

Liberty University BUSI 300 Test Exam 2 Complete Solution Correct Answer Key

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Because of the legal implications involved in refusing credit, you should avoid telling applicants the specific reason(s) why you must deny them credit.

A company plans to downsize over the next year. Which of the following would be the BEST way to prepare employees for this negative announcement?

To minimize disappointment and maintain a positive relationship, the inductive strategy is the best way to organize messages that refuse requests.

Which of the following is FALSE when offering guarantees and free trial offers in persuasive messages?

Which of the following is the suggested four-step sequence for an inductive outline?

Which of the following is FALSE concerning a persuasive claim message?

In some circumstances, placing a refusal in the first sentence is justified.

Which sentence is a good example of a buffer for a bad news message?

A well-written message acknowledging a customer's order usually will likely result in

Paragraphs in a persuasive message are typically long in order to achieve the writer's persuasive purpose.

Which of the following sentences provides the most effective incentive for consumers to complete and return a survey about laundry detergents?

Ignacio is asking for a refund or a replacement for a recently purchased malfunctioning DVD player; his request for the refund or replacement would be considered

The central selling point in a persuasive message

As compared to letters, memos and email are channels for sharing information of a somewhat _____ nature.

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M Mark



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