Answer: D

Explanation: D) Using the AIDA model to persuade someone to purchase your product, you first work to gain the attention of your audience, and then try to secure a genuine interest in your product. This is followed by creating the desire on an emotional level to obtain your product and finally carrying out the action to actually purchase the product.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

35) When using the AIDA approach to persuasion, which of the following would be the best opening to your message?

- A) How are you today?
- B) I know you've heard this all before, but ...
- C) Are you spending way too much on prescription drugs?
- D) This is an important message.
- E) What I am about to tell you might seem insignificant, but believe me, it's not.

Answer: C

Explanation: C) A good opening avoids an overly pushy, "hard-sell" approach that tends to be off-putting to audiences. Instead, it appeals to emotional and logical elements in a subject the audience is likely to care about. If the opening seems intriguing to the audience, it should be considered a success.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing persuasive business messages

36) The purpose of the interest section of a persuasive message is to

- A) capture attention.
- B) prompt the audience to imagine how the solution might benefit them.
- C) increase the audience's desire to take the action recommended in the message.
- D) get the reader to act immediately.
- E) make acting on the requested action easy.

Answer: B

Explanation: B) Building interest is largely a matter of showing that the product you provide is relevant and useful in some way to your audience. Audience members should come away from the interest stage thinking, "That item might be useful to me."

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages



- 37) When using the AIDA approach to persuasion, the closing should
- A) urge the audience to take the action you are requesting.
  - B) provide additional evidence and detail not covered in the desire section.
  - C) explain the steps needed to implement your ideas.
  - D) help the audience imagine how the solution might benefit them.
  - E) get the audience's attention.

Answer: A

Explanation: A) Persuasion is useless without action. You can drum up enormous interest and desire on the part of your audience for your product, but if the audience is not moved to take action, your message is not successful. For this reason, inducing the audience to take action is a critical final step in your message.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 38) An effective ending for a persuasive message would be:
- A) Simply take the enclosed coupon to any of our service centers by June 15 for your free oil and filter change.
  - B) Please respond as soon as possible because this offer is not likely to last very long.
  - C) Wouldn't you like to save some money?
  - D) Be sure to tell all your friends about this exciting offer.
  - E) Now that I have your attention, here is what to do.

Answer: A

Explanation: A) The choice that focuses on action is by far the best here. Note that a key to promoting action is to make the action easy and simple for the audience. If the audience needs to take complicated or difficult steps in the process, it is unlikely to take action.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Application

Learning Outcome: Describe strategies for developing persuasive business messages

- 39) The key to a successful action phase in the AIDA model is
- A) getting readers to change their minds.
  - B) increasing the audience's awareness of your product or service.
  - C) making the action you propose simple and easy.
  - D) creating a win-lose situation, with you as the winner.
  - E) reproaching the audience for not taking action sooner.

Answer: C

Explanation: C) Consumers have many choices. If you want them to take action on your product, you need to remove all obstacles to taking that action. That is why, for example, magazine subscription ads include a prepaid "bill me later" card that customers just pop in the mail. Companies know customers are much more likely to make a purchase if the process is quick and easy to carry out.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 40) The AIDA approach for persuasive messages is ideal when used with
- A) the direct approach.
  - B) the indirect approach.
  - C) either the direct or the indirect approach.
  - D) social media marketing.
  - E) face to face communications.

Answer: B

Explanation: B) The AIDA approach is ideal for the indirect approach, but it also works well with the direct approach. With the direct approach, the main idea is simply given up front and used as the focus of the attention stage in the AIDA process.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Describe strategies for developing persuasive business messages

41) An advertisement stating that a new product offers "freedom and comfort along with \$20 savings per month" is using

- A) an emotional appeal.
- B) an analogy.
- C) an inductive appeal.
- D) both logical and emotional appeals.
- E) circular reasoning.

Answer: D

Explanation: D) Both logical and emotional appeals are being used. The emotional part of the message refers to "freedom and comfort." The logical part of the message refers to the \$20 savings.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Analytic thinking

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing persuasive business messages

42) An analogy lets you

- A) reason from one specific piece of evidence to another specific piece of evidence.
- B) reason from one specific piece of evidence to a general conclusion.
- C) reason from a generalization to a specific conclusion.
- D) attack an opponent without fear of reprisal.
- E) use a general conclusion to prove a point.

Answer: A

Explanation: A) An analogy makes a comparison between two seemingly different things. For example, an automobile is to gasoline as a human is to food. The auto uses gas for fuel while the human uses food for fuel.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

43) Which of the following uses a deductive approach to persuasion?

- A) Because the stock market has been falling lately, share prices of our company stock will probably also decline.
- B) Because the stock price of our company fell, the entire market will probably also decline.
- C) Our stock price is like a marathon runner, slowly making progress towards our goal.
- D) As always, the stock market really affected our stock prices last week.
- E) Have you heard what happened to stock prices last week?

Answer: A

Explanation: A) Deductive reasoning takes a generalization and applies it to a particular situation. For example, the decline of the entire market is a generalization that is being used to predict something specific, the decline of an individual stock price.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Analytic thinking

Difficulty: Difficult

Classification: Application

Learning Outcome: Describe strategies for developing persuasive business messages

44) When writing persuasive messages, one way to avoid faulty logic is to

- A) avoid induction.
- B) avoid deduction.
- C) avoid praising your opponent.
- D) avoid hasty generalizations.
- E) simplify a complex issue to either/or choices.

Answer: D

Explanation: D) An example of a hasty generalization is to think that if a mediocre baseball team wins three games in a row, it has solved all its problems. Obviously, you need a sampling of more than three games to draw the conclusion that the team is now a success.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

45) One way to overcome audience resistance to your message is to

- A) use the hard-sell approach.
- B) address possible concerns that your audience has.
- C) emphasize the positive.
- D) indicate the competition is not worth addressing.
- E) speak negatively about the competition.

Answer: B

Explanation: B) The key to overcoming resistance is to anticipate audience objections and concerns. If you can address these concerns before the audience brings them up, all the better. For example, a new music download system might have security concerns. Informing your audience that you have hired a well-known security firm to eliminate virus problems is an example of addressing that concern.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

46) When preparing a persuasive request for action, it is vital to

- A) show you understand the audience's concerns.
- B) emphasize how you will benefit if the request is fulfilled.
- C) emphasize the negative consequences of not complying with the request.
- D) make yourself look good in the reader's eyes.
- E) identify what attitudes or beliefs you wish to change.

Answer: A

Explanation: A) Open with an attention-getting device, and show readers you understand their concerns. Use the interest and desire sections of your message to demonstrate that you have good reason for making such a request and to cover what you know about the situation.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 47) When writing a persuasive request for action, you should
- A) use the hard-sell approach.
  - B) demonstrate that helping you will solve a significant problem.
  - C) ask for more than you actually want so that you'll have a cushion for negotiation.
  - D) avoid flattery.
  - E) use circular reasoning.

Answer: B

Explanation: B) Your goals are (1) to gain credibility (for yourself and your request) and (2) to make your readers believe that helping you will indeed help solve a significant problem.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 48) When writing a persuasive letter for claims or adjustments, you should
- A) assume the other person has no interest in helping you.
  - B) use a confident and positive tone.
  - C) mention as many additional complaints as possible about the company.
  - D) say you have already contacted an attorney (even if you really haven't).
  - E) repeatedly say how disappointed you are in the company.

Answer: B

Explanation: B) Maintaining a positive and confident tone is one of the keys to a good persuasive claim letter. The other key is to master the facts and particulars of the case and present them clearly to your audience. The easier it is for your audience to understand the nature of your problem, the more likely your problem is to be resolved successfully.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

49) Persuasive messages often follow a specialized four-phase format called the

- A) PDQ plan.
- B) AIDA model.
- C) ASAP model.
- D) DEFF approach.
- E) direct, indirect, emotional and logical appeal plan.

Answer: B

Explanation: B) AIDA stands for attention, interest, desire, action, which are the four phases for organizing conventional persuasive messages.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

50) The process of \_\_\_\_\_ works from a generalization to a specific conclusion.

- A) intuitive reasoning
- B) deductive reasoning
- C) conventional reasoning
- D) inductive reasoning
- E) emotional appeal

Answer: B

Explanation: B) Deductive reasoning starts with a generalization and ends with a specific conclusion. An example of deduction can be seen in a train schedule. If all of the trains have been 15 minutes late today, you might expect the 5:30 train to arrive at 5:45.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Reflective thinking

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 51) Addressing alternative positions in a persuasive message
- A) enhances your credibility and can strengthen your argument.
  - B) weakens your argument, unless you use an aggressive tone.
  - C) shows that you lack confidence in your opinions.
  - D) is effective only with controversial subjects.
  - E) requires that you use the direct approach.

Answer: A

Explanation: A) If you expect a hostile audience, one biased against your plan from the beginning, present all sides of the story. As you cover each option, explain the pros and cons. You'll gain additional credibility if you present these options before presenting your recommendation or decision.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 52) In persuasive messages, suggesting that the action you want readers to take
- A) makes them suspect that you are hiding something.
  - B) encourages them to do what you have asked.
  - C) is insulting, since everyone knows what they want.
  - D) leads them to question the significance of your argument.
  - E) works only when you use a tone that is obviously sarcastic.

Answer: B

Explanation: B) Suggest the action you want readers to take and phrase it in a way that emphasizes the benefits to them. Make the action as easy as possible to take. Be sure to provide all the information the audience needs to take the action, including deadlines and contact details.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages



53) Emotional appeals

- A) have no place in persuasive business messages.
- B) can help audiences care enough to respond positively to your persuasive message.
- C) often backfire, and should be used only when addressing internal audiences.
- D) are usually sufficient, on their own, to convince the audience to make important decisions.
- E) are most effective in persuasive messages designed for international audiences.

Answer: B

Explanation: B) As its name implies, an emotional appeal calls on audience feelings and sympathies rather than facts, figures, and rational arguments. Words used to evoke an emotional response can help put your audience members in a positive frame of mind and help them accept your message. Emotional appeals are appropriate for most audiences but are rarely sufficient on their own.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

54) Cause and effect

- A) are not the same, and confusing the two in persuasive messages can lead to faulty logic.
- B) are essentially the same.
- C) should not be addressed in persuasive business messages.
- D) are so complex that only professional writers should attempt to address them.
- E) make it difficult for audiences to assess the quality of a persuasive message.

Answer: A

Explanation: A) Correlation occurs when two things happen at the same time, but causation occurs only when one thing is directly connected to or initiated by another thing. Correlation does not always indicate causation, and it is important to maintain the distinction between the two. If you can't isolate the impact of a specific factor, you can't assume that it's the cause of whatever effect you're discussing.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing persuasive business messages

55) Most persuasive messages take the direct approach.

Answer: FALSE

Explanation: Because the nature of persuasion is to convince people to change their attitudes, beliefs, or actions, most persuasive messages use the indirect approach.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

56) Using simple language in persuasive messages usually increases your credibility with a skeptical audience.

Answer: TRUE

Explanation: A skeptical audience is likely to be particularly mistrustful of attempts to talk "over their heads" by citing fancy-sounding scientific and technological terms. A much better approach is to keep things simple and build a sense of trust and common understanding with the audience.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

57) One of the best ways to gain credibility for your message is to support it with objective evidence.

Answer: TRUE

Explanation: The better the source of your evidence, the more credible your product looks.

Thus, an educational product that has been approved by a prominent teacher's organization, for example, looks more attractive than a product that has been endorsed only by paid users.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

58) The AIDA model can be used with both the direct and indirect approaches for persuasive messages.

Answer: TRUE

Explanation: The AIDA model is designed to be used with the indirect approach. However, the model also works well with the direct approach, putting the main idea of your message right up front in the attention phase of the process.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

59) When your AIDA message uses an indirect approach and is delivered by email, what are two goals to keep in mind as you write the subject line?

Answer: One challenge in this situation is to make the subject line interesting and relevant enough to capture reader attention. At the same time, however, you have to capture attention without revealing your main idea.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing persuasive business messages

60) What are three methods of reasoning you can use when making a logical appeal, and how do they differ?

Answer: Logical appeals can take place through analogy, induction, or deduction. With analogy, you reason from specific evidence to specific evidence, in effect "borrowing" from something familiar to explain something unfamiliar. With inductive reasoning, you work from specific evidence to a general conclusion. With deductive reasoning, you work from a generalization to a specific conclusion.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing persuasive business messages

61) List three categories of common persuasive business messages.

Answer: Most persuasive business messages fall into one of three categories: (1) persuasive requests for action, (2) persuasive presentation of ideas, and (3) persuasive claims and requests for adjustment.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

62) Describe each of the four phases of the AIDA model for persuasive messages.

Answer: (1) Attention: Make your audience want to hear about your idea. Find some common ground on which to build your case. (2) Interest: Explain the relevance of your message to your audience. (3) Desire: Make readers want to change by explaining how the change will benefit them. Answer in advance questions that your audience might have, and back up your claims with relevant evidence. (4) Action: Ask your audience to take the specific action you suggest.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing persuasive business messages

63) Explain how to balance emotional appeals and logical appeals to persuade an audience.

Answer: Generally speaking, persuasive business messages rely more heavily on logical appeals than emotional appeals, since the main idea is to save money, improve quality, and so on. It is important, however, to avoid the assumption that business decisions are purely logical and therefore ignore the emotional component. For example, you might be able to build a strong logical case for acquiring another company, based on projected financial return and other objective factors. However, managers making the decision will experience a range of emotions, such as fear of making a wrong move that could be career-threatening. To find the optimum balance between emotional appeals and logical appeals, consider four factors: (1) the actions you hope to motivate, (2) your reader's expectations, (3) the degree of resistance you need to overcome, and (4) how far you feel empowered to go to sell your point of view.

LO: 10.2: Describe an effective strategy for developing persuasive business messages and identify the three most common categories of persuasive business messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Describe strategies for developing persuasive business messages

64) All of the following except \_\_\_\_\_ will help to boost a company's marketing efforts on social media.

- A) facilitating community building
- B) using a "we talk, you listen" approach
- C) providing information that people want
- D) using conversation marketing
- E) identifying and supporting your champions

Answer: B

Explanation: B) Online consumers often seek product information from other consumers, rather than from marketers. Rather than pushing products, marketers should encourage and participate in online conversations.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

65) In marketing and sales messages, what is the primary difference between selling points and benefits?

- A) Selling points are positive whereas benefits are not.
- B) Selling points focus on the user rather than the product.
- C) Selling points focus on the product rather than the user.
- D) Benefits are unrelated to the audience.
- E) Benefits focus on key features of a product.

Answer: C

Explanation: C) Selling points focus on key features of a product. For an electric car, selling points might include that it emits no pollution and runs without gasoline. Benefits focus on advantages for the reader. Benefits for an electric car might be that it provides a tax break and it impresses the neighbors.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

66) A \_\_\_\_\_ helps a potential buyer move through the purchasing process without having to make an immediate decision; a \_\_\_\_\_ encourages a potential buyer to make a purchase decision immediately.

- A) marketing message; product push
- B) measured response; content quotient
- C) persuasive appeal; purchase message
- D) marketing message; sales message
- E) persuasive message; marketing message

Answer: D

Explanation: D) Marketing messages usher potential buyers through the purchasing process without asking them to make an immediate decision. Sales messages then take over by encouraging potential buyers to make a purchase decision then and there.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Reflective thinking

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Describe strategies for developing persuasive business messages

67) When you're writing promotional messages for social media, use \_\_\_\_\_ to initiate and facilitate discussions in your networked community.

- A) traditional promotions
- B) bait-and-switch tactics
- C) conversation marketing
- D) opt-in scenarios
- E) stealth marketing

Answer: C

Explanation: C) Use conversation marketing to initiate and facilitate conversations in your networked community of customers, journalists, bloggers, and other interested parties.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing persuasive business messages

68) Whereas \_\_\_\_\_ focus on what the product does, \_\_\_\_\_ focus on what the user experiences or gains.

- A) wants; needs
- B) selling points; benefits
- C) benefits; selling points
- D) actionable features; desirable benefits
- E) benefits; objections

Answer: B

Explanation: B) Selling points focus on what the product does. Benefits focus on what the user experiences or gains.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Analytic thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

69) If you're marketing a new security system to an audience of wealthy professionals, the consumer benefit you would most want to emphasize is

- A) protection of the consumer's property.
- B) the low cost of the system.
- C) the low monthly payments for the service.
- D) easy, do-it-yourself installation.
- E) sales projections for the new system.

Answer: A

Explanation: A) A wealthy audience is less concerned about price or easy installation than it is about protection of its property.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Analytic thinking

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing persuasive business messages

70) In marketing and sales messages, the best way to handle potential objections is to

- A) avoid mentioning them.
- B) identify them up front and try to address as many as you can.
- C) explain why the objections aren't really important.
- D) suggest that anyone who has them simply needs to do more research.
- E) imply the objections stems from ignorance.

Answer: B

Explanation: B) If you wait for the audience to discover problems they are likely to hold those problems against you. If you anticipate objections ahead of time the audience is more likely to accept the flaws and move on.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing persuasive business messages

71) Successful marketing and sales messages begin with

- A) an understanding of audience needs.
- B) an awesome marketing campaign.
- C) a persuasive call to action.
- D) an all-out effort to recruit marketing personnel.
- E) an explanation of how benefits can be delivered.

Answer: A

Explanation: A) As with every other business message, successful marketing and sales messages start with an understanding of audience needs.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing persuasive business messages



- 72) If price is one of your strong selling points, you should
- A) mention special offers, such as volume discounts, before actually stating the price.
  - B) decrease the perception that the price is high.
  - C) break the total price into smaller units.
  - D) give the price a place of prominence in the message.
  - E) not overemphasize it, since you might need to use this advantage later.

Answer: D

Explanation: D) Any strong selling point should always be featured prominently in a message. If price is what you think your audience is interested in, it should be featured in a prime location in your message.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Describe strategies for developing persuasive business messages

73) Which of the following would *not* be an effective technique for gaining audience attention in sales messages?

- A) offering an exciting product benefit
- B) encouraging people to place an order
- C) offering a unique solution to a common problem
- D) appealing to people's emotions
- E) offering a piece of interesting news

Answer: B

Explanation: B) Effective attention-getting techniques might include offering an exciting product benefit, a piece of interesting news, an appeal to people's emotions or sense of financial value, or a unique solution to a common problem.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Analytic thinking

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing persuasive business messages

- 74) The desire phase of a conventional marketing or sales message should
- A) cut through "the clutter" to get your audience's attention.
  - B) build interest in the product or service that the message is promoting.
  - C) expand on your explanation of how the product or service will benefit them.
  - D) include a persuasive call to action.
  - E) include a starting fact or statistic.

Answer: C

Explanation: C) Once you've given the audience some information to start building their interest, the next step is to boost their desire for the product or service by expanding on your explanation of how it will benefit them.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 75) \_\_\_\_\_ are the most common form of content marketing in the mobile arena.

- A) Blog posts
- B) Search-engine results
- C) Downloadable coupons
- D) Mobile-optimized videos
- E) Websites

Answer: D

Explanation: D) Marketing and sales messages for mobile audiences range from short text ads to search engine results to mobile-optimized video—the most common form of content marketing in the mobile arena.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 76) Conventional marketing or sales messages begin with an effort to gain the audience's
- A) attention.
  - B) money.
  - C) interest.
  - D) cooperation.
  - E) order.

Answer: A

Explanation: A) Conventional marketing or sales messages follow the AIDA model: attention, interest, desire, action. That model begins with getting the audience's attention.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 77) \_\_\_\_\_ take(s) potential customers through the purchasing process without asking for an immediate purchase decision.

- A) Marketing messages
- B) Sales messages
- C) Mission statements
- D) Business previews
- E) The AIDA plan

Answer: A

Explanation: A) Marketing messages usher potential buyers through the purchasing process without asking them to make an immediate decision.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

78) According to your textbook, \_\_\_\_\_ are the most attractive features of a product.

- A) desirable benefits
- B) specialties
- C) points of access
- D) selling points
- E) price points

Answer: D

Explanation: D) A selling point is an attractive feature of a product that appeals to customers. A selling point of an iPad is how easy the device is to use.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

79) \_\_\_\_\_ are the particular advantages that readers will realize from the features of a product.

- A) Benefits
- B) Optimizations
- C) Utilization points
- D) Selling points
- E) Marketing strategies

Answer: A

Explanation: A) Benefits are the particular advantages purchasers can realize from the features of a product. For example, one benefit you get from buying an all-solar house is that you aren't affected by local power outages.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

80) The benefits of a product can be

- A) practical but not emotional.
- B) anticipated.
- C) both practical and emotional.
- D) demographic in nature.
- E) psychographic in nature.

Answer: C

Explanation: C) The benefits of a product can be practical, emotional, or a combination of the two.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Analytic thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

81) In social-media marketing, \_\_\_\_\_ are enthusiastic fans of your company and its products.

- A) mega-users
- B) champions
- C) viral voices
- D) repeat customers
- E) social media savvy

Answer: B

Explanation: B) Champions are the best types of customers a company can have. They help spread your message (e.g., via blogs, tweets, etc.), defend you against detractors, and help others use your products.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Analytic thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 82) Unlike more traditional promotional messages, those written for social media
- A) are less interactive.
  - B) enable companies to engage in conversations about their products and services.
  - C) allow for less transparency and openness with customers.
  - D) save money by allowing companies to rely on the news media to distribute important messages.
  - E) are more persuasive.

Answer: B

Explanation: B) Persuasion for social media is an interactive conversational process in which companies initiate and facilitate conversations in a networked community of customers, journalists, bloggers, and other interested parties.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing persuasive business messages

- 83) Using the AIDA approach with social media
- A) requires the same steps as the AIDA approach with conventional media.
  - B) does not work at all.
  - C) requires a different, more interactive approach.
  - D) requires a more rigid approach.
  - E) requires a stronger attention getting technique.

Answer: C

Explanation: C) The AIDA model and similar approaches have been successful with marketing and sales messages for decades, but in the social media landscape consumers are more apt to look for product information from other consumers, not the company's marketing those products. Consequently, your emphasis should shift to encouraging and participating in online conversations.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Information technology

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Describe strategies for developing persuasive business messages

84) Promotional messages developed for mobile devices need to

- A) build a story one link at a time.
- B) immediately generate desire.
- C) have a strong call to action.
- D) have significant levels of detail.
- E) be fast and straightforward.

Answer: E

Explanation: E) First, like all mobile messages, promotional messages need to be kept short and simple. Second, the mobile experience needs to be fast and straightforward. Mobile users are often time-constrained, and they will quickly abandon websites that don't load quickly or are confusing to navigate.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Information technology

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Describe strategies for developing persuasive business messages

85) Because using a mobile device is so convenient, most mobile users aren't pressed for time; so, they enjoy receiving intricate promotional messages.

Answer: FALSE

Explanation: Mobile users are often time-constrained, so promotional messages must be fast and straightforward.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Information technology

Difficulty: Easy

Classification: Synthesis

Learning Outcome: Describe strategies for developing persuasive business messages

86) Successful marketing and sales messages match the product's selling points to the audience's primary needs or emotional concerns.

Answer: TRUE

Explanation: A good example of matching selling points to needs is a hybrid car whose primary selling point, its great gas mileage, matches its customers' emotional needs, the desire to feel they are helping the world by burning less fossil fuel and creating less pollution.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

87) If you're called upon to create marketing or sales messages for mobile commerce, what two things should you keep in mind?

Answer: If you are involved with creating mobile marketing or sales messages, keep two essential points in mind. First, like all mobile messages, promotional messages need to be short and simple. Second, the mobile experience needs to be fast and straightforward. Mobile users are often time-constrained, and they will quickly abandon websites that don't load quickly or are confusing to navigate.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

88) Compare and contrast marketing messages and sales messages.

Answer: Marketing and sales messages use the same basic techniques as other persuasive messages, with the added emphasis of encouraging someone to participate in a commercial transaction. Although many people use the terms marketing message and sales message interchangeably, there is an important difference: Marketing messages usher potential buyers through the purchasing process without asking them to make an immediate decision. Sales messages take over at that point, encouraging potential buyers to make a purchase decision then and there. Marketing messages focus on such tasks as introducing new brands to the public and encouraging customers to visit websites for more information, whereas sales messages make an explicit request for people to buy a specific product or service.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

89) Briefly explain the difference between selling points and benefits, and then give an example of each.

Answer: Selling points are the most attractive features of an idea or product. Benefits are the particular advantages that readers will realize from those features. The fact that a mobile phone comes with a Bluetooth headset is a selling point, but the convenience the buyer will enjoy because of the headset is a benefit.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing persuasive business messages



90) If potential customers are likely to object to the price of your product or service, what can you do?

Answer: If price is a likely objection, look for ways to increase the perceived value of the purchase and decrease the perception of high cost. For example, if you're marketing exercise equipment for the home, you could say that its total cost is less than a year's worth of health club dues.

LO: 10.3: Describe an effective strategy for developing marketing and sales messages and explain how to modify your approach when writing promotional messages for social media.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Describe strategies for developing persuasive business messages

91) Marketers use \_\_\_\_\_ to track the online behavior of website visitors and serve up ads based on what their interests appear to be.

- A) cyber stalking
- B) crowdsourcing
- C) social convergence
- D) behavioral targeting
- E) psychographics

Answer: D

Explanation: D) Behavioral targeting tracks the online behavior of website visitors and serves up ads based on what they appear to be interested in.

LO: 10.4: Identify steps you can take to avoid ethical lapses in marketing and sales messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

92) An ethical persuasive argument

- A) is a contradiction in terms.
- B) focuses on how the audience's actions will benefit the sender.
- C) includes all evidence, whether or not it's relevant.
- D) focuses on being both truthful and nondeceptive.
- E) requires admitting up front that you stand to gain from audience compliance.

Answer: D

Explanation: D) There is a difference between being truthful and being non-deceptive. Being truthful strictly requires that no lies or falsehoods are told. Being nondeceptive goes a step further, ensuring that all relevant information is supplied, and no information is presented in a manipulative or misleading way.

LO: 10.4: Identify steps you can take to avoid ethical lapses in marketing and sales messages.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

93) In the practice of \_\_\_\_\_, behaviorally targeted ads from one website follow an online shopper when he or she moves on to other websites.

- A) flanking
- B) remarketing
- C) cyber stalking
- D) stealth advertising
- E) unethical marketing

Answer: B

Explanation: B) In remarketing, behaviorally targeted ads follow users as they move from website to website.

LO: 10.4: Identify steps you can take to avoid ethical lapses in marketing and sales messages.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

94) Ethical businesspeople often use \_\_\_\_\_ as a positive force to align their interests with what is best for their audience.

- A) stealth marketing
- B) circular reasoning
- C) the "you" attitude
- D) persuasion
- E) authority

Answer: D

Explanation: D) Ethical businesspeople view persuasion as a positive force, aligning their own interests with what is best for their audiences. They influence audience members by providing information and aiding understanding, which allows audiences the freedom to choose.

LO: 10.4: Identify steps you can take to avoid ethical lapses in marketing and sales messages.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 95) According to the FTC, marketing and sales messages must
- A) offer an alternative if the advertised product is not available.
  - B) include a product reviewer's name and any payment received for the review.
  - C) not be offensive or insulting.
  - D) include opt-in choices.
  - E) be free of implied claims.

Answer: E

Explanation: E) The FTC considers messages to be deceptive if they include statements that are likely to mislead reasonable customers and the statements are an important part of the purchasing decision. Failing to include important information is also considered deceptive. The FTC also looks at implied claims—claims you don't explicitly make but that can be inferred from what you do or don't say.

LO: 10.4: Identify steps you can take to avoid ethical lapses in marketing and sales messages.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 96) Because promotional messages are not legally binding contracts in most states, it is usually acceptable to imply offers or promises you cannot deliver.

Answer: FALSE

Explanation: Tactics such as "bait and switch," in which one item is advertised, but the customer is switched to another item when he or she comes in, are illegal in many places. Practices that aren't technically illegal but are still deceptive are clearly unethical and should not be done.

LO: 10.4: Identify steps you can take to avoid ethical lapses in marketing and sales messages.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

- 97) You usually do not need permission to use a person's name or photograph in a marketing or sales message.

Answer: FALSE

Explanation: You need to get permission to use real people in an ad whether they are celebrities or simply ordinary citizens.

LO: 10.4: Identify steps you can take to avoid ethical lapses in marketing and sales messages.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

98) What role does conversation marketing play in promotional messages for social media?

Answer: In the social media landscape, consumers often look to other consumers for product information instead of the companies that market those products. Consequently, companies are using conversation marketing, rather than traditional promotion, to facilitate conversations in network communities of customers, journalists, bloggers, and other interested parties.

LO: 10.4: Identify steps you can take to avoid ethical lapses in marketing and sales messages.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

99) Why is it especially important in marketing and sales messages to avoid implying offers or promises you cannot fulfill?

Answer: In many states, marketing and sales messages are binding contracts. Therefore, dishonesty in a sales message can lead to unfavorable legal action. For ethical reasons, it is always vital to avoid making promises you and your organization cannot keep.

LO: 10.4: Identify steps you can take to avoid ethical lapses in marketing and sales messages.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Describe strategies for developing persuasive business messages

100) Briefly explain several guidelines for adapting marketing and sales messages for social media.

Answer: Use the following guidelines to adapt promotional messages for social media:

(1) Facilitate community building. Make sure customers and other audiences can connect with your company and each other. (2) Listen at least as much as you talk. Listening is just as essential for online conversations as it is for face-to-face conversations. (3) Initiate and respond to conversations within the community. Provide the information customers need to evaluate your products and services. (4) Provide information that people want. Content marketing helps you build relationships by demonstrating that you understand and care about meeting potential customers' needs. (5) Identify and support your champions. They can help spread your message, defend you against detractors, and help other customers use your products. (6) Be real. Trying to fool the public is unethical and likely to backfire. (7) Integrate conventional marketing and sales strategies at the right time and in the right places. Don't abandon AIDA and other similar tools for specific tasks, such as conventional advertising.

LO: 10.4: Identify steps you can take to avoid ethical lapses in marketing and sales messages.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Describe strategies for developing persuasive business messages