Business comm chapter 11

1) The basic purpose of informational reports is

A) to persuade the audience to act.

B) to present recommendations and conclusions.

C) to present data, facts, feedback, and other types of information, without analysis or recommendations.

D) to convince the reader of the soundness of your thinking.

E) to change the audience's opinion on your topic. C) to present data, facts, feedback, and other types of information, without analysis or recommendations. 2) Despite the variety among them, many analytical reports include a

A) standard opening.

B) section of recommendations.

C) " this is how it's done" quality.

D) standard middle section.

E) disclaimer on the last page. B) section of recommendations. 3) The best way to phrase the purpose statement of a report is with

A) complex language.

B) an infinitive phrase.

C) a controversial statement.

D) jargon.

E) humorB) an infinitive phrase. 4) Which of the following is an infinitive phrase?

A) updating clients

B) update clients

C) updated clients

D) to update clients

E) will update clientsD) to update clients5) Which of the following is the least clear statement of purpose?

A) " The purpose of this report to determine which of four alternative investments will have the highest return."

B) " The purpose of this report is to analyze four potential investments."

C) " The purpose of this report is to answer the question, 'Which of four investments will provide the highest return?'"

D) " The goal of this report is to evaluate the return on four investments."

E) " The primary purpose of this report is to evaluate the return on four investments." B) " The purpose of this report is to analyze four potential investments." 6) A formal work plan includes all of the following except

A) a statement of the problem or opportunity addressed in your report.

B) a list of all the sources you will use.

C) plans for following up after delivering the report.

D) a statement of the purpose and scope of your investigation.

E) a list of final conclusions and recommendations. B) a list of all the sources you will use. 7) Which of the following is not a typical element in a formal work plan?

A) Statement of purpose

B) Statement of the scope of the investigation

C) Discussion of tasks to be accomplished

D) Conclusions and recommendations

E) Preliminary outlineD) Conclusions and recommendations8) When selecting media for a report

A) you should choose the ones that are most convenient.

B) you should choose the ones that are most economical.

C) your decisions should reflect your audience's expectations.

D) you should always present your report in writing.

E) you should always select those that are high-tech. C) your decisions should reflect your audience's expectations. 9) Delivering a business report as a word processing file

A) is usually not preferable to a printed document.

B) is useful if the audience will need to search the report frequently.

C) wastes time and confuses your audience.

D) is rarely, if ever, necessary.

E) is considered unprofessional in the U. S., but acceptable in most foreign countries. B) is useful if the audience will need to search the report frequently. 10) When outlining the content of your report

A) it is helpful to use informative headings as opposed to descriptive ones.

B) you should use complex language for all headings.

C) keep in mind that you will have to use this same outline for your final report.

D) you should not use any adjectives.

E) do all of the above. A) it is helpful to use informative headings as opposed to descriptive ones. 11) Which of the following is not a useful strategy in preparing business reports?

A) Clarify the problem or opportunity at hand.

B) Use the same format for reports, regardless of length.

C) Develop a work plan.

D) Consider delivering reports through multiple media.

E) All of the above are useful strategies. B) Use the same format for reports, regardless of length. 12) An employee who writes a report on her

experiences during last week's sales calls is preparing a(n)

A) analytical report.

B) informational report.

C) proposal.

D) work plan.

E) business plan. B) informational report. 13) The CEO of a pharmaceutical company asks you assess the company's adherence to laws governing television ads for prescription drugs. The CEO has requested a

A) personal activity report.

B) work plan.

C) compliance report.

D) policy report.

E) business plan. C) compliance report. 14) Most compliance reports are required by

A) parent companies.

B) accounting departments.

C) government agencies.

D) marketing departments.

E) unreasonable bosses. C) government agencies. 15) A public corporation filing a quarterly tax report would be providing

A) a progress report.

B) a compliance report.

C) a justification report.

D) a periodic operating report.

E) unnecessary information. B) a compliance report. 16) A contractor submitting a weekly report on work done to date would be providing the

client with

A) a progress report.

B) a compliance report.

C) a justification report.

D) a periodic operating report.

E) a position paper. A) a progress report. 17) Topical organization strategies

for informational reports include all of the following except

A) complexity.

B) spatial orientation.

C) importance.

D) comparison.

E) All of the above are included. A) complexity. 18) A business plan

A) is useful only before a company is launched.

B) always contains the same elements.

C) should not identify risks and problems, since these might discourage

potential investors.

D) is sometimes prepared after a company is up and running.

E) is just another name for a SWOT analysis. D) is sometimes prepared after

a company is up and running. 19) For most audiences, reading online is

_____ than reading from a printed page.

A) easier

B) more difficult

C) neither easier nor more difficult

D) much faster

E) more comfortableB) more difficult20) Making generous use of descriptive

labels, subheads, and other similar devices on a website

A) confuses and frustrates online readers.

B) helps online readers get oriented to your website.

C) is fine for amateurs, but professional web designers avoid it.

D) is unnecessary if your primary audience is made up of English speakers.

E) none of the above. B) helps online readers get oriented to your website.

21) Unlike feasibility reports, justification reports

A) are designed to affirm decisions after they have been made.

B) are internal as opposed to external reports.

C) are always in memo format.

D) do not require a great deal of supporting data.

E) are never longer than one page. A) are designed to affirm decisions after they have been made. 22) Problem factoring is the process of

A) looking at a problem from many different angles.

B) considering how to divide responsibility for a problem.

C) creating problems instead of solving them.

D) breaking a problem down into a series of logical, connected questions.

E) listing all the factors that created the problem. D) breaking a problem down into a series of logical, connected questions. 23) Analytical reports for skeptical audiences should generally follow the _____ approach.

A) direct

B) indirect

C) hypothetical

D) aggressive

E) 1, 2, 3B) indirect24) Which of the following is not a common organizational format for analytical reports?

A) Focusing on conclusions

B) Focusing on recommendations

C) Focusing on information

D) Focusing on logical argument

E) All of the above are common formats. C) Focusing on information25) One

potential drawback of focusing on conclusions in a report is that you may

A) reveal information you know about that has not been included in the

report.

B) oversimplify the contents.

C) offend your audience.

D) compromise the integrity of your sources.

E) do all of the above. B) oversimplify the contents. 26) A report focused on

recommendations should

A) first establish or verify the need for action.

B) not include conclusions.

C) avoid mentioning any potential risks.

D) outline costs, but not in detail.

E) always combine the direct and indirect approaches. A) first establish or

verify the need for action. 27) Any risks involved with your recommendations

should

A) not be addressed, since they may discourage your audience.

B) be discussed in your report, but only in vague, general terms.

C) be addressed clearly in your report.

D) be outlined before you reveal the benefits that can be achieved.

E) none of the aboveC) be addressed clearly in your report. 28) Unlike those

focused on conclusions or recommendations, reports focusing on logical

arguments

A) use the indirect approach.

B) are not very convincing.

C) emphasize the positive.

D) do not include outside evidence.

E) are too confusing for most audiences. A) use the indirect approach. 29)

Which of the following is not a strategy for structuring reports focused on

logical arguments?

A) 2 + 2 = 4 approach

B) Direct approach

C) Yardstick method

D) Indirect approach

E) None of the above are logical approaches. B) Direct approach30) The 2 +

2 = 4 approach

A) generally works only with lengthy, nonroutine reports.

B) is the first strategy to try when writing reports that include

recommendations.

C) is far more complicated than any other organizational strategy.

D) is the only approach that is appropriate for any business report.

E) is also known as the 1, 2, 3 approach. B) is the first strategy to try when

writing reports that include recommendations. 31) Because of its natural feel

and versatility, the _____ approach is generally the most persuasive way

to develop an analytical report for skeptical readers.

A) 2 + 2 = 4

B) yardstick

C) direct

D) hypothetical

E) emotionalA) 2 + 2 = 432) One drawback of using the yardstick approach to structure business reports is that

A) you must discuss all the alternatives, even if many of them turn out to be irrelevant and/or unproductive.

B) this approach is generally considered old-fashioned.

C) it forces you to ignore the fact that the problem may have multiple causes.

D) it is impractical in most business settings.

E) it often oversimplifies the topic. A) you must discuss all the alternatives, even if many of them turn out to be irrelevant and/or unproductive. 33) You're writing an analytical report outlining the benefits of starting a recycling program. You need to explain how the program meets numerous criteria including reasonable cost, ease of implementation, and long-term impact. The _____ approach will probably be the best way to organize your report.

A) 2 + 2 = 4

B) scientific

C) direct

D) yardstick

E) modalD) yardstick34) A contractor receives a request from the owner of a company to bid on a large-scale construction project. The contractor will prepare a(n)

A) unsolicited proposal.

B) solicited proposal.

C) business plan.

D) request for proposal.

E) operations report. B) solicited proposal. 35) In an unsolicited proposal, the writer

A) must convince readers that a problem or opportunity exists.

B) analyzes the client's business in light of the competition.

C) uses a style approved by the American Association of Business Writers.

D) enumerates the client's options regarding such business decisions as product-line expansion.

E) has the upper hand. A) must convince readers that a problem or opportunity exists. 36) At the beginning of a research project, you need to

A) develop a formal outline that you plan to stick to throughout your researching and writing.

B) familiarize yourself with the subject.

C) just jump in by finding resources on the Internet and taking notes from them.

D) develop the conclusion you want to reach and start looking for evidence that supports that conclusion.

E) try Google to see if it provides enough information, and if not proceed to databases and other sources. B) familiarize yourself with the subject. 37) Sources of secondary information include

A) first-hand observation.

B) in-person interviews.

C) newspapers and periodicals.

D) experiments.

E) an online survey designed specifically for your project. C) newspapers and periodicals. 38) Which of these documents would not qualify as primary research?

A) A recent survey of your company's top clients

B) The most recent issue of a trade magazine in your industry

C) Notes from a conversation you recently had with a local government official

D) Your company's latest balance sheet

E) All of the above are examples of primary research. B) The most recent issue of a trade magazine in your industry39) In evaluating material you have gathered for a report, you should

A) assume that any information taken from a webpage will be credible and reliable.

B) throw out any information whose source is an organization that might be biased.

C) check the material for currency.

D) ignore government documents.

E) do none of the above. C) check the material for currency. 40) A web directory differs from a search engine in that

A) it doesn't include Usenet newsgroups.

B) it doesn't provide as precise results as a search engine.

C) human editors find and index the websites to include.

D) it usually locates more sites than a search engine.

E) it is much easier to use. C) human editors find and index the websites to include. 41) A metacrawler is

A) a highly specialized directory that focuses on a specific subject matter area.

B) a search engine that examines only newsgroup messages.

C) a type of aggregator that offers subscribers all-day information on their

desktops.

D) a special type of engine that searches several search engines at once.

E) a search engine that can access the hidden Internet. D) a special type of engine that searches several search engines at once. 42) Unlike Internet search engines, online databases

A) can be accessed only from a library.

B) often provide access to various parts of the hidden Internet.

C) are rarely up to date.

D) do not require a subscription.

E) are not reliable. B) often provide access to various parts of the hidden Internet. 43) To conduct an effective database search,

A) choose one search engine and stick with it.

B) consider questions such as where useful information might be found.

C) use long search phrases rather than short ones or single terms.

D) avoid Boolean operators.

E) use no more than one search term at a time. B) consider questions such as where useful information might be found. 44) You would not need to cite a source if you

A) used a direct quotation of under 250 words from a book titled Modern Economics.

B) used a table from the 1985 Farmer's Almanac.

C) described, in your own words, a plan for organizing production lines, which appeared in a professional journal.

D) provided general knowledge about your topic.

E) found it on Google, Yahoo, or Bing. D) provided general knowledge about your topic. 45) The two most common primary research methods are

A) not appropriate for test marketing.

B) experiments and observations.

C) surveys and interviews.

D) test panels.

E) reports and memos. C) surveys and interviews. 46) You create a survey and administer it five times under identical conditions. Because it yielded completely different results each time, you should conclude that this survey is

A) not valid.

B) not reliable.

C) open-ended.

D) leading.

E) closed-ended. B) not reliable. 47) " What are your plans for expanding your sales to the European market?" is an example of

A) a closed-ended question.

B) an open-ended question.

C) a restatement question.

D) an inappropriate question.

E) a conclusion. B) an open-ended question. 48) Which of the following is a closed-ended question?

A) Do you think the proposed expansion plan is feasible?

B) What do you see as the primary benefit of the proposal?

C) What corporate goals does the expansion help achieve?

D) How will the expansion affect day-to-day operations?

E) What advantages do you see in this course of action? A) Do you think the proposed expansion plan is feasible? 49) Unlike a summary, a paraphrase

A) restates the original material in your own words and with your own sentence structures.

B) presents the gist of the original material in fewer words.

C) does not require complete documentation of sources.

D) is never acceptable in business documents.

E) is more difficult to understand. A) restates the original material in your own words and with your own sentence structures. 50) One task in effective paraphrasing is to

A) avoid using any business language or jargon.

B) check your version against the original to make sure that you didn't alter the meaning.

C) make sure your version is the same length as or longer than the original.

D) write in the passive voice.

E) do all of the above. B) check your version against the original to make sure that you didn't alter the meaning. 51) An analytical report often ends by presenting a recommendation. true52) $1, 500 is the median for the following set of monthly salaries: $1, 200, $1, 200, $1, 300, $1, 500, $1, 700, $2, 000, $2, 800. true53) To find out your company's average monthly utility bill over the last year, you would need to calculate the mode of the last twelve bills. false54) The number 29 is the mode in this set of figures: 25, 29, 34, 29, 29, 42, 8. true55) Conclusions differ from recommendations in that conclusions suggest what ought to be done about the facts. false56) The recommendations you make in a report should offer practical guidance on next steps. true57) Very few reports require a work plan. false58) When writing a work plan, it's important to begin by developing a problem statement. true59) Online reports are always preferable to paper reports in

today's business environments. false60) In business reports, it is never appropriate to combine the direct and indirect approaches by revealing conclusions and recommendations as you go along. false61) Compliance reports, progress reports, and monitor/control reports are all types of informational reports. true62) An email summarizing an employee's trip to a trade show would be an example of a personal activity report. true63) Sales call reports are a type of compliance report. false64) In an informational report describing the chain of events that led to a plant closing, chronology would be the best topical organization strategy to use. true65) Information architecture refers to the structure and navigational flow of all parts of a website. true66) A justification report is an internal report designed to persuade top management to approve a proposed investment or project. false67) Managers use feasibility reports to examine the ramifications of a decision they are about to make. true68) Focusing on conclusions in an analytical report involves using the direct approach to organization. true69) The yardstick approach is best for organizing reports when you and your audience do not agree on the criteria you're using in your analysis. false70) A landscaper bidding on a job at the request of a general contractor would submit an external, unsolicited proposal. false71) In conducting research on General Electric, you should not use any information from www. ge. com because (like all information companies post online) it is bound to be biased. false72) With so much information available online, professionals have little need for libraries when it comes to finding secondary information. false73) The best general purpose search engines are capable of reaching information on the hidden Internet. false74) Unlike most search engines, a web directory yields results that have been screened by human editors.

true75) A metacrawler enables you to use multiple search engines simultaneously. true76) Boolean operators include terms such as AND, OR, and NOT. true77) Observations, interviews, and experiments are all considered secondary sources of information. false78) " Do you think the new employee benefit package is adequate?" is an example of an open-ended question. false79) Paraphrases do not require documentation of sources. false80) If sales for the first six months of the year were $24, 000, $20, 000, $23, 000, $20, 000, $19, 000, and $21, 000, the mean for the six months would be $20, 000. false ONBUSINESS COMM CHAPTER 11 SPECIFICALLY FOR YOUFOR ONLY$13. 90/PAGEOrder Now