TEST BANK

to accompany

Lannon/Gurak

TECHNICAL COMMUNICATION

Thirteenth Edition

Daun Daemon
North Carolina State University

PEARSON

Boston Columbus Indianapolis New York San Francisco Upper Saddle River

Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montreal Toronto

Delhi Mexico City São Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo

This work is protected by United States copyright laws and is provided solely for the use of instructors in teaching their courses and assessing student learning. Dissemination or sale of any part of this work (including on the WorldWideWeb) will destroy the integrity of the work and is not permitted. The work and materials from it should never be made available to students except by instructors using the accompanying text in their classes. All recipients of this work are expected to abide by these restrictions and to honor the intended pedagogical purposes and the needs of other instructors who rely on these materials.

Test Bank to accompany Lannon/Gurak*, Technical Communication,* Thirteenth Edition

Copyright © 2014, 2011, 2008 Pearson Education, Inc.
All rights reserved. Printed in the United States of America. Instructors may reproduce portions of this book for classroom use only. All other reproductions are strictly prohibited without prior permission of the publisher, except in the case of brief quotations embodied in critical articles and reviews.

10 9 8 7 6 5 4 3 2 1–online–16 15 14 13

PEARSON

www.pearsonhighered.com

ISBN 10: 0-321-91502-X
ISBN 13: 978-0-321- 91502-3

CONTENTS

PART 1 COMMUNICATING IN THE WORKPLACE
Chapter 1 Introduction to Technical Communication 1
Chapter 2 Meeting the Needs of Specific Audiences 4
Chapter 3 Persuading Your Audience 7
Chapter 4 Weighing the Ethical Issues 10
Chapter 5 Teamwork and Global Considerations 13
Chapter 6 An Overview of the Technical Writing Process 16
PART 2 THE RESEARCH PROCESS
Chapter 7 Thinking Critically about the Research Process 19
Chapter 8 Evaluating and Interpreting Information 23
Chapter 9 Summarizing Research Findings and Other Information 26
PART 3 ORGANIZATION, STYLE, AND VISUAL DESIGN
Chapter 10 Organizing for Readers 29
Chapter 11 Editing for a Professional Style and Tone 32
Chapter 12 Designing Visual Information 35
Chapter 13 Designing Pages and Documents 38
PART 4 SPECIFIC DOCUMENTS AND APPLICATIONS
Chapter 14 Memos 41
Chapter 15 Email and Text Messaging 45
Chapter 16 Workplace Letters 48
Chapter 17 Résumés and Other Job-Search Materials 51
Chapter 18 Technical Definitions 54
Chapter 19 Technical Descriptions, Specifications, and Marketing Materials 57
Chapter 20 Instructions and Procedures 60
Chapter 21 Informal Reports 64
Chapter 22 Formal Analytical Reports 68
Chapter 23 Proposals 72
Chapter 24 Oral Presentations and Webinars 75
Chapter 25 Web Pages 78
Chapter 26 Social Media 81

Copyright © 2014, 2011, 2008 Pearson Education, Inc.

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. _____ Technical documents are almost always designed for expert readers.
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.

Copyright © 2014, 2011, 2008 Pearson Education, Inc.

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 is 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 users.

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) dumbs down the document's content.
(c) anticipates readers' questions.
(d) considers global audiences as needed.
(e) uses appropriate media.

Copyright © 2014, 2011, 2008 Pearson Education, Inc.

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

Copyright © 2014, 2011, 2008 Pearson Education, Inc.