

Excellence in Business Communication, 12e (Thill/Bovee)
Chapter 15 Building Careers and Writing Résumés

- 1) The best time for college students to begin developing a job-search strategy is
- A) about six months prior to graduation.
 - B) now—even if they are a year or more away from graduation.
 - C) no earlier than the second semester of their senior year.
 - D) immediately after graduation.
 - E) when they locate a promising job ad.

Answer: B

Explanation: B) A job search can take many months, and there are many opportunities for college students to take steps toward building their résumés while they are still in school, so it is best for them to begin the search now.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 2) One of your first steps in preparing to seek employment should be to
- A) write the story of you, including what you're passionate about, your abilities, and so forth.
 - B) call some potential employers and ask for interviews.
 - C) visit promising businesses and ask if they have any openings.
 - D) come to terms with the fact that you will have little to no control over where you end up.
 - E) update your online presence, including Facebook and LinkedIn sites.

Answer: A

Explanation: A) An effective job search strategy is to create your own personal brand, based on your abilities and aspirations. This step should be completed before you contact potential employers or apply for positions. Even in tough markets, you have some control over your choice of where you want to work and how to present yourself to target employers.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 3) Customizing your résumé for each job opening is
- A) a waste of valuable time, since your qualifications are the same no matter where you apply.
 - B) necessary only if you are slightly exaggerating some aspect of your qualifications.
 - C) a good way to get into trouble, since you might forget what you wrote on one of the versions.
 - D) not necessary unless you are applying for senior executive positions.
 - E) an important step in showing each employer that you will be a good fit.

Answer: E

Explanation: E) By customizing your résumé, you show your ability to research and market yourself. Every position to which you apply, no matter what level it is, merits a customized version of your résumé. This strategy will set you apart from other applicants.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 4) Posting a job opening on a major job board such as Monster is often
- A) a company's first step in seeking promising candidates.
 - B) helpful for high-tech companies, but not for others.
 - C) the most successful way for companies to discourage unqualified candidates from applying.
 - D) an effective way for companies to limit the number of applications they receive.
 - E) a company's last resort, after it has exhausted other possibilities for finding desirable candidates.

Answer: E

Explanation: E) Thousands of candidates are competing for job board postings, which are often a company's last resort. Don't hesitate to contact interesting companies even if they haven't advertised job openings to the public yet—they might be looking for somebody just like you.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

5) Learning which keywords will be most effective on your résumé

- A) is easy when you access leading business publications, blogs, and other sources.
- B) is impossible unless you already have a job in the industry you wish to work in.
- C) can only be accomplished by calling potential employers and asking them.
- D) is unnecessary, since most employers no longer pay much attention to them.
- E) is easy since most firms look for the same skills and abilities.

Answer: A

Explanation: A) Research in your desired industry will help you get comfortable with the jargon and buzzwords currently in use in a particular field, including essential keywords to use in your résumé. You can conduct this research at any time.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

6) Business-related blogs and microblogs

- A) are generally not very helpful to job applicants.
- B) can help you get comfortable with the jargon and buzzwords in a particular field.
- C) can be useful in a job search, but only for those seeking positions in technical fields.
- D) are very difficult to find online.
- E) are almost always thinly veiled attempts to sell products and services.

Answer: B

Explanation: B) Research in your desired industry will help you get comfortable with the jargon and buzzwords currently in use in a particular field, including essential keywords to use in your résumé. You can conduct this research at any time.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 7) The best way to find job opportunities is usually
- A) searching online job boards such as Monster.
 - B) looking for them in the newspaper's classified ads.
 - C) counting on the people you know to keep you in the loop.
 - D) identifying the companies you want to work for and focusing your efforts on them.
 - E) to send a form letter to as many companies as possible, asking that they call you when they have openings.

Answer: D

Explanation: D) Companies do not always post job openings online or in the newspaper, so contacting companies in which you are interested may be more effective. By researching specific companies instead of casting a net that is too wide, you can tailor your application efforts to appeal to your desired companies.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 8) Starting with your initial contact and continuing throughout the interview process, you should
- A) stress to the employer how much getting the job will mean to you.
 - B) press for a decision because you are scheduled for other interviews.
 - C) let the employer determine how to use your knowledge, skills, and abilities.
 - D) explain how your skills and accomplishments will meet the needs of the employer.
 - E) determine how much your skills are worth to the employer.

Answer: D

Explanation: D) An essential task in your job search is presenting your skills and accomplishments in a way that is relevant to the employer's business challenges.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

9) The vast majority of all job openings in the United States are

- A) advertised in the newspaper.
- B) posted on Craigslist or Monster.
- C) never advertised to the general public.
- D) senior positions that require years of experience.
- E) entry level.

Answer: C

Explanation: C) Most job positions are not advertised outside of companies, so networking is an essential element of an effective job search. Newspapers and job boards are just one of the avenues through which you can learn about potential jobs.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

10) The best way to become a valued network member is by

- A) expecting others in your network to help you.
- B) emailing your résumé to everyone you meet.
- C) broadcasting other people's contact information.
- D) asking others to provide information that you can find yourself.
- E) helping others in some way.

Answer: E

Explanation: E) To become a valued network member, you need to be able to help others in some way. You may not have any influential contacts yet, but because you're researching industries and trends as part of your own job search, you probably have valuable information you can share via your online and offline networks.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

11) By definition, a résumé is a

- A) detailed account of a jobseeker's personal journey through life.
- B) structured summary of a person's education, employment background, and job qualifications.
- C) random sample of a person's education, employment background, and job qualifications.
- D) catalog of a person's education, employment background, and job qualifications.
- E) written account of someone's musings about the job-search process.

Answer: B

Explanation: B) Your résumé, a structured, written summary of your education, employment background, and job qualifications, will be the most important document in this process.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

12) Regardless of a candidate's work experience, the prime source of jobs in general appears to be

- A) recommendations from current employees.
- B) online job posting services.
- C) college job fairs.
- D) postings on company websites.
- E) newspaper and trade journal ads.

Answer: A

Explanation: A) Many companies ask current employees for recommendations when it comes to filling open positions, because this saves the time and effort of sifting through unsolicited résumés and applications that come from other sources.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

13) Contacting people in a job candidate's online network for background information

- A) is illegal unless the candidate has listed them as references.
- B) occurs very rarely, since most employers don't have time to check online networks.
- C) is possible only when the candidate provides contact information.
- D) violates Facebook and LinkedIn user agreements.
- E) is becoming more common among employers.

Answer: E

Explanation: E) Your online presence reflects on your in-person presence, so be careful of the persona you display online. It is possible for potential employers to contact individuals in any of your online networks, so cultivate your online self mindfully.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

14) Many companies judge the success of their recruiting efforts by the

- A) quantity of hire.
- B) quality of hire.
- C) cost-benefit hiring ratio.
- D) social media click-through rate.
- E) corporate turnover ratio.

Answer: B

Explanation: B) Employers judge their recruiting success by *quality of hire*, a measure of how closely new employees meet the needs of the company.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

15) Your _____ is an essential part of your potential quality as a new hire.

- A) perceived ability
- B) salary and benefits package
- C) motivation
- D) professionalism
- E) reliability

Answer: A

Explanation: A) Of course, your perceived ability to perform the job is an essential part of your potential quality as a new hire. However, hiring managers consider more than just your ability to handle the job. They want to know if you'll be reliable and motivated—if you're somebody who "gets it" when it comes to being a professional in today's workplace.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

16) Your mobile device should be used as a

- A) tool to abandon a search at nonmobile friendly companies.
- B) tool to enhance your personal brand and online portfolio.
- C) tool to conduct a background check on a firm.
- D) blogging device for networking.
- E) tool to separate your personal life from your professional life.

Answer: B

Explanation: B) Think of ways to use your mobile device to enhance your personal brand and your online portfolio.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Information technology

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

17) Because the competition for most jobs is so great, even a seemingly minor mistake (such as a typo on a résumé) can eliminate your chances of success.

Answer: TRUE

Explanation: Your résumé needs to be perfect. Make sure to have multiple people review it and check for typos, formatting issues, spelling errors, and anything else that could reflect poorly on you as a candidate.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

18) A good résumé is targeted for specific situations and prospective employers.

Answer: TRUE

Explanation: A targeted résumé shows that you have the ability to research and to anticipate the needs of others in a business setting. Tailoring your résumé to specific companies will set you apart from other job applicants.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

19) Briefly explain the best time to begin designing a personal job-search strategy.

Answer: The best time to start is now. Even if you are a year or more away from graduation, it is not too early to start some of the essential research and planning tasks.

A job search can take many months, and there are many opportunities for college students to take steps toward building their résumés while they are still in school, so it is best for them to begin the search now.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

20) What is meant by *quality of hire*, and how do companies use it?

Answer: *Quality of hire* is a measure of how closely new employees meet the company's needs. Many employers use it to judge the success of their recruiting efforts.

You can increase your chances of being hired by presenting yourself as a low-risk, high-reward candidate when you are applying for a job.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

21) How can reading business-related blogs, microblogs, and podcasts help you prepare to seek employment?

Answer: In addition to learning more about professions and opportunities, reading these materials will help you get comfortable with the jargon and buzzwords currently in use in a particular field—including essential keywords to use in your résumé.

Publications and media related to your chosen field of endeavor can help you to understand industry trends/issues and to learn keywords that you can use in your résumés and applications.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

22) Explain what it means to take the initiative to find job opportunities, and why it is necessary in today's job market.

Answer: The easiest ways are not always the most productive means of finding career opportunities. The major job boards such as Monster and classified services such as Craigslist might have thousands of openings—but many thousands of job seekers are looking at and applying for these same openings. Moreover, posting job openings on these sites is often a company's last resort, after it has exhausted other possibilities. Instead of relying on these sources to find openings, identify the companies you want to work for and focus your efforts on them. Get in touch with their human resources departments (or individual managers if possible), describe what you can offer the company, and ask to be considered if any opportunities come up. Don't hesitate to contact interesting companies even if they haven't advertised job openings to the public yet—they might be looking for somebody just like you.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

23) Explain the importance of networking as part of your career search, and describe how to go about finding helpful networks.

Answer: Networking is the process of making informal connections with a broad sphere of mutually beneficial business contacts. Research suggests that it is currently the most common way that employees find jobs. Helpful networks are available in person and online. You can find them by reading news sites, blogs, and other online sources, by participating in student business organizations, and by visiting trade shows that cater to the industry you're interested in.

Volunteering in social, civic, and religious organizations can also help you create a network for yourself.

Because networking is a mutually beneficial activity, look for opportunities to help others in some way when you are trying to make business connections. Focusing on relationships that benefit both you and the other person are more likely to be effective.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

24) List at least five common mistakes that can severely hinder your job search.

Answer: Common mistakes related to the job search include the following: not catching mistakes in your résumé, misspelling the name of a manager you're writing to, and showing up late for an interview. Other common mistakes include tweeting something unprofessional, leaving embarrassing images or messages open to public view on your social media accounts, failing to complete application forms correctly, and asking for information that you can easily find yourself on a company's website.

Make sure you carefully proofread your résumé and have multiple people read it over. Double-check all of your business correspondence, and follow instructions carefully. Remember that your online presence reflects on your in-person presence and is available for potential employers to view.

LO: 15.1: List eight key steps to finding the ideal opportunity in today's job market.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

25) If you are just graduating from college and have limited professional experience,

A) a traditional chronological résumé is your only option.

B) a functional résumé is your only option.

C) your chronological résumé should probably list educational qualifications before listing experience.

D) your résumé can be written in a casual, informal tone.

E) avoid mentioning volunteer work.

Answer: C

Explanation: C) If you have limited workplace experience, your education may be one of the most pertinent items of interest to a potential employer, so you can include it at the top of your chronological résumé. You may also opt for a functional résumé style.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Information technology

Difficulty: Moderate

Classification: Application

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 26) For someone who's involved in the job search process, volunteer work
- A) has little to no value, since it does not involve working for pay.
 - B) is helpful only for those seeking employment in the nonprofit sector.
 - C) should not be mentioned, since many employers view it as a waste of time.
 - D) can highlight problem-solving and leadership skills.
 - E) is helpful only if it allows you to do temporary work for a potential employer.

Answer: D

Explanation: D) Volunteering allows you to exhibit your abilities, and it shows that you're willing to be team player, even when there isn't something directly in it for you. You can also build your network through volunteering opportunities.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 27) If you are planning a career change and want to deemphasize lengthy unemployment or lack of career progress, the best organizational plan for your résumé would be

- A) chronological.
- B) functional.
- C) targeted.
- D) indirect.
- E) combination.

Answer: B

Explanation: B) A functional résumé emphasizes a person's skills and abilities rather than his or her workplace background; hence, that format may be useful for someone with an inconsistent history of employment. However, employers may look upon this style with suspicion, and the chronological résumé is a much more common format.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

28) A type of résumé that emphasizes a candidate's skills and accomplishments while also including a complete job history is termed

- A) a chronological résumé.
- B) a functional résumé.
- C) a combination résumé.
- D) an indirect résumé.
- E) a comprehensive résumé.

Answer: C

Explanation: C) A combination résumé meshes the skills focus of the functional format with the job history focus of the chronological format. This allows you to focus attention on your capabilities when you don't have a long or steady employment history, without raising concerns that you might be hiding something about your past.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

29) The best way to handle frequent job changes on a résumé is to

- A) avoid any mention of a job you held for less than a year.
- B) group similar jobs under a single heading.
- C) provide a detailed explanation of each one.
- D) omit descriptions of several positions.
- E) mention only the ones that pertain to the job being sought.

Answer: B

Explanation: B) If you have had a number of related short-term positions or have worked on a contractual basis with multiple employers, try to group these items under a single heading in your résumé. This makes your job history easy to understand.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 30) The purpose of a résumé is to
- A) induce the reader to hire you.
 - B) list all your skills and abilities.
 - C) get you an interview.
 - D) take the place of an application letter.
 - E) exaggerate your qualifications and impress potential employers.

Answer: C

Explanation: C) A résumé is not meant to get you a job, but rather an interview for a job. It should be an accurate account of your background and abilities. Once you view your résumé as a persuasive business message, it is easier to decide what should and shouldn't be in it.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 31) When determining the best method to use in developing your résumé, remember
- A) all companies scan the résumés for keywords.
 - B) the résumé must be one page or less.
 - C) a traditional résumé is no longer necessary as most applications are online.
 - D) to adapt the résumé to meet the needs of your audience.
 - E) the strongest résumés use a chronological format.

Answer: D

Explanation: D) When you hear conflicting advice or see trendy concepts that you might be tempted to try, remember the most important question in business communication: What is the most effective way to adapt your message to the individual needs of each member of your audience?

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

32) In most cases

- A) a good résumé will get you the job you want.
- B) the résumé should list all your skills and abilities.
- C) a résumé should be at least two pages long.
- D) your résumé will be read carefully and thoroughly.
- E) your résumé will be screened by a computer before a human ever looks at it.

Answer: E

Explanation: E) In most cases, your résumé needs to make a positive impression within a few seconds; only then will someone read it in detail. Moreover, it will likely be screened by a computer looking for keywords first—and if it doesn't contain the right keywords, a human being may never see it.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

33) Résumés and curriculum vitae, or CVs, are essentially the same, except

- A) CVs are more detailed and include personal information.
- B) résumés are longer and list all past experiences.
- C) personal information should never be on a CV, but can be on a résumé.
- D) résumés use only months and years as dates, CVs use exact dates.
- E) CVs start with general information and become more detailed, résumés start with detailed information that becomes more general.

Answer: A

Explanation: A) If employers ask to see your "CV," they're referring to your curriculum vitae, the term used instead of résumé in academic professions and in many countries outside the United States. Résumés and CVs are essentially the same, although CVs can be much more detailed and include personal information that is not included in a résumé.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

34) When developing a chronological résumé, the experience section should include

- A) the most relevant job first.
- B) the employer's name, your job title and the dates you held the position.
- C) background information on what the organization does.
- D) the address of the employer.
- E) the name of your manager or direct supervisor.

Answer: B

Explanation: B) Develop your work experience section by listing your jobs in reverse chronological order, beginning with the most recent one and giving more space to the most recent positions you've held. For each job, start by listing the employer's name and location, your official job title, and the dates you held the position.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Critical Thinking

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

35) The résumé format that allows you to highlight your capabilities and education when you don't have a long work history is the

- A) function résumé.
- B) online résumé.
- C) combination résumé.
- D) chronological résumé.
- E) skills résumé.

Answer: C

Explanation: C) The chief advantage of this format is that it allows you to highlight your capabilities and education when you don't have a long or steady employment history, without raising concerns that you might be hiding something about your past.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 36) If you have frequent job changes, minimize the negative impression by
- A) indicating they were a series of promotions.
 - B) mentioning volunteer experience during those same time periods.
 - C) focusing exclusively on the skills that relate to the position applying for.
 - D) trying to group them under a single heading.
 - E) leaving them off entirely.

Answer: D

Explanation: D) If you've had a number of short-term jobs of a similar type, such as independent contracting and temporary assignments, you can group them under a single heading. Also, if past job positions were eliminated as a result of layoffs or mergers, find a subtle way to convey that information

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 37) If you do not have a lot of relevant work experience,
- A) focus on long term employment with one company.
 - B) do not use dates in the experience sections.
 - C) group all jobs under one general heading.
 - D) emphasize promotions and additional skills learned at the jobs you had.
 - E) emphasize volunteer work and membership in professional groups, or relevant coursework.

Answer: E

Explanation: E) If you are inexperienced mention related volunteer work and membership in professional groups. List relevant course work and internships.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

38) The best approach to preparing a résumé is to

- A) spend a lot of time creating it, and then send the same version to all prospective employers.
- B) learn as much as you can about who may be reading it, and be sure to meet their needs.
- C) keep it general, brief, and nonspecific.
- D) use a hard-sell approach.
- E) use color, and graphics to help it stand out from the rest.

Answer: B

Explanation: B) Adapt your résumé to your audience, and interpret your accomplishments to suggest how you can be a valuable asset for companies in the future. Tailored versions of your résumé are likely to be more effective in your job search.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

39) The most common way to organize a résumé is

- A) chronologically.
- B) functionally.
- C) geographically.
- D) alphabetically.
- E) a combination of several methods.

Answer: A

Explanation: A) The chronological résumé is used most often by job applicants, and it gives potential employers a clear and easy-to-follow history of an individual's previous employment. In contrast, a functional résumé emphasizes skills and capabilities.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

40) When you're evaluating a functional résumé as a way to present your qualifications, don't forget that many employers

- A) are suspicious of them.
- B) strongly prefer them to chronological résumés.
- C) view them as a sign of strong communication skills.
- D) are unfamiliar with the functional résumé format.
- E) require them from applicants for management positions.

Answer: A

Explanation: A) Functional résumés are often used by individuals with weak or spotty employment histories, so employers may look upon this style with suspicion. The chronological résumé is a much more common format.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

41) A résumé is a persuasive message designed to help you get an interview.

Answer: TRUE

Explanation: A résumé is a persuasive document intended to get you an interview; it is not an application to be hired. Make sure you shape your résumé to make it as persuasive as possible.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

42) The main purpose of a résumé is to list all your skills and abilities.

Answer: FALSE

Explanation: A résumé is a persuasive business message that's intended to get you an interview. It includes your education, employment background, and job qualifications, and it should include only items that will be persuasive to potential employers.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

43) A combination résumé combines descriptions of your education and employment background under a single heading.

Answer: FALSE

Explanation: Combination résumés still maintain a separation between the education and employment background sections on a résumé, listing them in different sections.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

44) Your work history includes a lengthy gap in employment. How can you handle this challenge when writing a résumé?

Answer: When preparing a résumé, the best way to address gaps in work history is to mention relevant experience and education you gained during employment gaps, such as volunteer or community work. By including volunteer and community work, you indicate that you were using your time in a productive manner, even if you were not employed. Showing that you are involved in your community may appeal to a variety of potential employers.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

45) List and describe the three methods for organizing a résumé along with the advantages and disadvantages of each one.

Answer: (1) Chronological—lists your employment history starting with the most recent job first. Advantages: employers are familiar with it, it highlights growth and career progression, and it emphasizes continuity and stability. Disadvantages: it draws attention to gaps in your employment history. (2) Functional—lists your skills and accomplishments. Advantages: employers can quickly see what you can do; you can emphasize earlier job experience and de-emphasize any lack of career progress or lengthy unemployment. Disadvantages: employers tend to assume that you are trying to hide something, and it is harder for employers to determine your employment history. (3) Combination—includes features of both chronological and functional approaches. Advantages: you can highlight both your skills and your employment history. Disadvantages: employers are somewhat unfamiliar with it; it can be repetitious and longer than other formats.

The chronological format is most commonly used. A functional résumé may be looked upon with suspicion. A combination résumé may be a better choice for those who do not have much work experience but want to avoid the functional format.

LO: 15.2: Explain the process of planning your résumé, including how to choose the best résumé organization.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

46) When employers find lies on an applicant's résumé, most will

A) ignore it, since almost all applicants exaggerate their qualifications.

B) call the applicant to discuss it.

C) refuse to hire the applicant, even if it means withdrawing a formal job offer.

D) keep the application active, but continue looking for other promising candidates.

E) assume that the applicant simply made a mistake.

Answer: C

Explanation: C) There can be harsh repercussions for lying on a résumé, and nearly all employers do some form of background checking, so it is not in your best interest to include false information on your résumé.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 47) Using your résumé to tell employers you are detail oriented, a team player, and a hard worker
- A) is an effective strategy, since all employers appreciate these characteristics.
 - B) is generally not helpful unless you also include concrete proof and evidence to support your claims.
 - C) is often effective as long as you repeat the claims in your application letter.
 - D) often results in a higher starting salary.
 - E) should be avoided as it is considered to be bragging.

Answer: B

Explanation: B) Concrete proof is better than blanket statements without evidence to back them up. Show your abilities by giving examples rather than simply stating them outright, and allow potential employers to draw conclusions about your abilities on their own.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

48) Which of the following would be the best wording to use on a résumé?

- A) "I was in charge of a staff of six employees."
- B) "I supervised six employees."
- C) "Was in charge of entire departmental staff."
- D) "Supervised staff of six employees."
- E) "In this job, I was in charge of six employees including an assistant manager."

Answer: D

Explanation: D) Using the first person in a résumé can sound repetitive and even self-serving, because you are providing a detailed account of your own accomplishments. Use strong action verbs in the past tense at the beginning of résumé phrases instead.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

49) In composing a résumé, it is best to avoid

- A) using the word "I".
- B) active verbs.
- C) prepositions.
- D) past-tense.
- E) bulleted lists.

Answer: A

Explanation: A) Using the first person in a résumé can sound repetitive and even self-serving, because you are providing a detailed account of your own accomplishments. Use strong action verbs in the past tense at the beginning of résumé phrases instead. Bulleted lists can be helpful as well.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

50) When you're selecting keywords to include your résumé, you should

- A) never use more than three of them at a time.
- B) work them into your introductory statement and other résumé sections.
- C) avoid placing them in a keyword summary at the end of the résumé.
- D) choose strong verbs and colorful adjectives.
- E) limit keywords to a bulleted list on the first page of your résumé.

Answer: B

Explanation: B) Keywords are an important part of a résumé because many employers use computer searches to match applicants with keywords. Incorporating keywords into your introductory statement and elsewhere in your résumé can ensure that your keywords are counted in searches.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 51) To incorporate the best keywords in your résumé,
- A) simply make a list of all the adjectives that describe your unique personality and abilities.
 - B) study relevant job descriptions and seek to understand your target audience's needs.
 - C) use a thesaurus to list as many impressive words as possible.
 - D) stick with time-tested phrases such as *problem solver* and *proven track record*.
 - E) write them as action verbs.

Answer: B

Explanation: B) While you are researching companies in your desired field, note common keywords used to describe your field of interest. Study job descriptions, industry blogs, and other material to identify the keywords that will give your résumé and application optimal exposure.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 52) Effective keywords to list on your résumé include
- A) business and technical terms.
 - B) action terms.
 - C) proof of your skills and abilities.
 - D) your GPA.
 - E) position applying for and skills needed for the position.

Answer: E

Explanation: E) Keywords that can enhance your résumé include business and technical terms associated with a specific profession, industry-specific jargon, names or types of products or systems used in a profession, job titles, and college degrees.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 53) If you choose not to list your GPA in the "Education" section of your résumé,
- A) most employers will not interview you.
 - B) employers will generally respect you for being humble.
 - C) you should be prepared to answer questions about it during the interview.
 - D) it should be stated in your application letter.
 - E) you should include a statement that reads, "GPA withheld for privacy reasons."

Answer: C

Explanation: C) Many potential employers may assume that your grades were not very high if you do not include your GPA on your résumé. You are not obligated to include your GPA, but you may face questions about it in interviews.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Application

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 54) When you describe your work experience on your résumé, you should
- A) start with your most recent job and work back chronologically.
 - B) describe one or two jobs in detail so that employers get an idea of your work ethic.
 - C) list only full-time positions.
 - D) indicate why you left.
 - E) omit any positions which you held for less than six months.

Answer: A

Explanation: A) List your jobs in reverse chronological order, starting with the most recent. Include military service and any internships and part-time or temporary jobs related to your career objective. Include the name and location of the employer, and if readers are unlikely to recognize the organization, briefly describe what it does.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

55) In describing activities and achievements on your résumé, you should

- A) use only mild exaggerations.
- B) include only what makes you a more attractive job candidate.
- C) use significant amounts of jargon and technical terms.
- D) leave out any awards you've won unless they are specifically relevant to your current career objective.
- E) omit any volunteer activities.

Answer: B

Explanation: B) Include personal accomplishments if they suggest special skills or qualities that are relevant to the jobs you're seeking, such as knowledge of a foreign language or community service involvement.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

56) On your résumé, do not include items that could encourage discrimination, such as

- A) home address.
- B) hobbies.
- C) when you graduated from high school.
- D) military service.
- E) extracurricular activities.

Answer: C

Explanation: C) When applying to U.S. companies, never include any of the following: physical characteristics, age, gender, marital status, sexual orientation, religious or political affiliations, race, national origin, salary history, reasons for leaving jobs, names of previous supervisors, names of references, Social Security number, or student ID number.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 57) Putting "References available upon request" at the end of your résumé is
- A) not necessary since the availability of references is usually assumed.
 - B) standard practice, and most employers will expect to see it.
 - C) less effective than listing the names and contact information for all references, even if the employer has not requested them.
 - D) necessary only when applying for government positions.
 - E) is less effective than listing the information in the application letter.

Answer: A

Explanation: A) While you do not need to include a line stating you have references available, make sure to compile a list of three or four individuals who have agreed to be references for you, along with their contact information. Do not include this information on your résumé if it is not requested.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 58) The best email address to include on a résumé is
- A) the one you have through your current employer.
 - B) a free personal address from one of the many services that offer them.
 - C) one that creatively includes the name of the company to which you are applying.
 - D) none—that way employers will be forced to call you.
 - E) one that is a reflection of your hobbies and interests.

Answer: B

Explanation: B) If the only email address you have is through your current employer, get a free personal email address from one of the many services that offer them. It's not fair to your current employer to use company resources for a job search, and it sends a bad signal to potential employers.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

59) Military service relevant to the position you're seeking should be listed in the _____ section of your résumé.

- A) References
- B) Not-For-Profit Work Experience
- C) Education or Work Experience
- D) Personal Information
- E) Interest

Answer: C

Explanation: C) Military service can be included in the Education section if the associated training is relevant to your career goals. Military service should also be listed in the Work Experience section of your résumé.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

60) Applicant tracking systems help employers by

- A) charting each applicant's progress through the hiring process.
- B) mapping out promising career paths for each applicant.
- C) sifting through the content of the résumés received.
- D) tracking down promising applicants by searching social media sites.
- E) cataloging how often an applicant applies to the company.

Answer: C

Explanation: C) An applicant tracking system is an online application that allows companies to categorize and evaluate the large volume of job candidates who apply to job postings. These systems may require alternative formats of your résumé.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 61) According to your textbook, the least desirable way to include keywords in a résumé is in
- A) an introductory statement.
 - B) a standalone keyword summary.
 - C) the work history section.
 - D) the education section.
 - E) the volunteer section.

Answer: B

Explanation: B) Experts used to advise including keywords in a separate summary, but the contemporary trend is to include them in the introductory statement and other sections of your résumé (e.g., work history and education).

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 62) When you're preparing an introductory statement for your résumé, using a _____ can limit your consideration for interesting opportunities.

- A) career objective
- B) qualifications summary
- C) personality profile
- D) career summary
- E) skills summary

Answer: A

Explanation: A) Some experts advise against including a career objective because it can categorize you so narrowly that you miss out on interesting opportunities, and it is essentially about fulfilling your desires, not about meeting the employer's needs.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

63) You can use a _____ to recap your career, with a focus on your increasing levels of responsibility and performance.

- A) career objective
- B) qualifications summary
- C) trend analysis
- D) career summary
- E) keyword schedule

Answer: D

Explanation: D) A career summary offers a brief recap of your career, with the goal of presenting increasing levels of achievement and responsibility.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

64) In the experience section of the résumé, the focus should be on

- A) responsibilities of the job.
- B) abilities developed in coursework.
- C) training sponsored by businesses.
- D) high school or military training.
- E) what you accomplished in each position.

Answer: E

Explanation: E) Use keywords to call attention to the skills you've developed on the job and to your ability to handle responsibility. Emphasize what you accomplished in each position, not just the generic responsibilities of the job.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 65) When developing the experience section of the résumé, the most space should be devoted to
- A) jobs that closely relate to the targeted position.
 - B) jobs that you held the longest.
 - C) jobs that had a higher level of responsibility.
 - D) jobs where you learned the most.
 - E) jobs you enjoyed the most.

Answer: A

Explanation: A) Devote the most space to the jobs that are most recent or most closely related to your target position. If you were personally responsible for something significant, be sure to mention it.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 66) If you have limited work experience, _____ could be used to indicate leadership, teamwork, or other valuable attributes.

- A) education
- B) community service
- C) travel abroad
- D) length of time at one job
- E) classes in your major

Answer: B

Explanation: B) Because many employers are involved in their local communities, they tend to look positively on applicants who are active and concerned members of their communities as well. Consider including community service activities that suggest leadership, teamwork, communication skills, technical aptitude, or other valuable attributes.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 67) When preparing your list of references,
- A) leave enough space on the résumé to include them.
 - B) have the data on your cell phone so you can write the information down, if asked.
 - C) prepare a reference sheet using the same layout as the résumé.
 - D) offer to email them when the interview is scheduled.
 - E) indicate why you chose that particular person to use as a reference.

Answer: C

Explanation: C) Prepare your reference sheet with your name and contact information at the top. For a finished look, use the same design and layout you use for your résumé. Then list three or four people who have agreed to serve as references.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 68) Applicant tracking systems use keyword filters to
- A) look for inconsistencies on the résumé.
 - B) look for information on the résumé that may be inaccurate or dishonest.
 - C) determine the number of openings in an organization at a given point in time.
 - D) rank desirability of incoming résumés for current openings.
 - E) track date of receipt for résumés sent through online systems.

Answer: D

Explanation: D) With the rise of automated applicant tracking systems, which attempt to analyze the content of résumés in order to find good matches with company job descriptions, aligning your language to the employer's will help you get past the keyword filters these systems use to rank incoming résumés.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 69) A résumé should be written
- A) with the expectation of getting the job.
 - B) in two pages or less.
 - C) in detail so the employer has no doubt about skills and experiences.
 - D) with repletion of skills and accomplishments.
 - E) with simplicity, using a direct style.

Answer: E

Explanation: E) Write your résumé using a simple and direct style. Use short, crisp phrases instead of whole sentences and focus on what your reader needs to know.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Application

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 70) When writing your résumé,
- A) use strong action verbs.
 - B) use a variety of sentence lengths.
 - C) use the word "I" as often as possible.
 - D) be repetitious when talking about skills and abilities.
 - E) indicate your "self-involvement" by listing volunteer work.

Answer: A

Explanation: A) Avoid using the word I, which can sound both self-involved and repetitious by the time you outline all your skills and accomplishments. Instead, start your phrases with strong action verbs.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 71) To ensure your message is clear and immediate,
A) use nouns wherever possible.
B) use carefully selected evidence that is compelling.
C) include as much detail as possible.
D) write in the current tense.
E) start with a strong introductory statement.

Answer: B

Explanation: B) Providing specific supporting evidence is vital, but make sure you don't go overboard with details. Carefully select the most compelling evidence so that your message clear and immediate.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 72) Some examples of effective descriptors to include in your résumé would be "works hard," "knows foreign languages," and "gets along well with others."

Answer: FALSE

Explanation: Offer concrete proof for the attributes that you claim for yourself. Instead of making simple assertions, provide an example or scenario to allow potential employers to draw their own conclusions.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Analytic thinking

Difficulty: Difficult

Classification: Application

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 73) One example of an effective career objective is, "A fulfilling position that provides ample opportunity for career growth and personal satisfaction."

Answer: FALSE

Explanation: If you use a career objective, you should take care to emphasize the value that you can provide to a company, rather than how a company can serve your needs.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Analytic thinking

Difficulty: Difficult

Classification: Application

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

74) The education section of your résumé should list courses that have directly equipped you for the job you are seeking and indicate any scholarships, awards, or academic honors you have received.

Answer: TRUE

Explanation: If you are currently a student or have graduated recently, your educational background is likely your strongest selling point. You should use the education section of your résumé to emphasize the skills you gained and any notable achievements you had while in school.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

75) In the work experience section of your résumé, you should leave out any jobs that do not relate directly to your career objective.

Answer: FALSE

Explanation: In the work experience section of your résumé, you should provide all of your significant positions, including military service and related internships or part-time jobs.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

76) Most employers now conduct online searches about promising candidates, and many have rejected applicants because of what those searches have revealed.

Answer: TRUE

Explanation: Your online presence reflects on your in-person presence, so be careful of the persona you display online. It is possible for potential employers to contact individuals in any of your online networks, so cultivate your online self mindfully.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

77) Should you use the word *I* in your résumé? Why or why not?

Answer: It is best to avoid using *I* in a résumé because it can sound self-involved and repetitious by the time you outline all your skills and accomplishments. A better alternative is to begin phrases with strong action verbs.

Using the first person in a résumé is typically unnecessary and can seem like it focuses too much on the job seeker, rather than the company to which you are applying. Focus on using active verbs that indicate ways in which you can be a benefit to a company.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

78) What potential risk should you consider before including a career objective on your résumé?

Answer: Some experts maintain that such a statement can categorize you so narrowly that you miss out on interesting opportunities, and it is essentially about fulfilling your desires, not about meeting the employer's needs.

Make sure you maintain an others-focused approach when designing your résumé. Because a career objective can sound too self-serving and may limit your potential areas of employment, it may be better to use something like a skills summary.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

79) Name at least five types of information that should not be included on résumés when candidates are applying to companies in the U.S.

Answer: (Answers may include any five of the following.) In the U.S., résumés should never include information about physical characteristics, age, gender, marital status, sexual orientation, religious or political affiliations, race, national origin, salary history, reasons for leaving jobs, names of previous supervisors, names of references, Social Security number, or student ID number.

You are not obligated to include any sensitive personal information on your résumé, and employers should not expect such information on a résumé.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

80) Describe the main sections or elements that are included on most résumés.

Answer: (1) Name and Contact Information—contains any information necessary to contact you including phone numbers, email addresses, etc. (2) Introductory Statement—this can include a career objective, a qualifications summary or a career summary. (3) Education—gives your educational background, degrees earned, where you attended school, the dates attended, and the skills and abilities that you've developed in your course work. (4) Work Experience, Skills, and Accomplishments—list your jobs in chronological order with the current one first. Provide the name and location of the employer, your title, and your specific skills and accomplishments. (5) Activities and Achievements—list volunteer activities that demonstrate leadership, organization, teamwork, etc. Explain how those outcomes relate to the job for which you're applying. Note any awards you've received. (6) Personal Data—this section is optional. Include information about your interests and hobbies only if they enhance the employer's understanding of why you would be the best candidate for the job.

LO: 15.3: Describe the tasks involved in writing your résumé, and list the major sections of a traditional résumé.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

81) To achieve the best physical appearance for your résumé, you should

A) have it prepared by a professional résumé service.

B) make subheadings easy to find and easy to read.

C) use colored paper.

D) use a variety of typefaces.

E) incorporate design graphics and artwork.

Answer: B

Explanation: B) Effective résumés are simple, clear, and professional. Subheadings make résumés easier to understand. You do not need to have a professional résumé service prepare your résumé. Ensure you use neutral paper and professional typefaces as well as a simple and professional envelope or folder if needed.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

82) Creating a traditional paper résumé is

- A) unnecessary in most cases, since so many applicants apply for jobs online.
- B) helpful only if you are applying for old-fashioned jobs.
- C) still useful, even if most or all of your application efforts take place online.
- D) a hindrance for most job seekers, since it suggests they are out of touch with technology.
- E) unnecessary if the résumé is scannable.

Answer: C

Explanation: C) A traditional paper résumé gives you an opportunity to organize your background and abilities, generate text that you can repurpose, and have a hard copy available when you meet a contact in person.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

83) Including a photo of yourself with your résumé

- A) is a great way to personalize your application.
- B) helps you stand out among other applicants.
- C) will cause some employers to discard your application immediately.
- D) is the best way to guard against potential discrimination.
- E) is a good idea if it shows you having fun and being yourself.

Answer: C

Explanation: C) To avoid discriminatory hiring practices, some companies automatically discard résumés that include photos. Your résumé should illustrate your experience and abilities, not how you look. To ensure your application is professional, omit photos.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

84) Creating a plain-text file of your résumé

A) is easier to upload to an employer's job-posting website.

B) allows you to include your résumé in the body of an email message, instead of as an attachment.

C) is helpful, but very difficult to do without expensive software.

D) requires that you center all headings instead of left-justifying them.

E) is preferred for social media résumés.

Answer: B

Explanation: B) A plain-text file résumé can be helpful for potential employers who do not want to receive email attachments. It can also be useful if you have to copy and paste your résumé into an online application on a company's website. It is simple to create a plain-text file with most word processors, and items are best left-justified rather than centered.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

85) Supplementing a traditional résumé with a PowerPoint presentation

A) has a risk in that an employer may not have the software needed to open and view the document.

B) enables potential employers to click through to sections of interest.

C) is encouraged at events like job fairs and interviews.

D) is more convenient for employers than an online résumé.

E) makes it more difficult to upload the résumé to employer websites.

Answer: B

Explanation: B) PowerPoint presentations allow you flexibility and multimedia capabilities as a supplement to your traditional résumé. Online résumés have many of the same capabilities, though, and they may be more convenient for potential employers.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

86) An online résumé

- A) consists of a PDF version of a traditional chronological résumé and a cover letter.
- B) lets jobseekers use multimedia to expand on the information in a basic résumé.
- C) requires a paid subscription to an online hosting service or social networking site.
- D) will not be well received outside of technology-related fields.
- E) is cumbersome and time consuming to update.

Answer: B

Explanation: B) Unlike a conventional résumé, an online résumé can include multimedia and links to projects, publications, and other sites. Therefore, employers can get a more complete picture of who you are and what you have to offer.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

87) The most common file format for uploading résumés directly to websites such as Monster.com is

- A) WordPerfect.
- B) PDF.
- C) Microsoft Word.
- D) Microsoft Publisher.
- E) HTML.

Answer: C

Explanation: C) Many job-posting websites suggest or require files to be in Microsoft Word. While there are other word-processing programs that you may be able to use, Word is the default in business word processing today.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 88) When mailing a résumé, it is a good idea to
- A) have it delivered via Priority Mail in a cardboard mailer.
 - B) use a standard white #10 envelope.
 - C) pay to have it delivered the next day.
 - D) use a large craft envelope.
 - E) use a tube mailer so you do not have to fold it.

Answer: A

Explanation: A) Pay extra attention to your mailing method for your résumé. Use a sturdy, flat cardboard mailer to preserve it, and send it via Priority Mail to ensure it arrives safely and quickly.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 89) When emailing your résumé to a prospective employer, you should
- A) always send it as a Microsoft Word attachment.
 - B) make it less formal than you would for other formats.
 - C) include in the subject line the reference number or job ad number.
 - D) use lots of colors to make your résumé stand out.
 - E) use a subject line that will grab attention, such as "This is the one."

Answer: C

Explanation: C) Make your email easily categorized by including the reference number or job ad number for the position to which you are applying. Some potential employers will request your résumé in the body of the email, while others will prefer it as an attachment.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

90) A scannable résumé differs from the traditional format in that

- A) its formatting is more complex.
- B) it is printed in all caps.
- C) it is printed in boldface type.
- D) it always includes a keyword summary.
- E) it is printed in an extra-large font.

Answer: D

Explanation: D) Scannable résumés are designed to be read by a software program, so they require keyword summaries. Scannable résumés also should not have complicated formatting such as boldface type or underlining, as this may confuse the software program.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

91) An effective résumé design looks

- A) cute and clever.
- B) clean and professional.
- C) colorful and decorative.
- D) trendy and fashion forward.
- E) elaborate and congested.

Answer: B

Explanation: B) Effective résumé designs are simple, clean, and professional.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

92) You should keep _____ of your résumé on hand, in case a prospective employer wants you to send your résumé in the body of an email message.

- A) an RTF version
- B) a PDF version
- C) an MS word version
- D) a Plain-Text version
- E) a PowerPoint version

Answer: D

Explanation: D) Include a plain-text version of your résumé in the body of an email message, if an employer wants email delivery but doesn't accept file attachments.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

93) Your online presence is

- A) your private property.
- B) a career-management tool.
- C) only available to your friends.
- D) protected by privacy laws.
- E) irrelevant to potential employers.

Answer: B

Explanation: B) Remember that your online presence is a career-management tool.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

94) Potential employers view your résumé as

- A) unrelated to your workplace qualifications.
- B) little more than an employment-related document.
- C) evidence of your attention to quality and detail.
- D) your opportunity to channel your creative spirit.
- E) an indication of what they can do to help fulfill you work goals.

Answer: C

Explanation: C) Employers view your résumé as a concrete example of your attention to quality and detail.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 95) An infographic résumé uses _____ to convey a person's career development and skill set.
- A) storyboarding
 - B) visual metaphors
 - C) keyword summaries
 - D) digital innuendos
 - E) boilerplate text

Answer: B

Explanation: B) An infographic résumé attempts to convey a person's career development and skill set graphically through a visual metaphor such as a timeline or poster.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 96) As a general guideline the length of the résumé should be
- A) only long enough to showcase your most important skills.
 - B) one page for every five years of experience.
 - C) at least two pages—one for experience and one for keywords and one for keyword search terms.
 - D) at least two pages—one for education and experience and one for a list of references.
 - E) one page if there are several links included to additional information.

Answer: B

Explanation: B) The ideal length of your résumé depends on the depth of your experience and the level of the positions for which you are applying. As a general guideline, if you have fewer than five years of professional experience, keep your conventional résumé to one page.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 97) It is acceptable and expected to include photographs if
- A) the employer asks for one.
 - B) you are in a creative design field.
 - C) the résumé is a social media résumé and is not being submitted to one employer.
 - D) the résumé is being submitted online.
 - E) the résumé also includes infographics to supplement other parts of the résumé.

Answer: C

Explanation: C) Some employers won't even look at résumés that include photos, and some applicant tracking systems automatically discard résumés with any extra files. However, photographs are acceptable and expected for social media résumés and other online formats where you are not actively submitting a résumé to an employer.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 98) List at least seven of the nine most common problems with résumés.

Answer: The following are common résumé problems: (1) too long or wordy; (2) too short or sketchy; (3) difficult to read; (4) poorly written; (5) displaying weak understanding of the business world, a particular industry, or company; (6) poor-quality printing or cheap paper; (7) spelling and grammar errors; (8) boastful tone; and (9) gimmicky design.

An effective résumé has a clean, professional appearance that conveys your message clearly and persuasively. A résumé is a persuasive document, and by perfecting it, you greatly increase your chances of landing an interview.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

- 99) In what ways does a scannable résumé differ from the traditional format?

Answer: A scannable résumé differs from the traditional format in two major ways: it always includes a keyword summary, and it avoids underlining, special characters, and other elements that can confuse the scanning system.

Software programs "read" scannable résumés, so they must include keyword summaries and must avoid formatting that may "confuse" the software program.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter

100) With so many opportunities to apply for jobs online, is it still worthwhile to prepare a traditional paper résumé? Why or why not?

Answer: Even if most of all of your application efforts take place online, starting with a traditional paper résumé is still useful. In the process, you'll organize your background information and identify your unique strengths. In addition, planning and writing a traditional résumé will help you generate blocks of text you can reuse throughout the job process. Finally, you never know when someone might ask for your résumé during a networking event or other in-person encounter, and that person's interest may wane in the time it takes for him or her to get your information online.

LO: 15.4: Characterize the completing step for résumés, including the six most common formats in which you can produce a résumé.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Explain how to plan, write and complete a résumé and an application letter