CHAPTER 5 CONCEPT REVIEW WORKSHEET

Your Name _____

Planning and Organizing Business Messages

1. As an employee, your job is to present whose viewpoint in your communications?

   _____

2. Identify the four purposes of a communication.

   _____

3. Identify the three categories of business messages and the appropriate approach to use with each category.

   _____

   _____

   _____

4. When you are planning a business message, what is the most important factor to consider?

   _____

5. The basic content of a communication is determined by its _____ .

6. Identify the approaches used to respond to the following messages.

   a. To enlist volunteers _____

   b. To deny a request _____

   c. To communicate an unfavorable decision _____

   d. To send positive news _____

   e. To grant a request _____

7. What does AIDA stand for?

   _____

8. Which approach uses the AIDA plan for structuring the communication?

   _____

9. Which approach uses a buffer in the opening paragraph?

   _____

10. What are the advantages of putting your ideas in writing when planning the content of your message?

   _____

   _____

   _____