Multiple choice

1. A problem statement for a business report
   a. is basically the same thing as a purpose statement.
   b. is generally unnecessary.
   c. defines the purpose of your research.
   d. none of the above

   ANSWER: c. A problem statement defines the purpose of your research.
   DIFFICULTY: moderate; PAGE: 271; OBJECTIVE: 3; TYPE: concept

2. In evaluating sources as you do research for a report, it is important to avoid sources that are
   a. not current.
   b. very recent.
   c. very objective.
   d. none of the above

   ANSWER: a. It is important to make sure you are using the most current information available.
   DIFFICULTY: moderate; PAGE: 272; OBJECTIVE: 5; TYPE: concept

3. Which of the following is usually treated as a primary source?
   a. books
   b. articles
   c. observations
   d. websites

   ANSWER: c. Although books, articles, and websites can qualify as primary sources (depending on how they are used), interviews, observations, and surveys are more popular forms of primary sources.
   DIFFICULTY: moderate; PAGE: 272; OBJECTIVE: 4; TYPE: concept

4. Unlike search engines, web directories
   a. search only American websites.
   b. always require subscription fees.
   c. use human editors to categorize and evaluate websites.
   d. none of the above

   ANSWER: c. This is the primary advantage of using a web directory.
   DIFFICULTY: moderate; PAGE: 273; OBJECTIVE: 3; TYPE: concept

5. An online database
   a. is basically the same thing as a search engine.
   b. provides access to newspapers, magazines, and journals.
   c. is an obsolete research tool.
   d. is too technical for most people to use.
ANSWER: b. Online databases give you access to materials that standard search engines may not include.
DIFFICULTY: moderate; PAGE: 273; OBJECTIVE: 3; TYPE: concept

6. Monitor/control reports include
   a. policies and procedures.
   b. plans, operating reports, and personal activity reports.
   c. solicited and unsolicited sales proposals.
   d. research, justification, and troubleshooting reports.

ANSWER: b. These are all types of monitor/control reports.
DIFFICULTY: moderate; PAGE: 277; OBJECTIVE: 2; TYPE: concept

7. Policy and procedure reports are used for
   a. documenting compliance with government regulations.
   b. monitoring and controlling operations.
   c. conveying guidelines and other organizational decisions.
   d. presenting and analyzing the alternative solutions to a problem.

ANSWER: c. These are the primary uses.
DIFFICULTY: moderate; PAGE: 277; OBJECTIVE: 2; TYPE: concept

8. Compliance reports are most often written
   a. in response to government regulations.
   b. to explain rules and guidelines.
   c. to protest unfair treatment.
   d. in response to employee grievances.

ANSWER: a. Compliance reports document adherence to regulations, usually those mandated by a government agency.
DIFFICULTY: moderate; PAGE: 278; OBJECTIVE: 2; TYPE: concept

9. A contractor submitting a weekly report on work done to date would be providing the client with
   a. an interim progress report.
   b. an interim compliance report.
   c. a justification report.
   d. a periodic operating report.

DIFFICULTY: moderate; PAGE: 278; OBJECTIVE: 2; TYPE: application

10. Topical organization strategies for informational reports include all of the following except:
    a. complexity
    b. spatial orientation
    c. importance
    d. comparison

ANSWER: a. This is not a type of topical organization.
DIFFICULTY: moderate; PAGE: 278; OBJECTIVE: 1; TYPE: concept

11. With the APA style, you use
    a. the author-date system.
    b. the author-page number system.
c. superscripts and footnotes or endnotes.
d. full citations within the text itself.

**ANSWER: a. This is a distinctive characteristic of APA style.**

DIFFICULTY: moderate; PAGE: A-24; TYPE: concept

12. A report that examines the financial aspects of a proposed decision, such as acquiring another company, is known as a ________ report.
   a. troubleshooting
   b. hypothetical
   c. due diligence
   d. justification

**ANSWER: c. This type of report precedes major financial decisions.**

DIFFICULTY: moderate; PAGE: 278; OBJECTIVE: 2; TYPE: concept

13. Unlike a failure analysis report, a troubleshooting report is written
   a. before a failure occurs.
   b. while a failure is occurring.
   c. after a failure occurs.
   d. by management.

**ANSWER: b. These reports are designed to solve current problems.**

DIFFICULTY: moderate; PAGE: 278; OBJECTIVE: 2; TYPE: concept

14. Unlike proposals and feasibility reports, justification reports
   a. are designed to support products, plans, or projects after they have been implemented.
   b. are internal as opposed to external reports.
   c. are always in memo format.
   d. do not require a great deal of supporting data.

**ANSWER: a. This is the definition of a justification report.**

DIFFICULTY: moderate; PAGE: 278; OBJECTIVE: 2; TYPE: concept

15. The AIDA plan for persuasive messages should be used with
   a. a direct approach only.
   b. an indirect approach only.
   c. either a direct or an indirect approach.
   d. neither a direct or an indirect approach.

**ANSWER: c. AIDA can use either a direct or an indirect approach. The direct approach puts your main idea in the opening. An indirect approach puts your main idea in the action step at the close.**

DIFFICULTY: difficult; PAGE: 233; OBJECTIVE: 3; TYPE: concept

16. A report that explores the ramifications of a proposed course of action is known as a ________ report.
   a. justification
   b. feasibility
   c. troubleshooting
   d. due diligence

**ANSWER: b. This type of report analyzes the benefits and drawbacks of a possible action.**

DIFFICULTY: moderate; PAGE: 278; OBJECTIVE: 2; TYPE: concept
17. Reports that focus on recommendations should
   a. establish the need for action.
   b. list the benefits that can be achieved if the recommendations are adopted.
   c. list the steps needed to achieve the benefits.
   d. all of the above

**ANSWER:** d. All of these statements are true of reports focused on recommendations.
**DIFFICULTY:** moderate; **PAGE:** 280; **OBJECTIVE:** 7; **TYPE:** concept

18. 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, along with how they can be minimized.
   d. be outlined before you reveal the benefits that can be achieved.

**ANSWER:** c. Not addressing risks limits the effectiveness of your report.
**DIFFICULTY:** moderate; **PAGE:** 280; **OBJECTIVE:** 8; **TYPE:** concept

19. Reports focusing on logical arguments
   a. never use the indirect approach.
   b. are not very convincing.
   c. are generally best when readers are hostile or skeptical to your recommendations.
   d. do not include outside evidence.

**ANSWER:** c. Logical arguments are often effective for overcoming audience resistance to your report.
**DIFFICULTY:** moderate; **PAGE:** 281; **OBJECTIVE:** 8; **TYPE:** concept

20. With the MLA style, you use
   a. the author-date system.
   b. the author-page number system.
   c. superscripts and footnotes or endnotes.
   d. full citations within the text itself.

**ANSWER:** b. MLA citations include the author’s last name and a page reference following the cited material.
**DIFFICULTY:** moderate; **PAGE:** A-24; **TYPE:** concept

21. The 2+2 approach
   a. generally works only with lengthy, nonroutine reports.
   b. shows readers how all the evidence adds up to your conclusion.
   c. is far more complicated than any other organizational strategy.
   d. is the only approach that is appropriate for any business report.

**ANSWER:** b. This approach leads readers to understand the logic of your main idea.
**DIFFICULTY:** moderate; **PAGE:** 281; **OBJECTIVE:** 8; **TYPE:** concept

22. If a client requests a proposal and then provides a list of criteria the solution must meet, the approach will probably be the best way to organize your report.
   a. 2+2
b. scientific
c. direct
d. yardstick

ANSWER: d. The yardstick approach illustrates how your proposal meets each of the audience’s criteria.
DIFFICULTY: moderate; PAGE: 281; OBJECTIVE: 8; TYPE: concept

23. Whereas __________ proposals seek funds from private parties, __________ proposals seek funds from government agencies.
   a. grant; investment
   b. investment; grant
   c. internal; external
   d. external; internal

ANSWER: b. Investment proposals are aimed at individual investors, while grant proposals target government agencies.
DIFFICULTY: moderate; PAGE: 283; OBJECTIVE: 2; TYPE: concept

24. A request for proposals (RFPs) generally specifies
   a. the exact type of work to be performed.
   b. how the work should be completed.
   c. when the work should be completed.
   d. all of the above

ANSWER: d. An RFP specifies everything needed to produce an accurate bid on a project.
DIFFICULTY: moderate; PAGE: 284; OBJECTIVE: 2; TYPE: concept

25. The proper sequence for the standard parts of a letter is
   a. heading, date, inside address, salutation, body, complimentary close, signature block.
   b. date, heading, inside address, salutation, body, typewritten name, complimentary close.
   c. salutation, date, heading, inside address, body, complimentary close, signature block.
   d. inside address, heading, date, salutation, body, complimentary close, typewritten name.

ANSWER: a. This is the correct order.
DIFFICULTY: moderate; PAGE: A-2-A-6; TYPE: concept

26. When compared to routine positive messages, persuasive messages aim to influence audiences who are likely to
   a. agree with you right away.
   b. know more than you do about the topic of your message.
   c. resist at first.
   d. be easily offended.

ANSWER: c. Persuasive messages must show the audience that the choice you present is the best among all others.
DIFFICULTY: moderate; PAGE: 228; OBJECTIVE: 1; TYPE: concept

27. When analyzing your audience for a persuasive message it is important to
   a. connect your message to your audience’s existing desires and interests.
b. consider how your audience might resist your message.
c. examine alternative positions.
d. all of the above

**ANSWER:** d. Considering your audience’s current needs, how they might resist your message, and other positions are all important steps when analyzing an audience.

**DIFFICULTY:** moderate; **PAGE:** 229; **OBJECTIVE:** 1; **TYPE:** concept

28. Most persuasive messages use the
   a. direct approach.
   b. indirect approach.
   c. convoluted approach.
   d. analytic approach.

**ANSWER:** b. Although effective persuasion may use either a direct or an indirect approach, most persuasive messages explain the reasons and build interest before revealing their purpose—an indirect approach.

**DIFFICULTY:** difficult; **PAGE:** 230; **OBJECTIVE:** 1; **TYPE:** concept

29. When using the direct approach to craft a persuasive message, remember to include
   a. an emotional appeal.
   b. a justification or explanation for your main point.
   c. an analysis of the situation.
   d. all of the above

**ANSWER:** b. Even though you are giving the audience the main point up front, you still want to provide a justification or explanation.

**DIFFICULTY:** moderate; **PAGE:** 230; **OBJECTIVE:** 1; **TYPE:** concept

30. When describing the AIDA Plan, the letters A – I – D – A stand for
   a. attention, informal, definition, account.
   b. attention, interest, desire, action.
   c. audience, indirect, design, analysis.
   d. amount, insight, distinction, appeal.

**ANSWER:** b. The letters A – I – D – A stand for attention, interest, desire, action.

**DIFFICULTY:** moderate; **PAGE:** 233; **OBJECTIVE:** 3; **TYPE:** concept

31. Emotional and logical appeals work together by
   a. providing rational support for an idea that an audience has already emotionally accepted.
   b. allowing the audience to choose the appeal that will be most effective.
   c. manipulating the audience into focusing on the emotional issues while ignoring the logical elements.
   d. all of the above

**ANSWER:** a. People who have been persuaded by compelling emotional arguments often look for rational reasons to support the idea.

**DIFFICULTY:** moderate; **PAGE:** 235; **OBJECTIVE:** 4; **TYPE:** concept

32. An analogy lets you
   a. reason from one specific evidence to another specific evidence.
   b. reason from specific evidence to a general conclusion.
   c. reason from a generalization to a specific conclusion.
d. all of the above

**ANSWER: a. Analogies reason via comparing one point to another.**
DIFFICULTY: difficult; PAGE: 235; OBJECTIVE: 4; TYPE: concept

33. Which of the following uses a deductive approach to persuasion?
   a. Because the stock market is expected to fall next month, shares of our company stock will probably also decline.
   b. It is important for our sales force to operate like a well-oiled machine.
   c. Our stock price is like a marathon runner, slowly making progress towards our goal.
   d. none of the above

**ANSWER: a. Deductive reasoning goes from generalizations to specific conclusions.**
DIFFICULTY: difficult; PAGE: 235; OBJECTIVE: 2; TYPE: application

34. In a claim letter, the opening should
   a. specify a deadline for action.
   b. give the reader a reason for granting your claim.
   c. state the problem.
   d. all of the above

**ANSWER: c. The opening should contain a clear description of your reason for writing.**
DIFFICULTY: difficult; PAGE: 238; OBJECTIVE: 3; TYPE: application

35. To make an effective and persuasive claim, the letter should include
   a. benefits to the company and a summary of events leading to the claim.
   b. a confident and positive tone and a complete review of the facts.
   c. problems with similar products and a critique of the company.
   d. a copy of the sales receipt and a request for reimbursement.

**ANSWER: b. A review of facts and a confident, positive tone are key to a good persuasive claim.**
DIFFICULTY: difficult; PAGE: 238; OBJECTIVE: 3; TYPE: concept

36. When using the AIDA approach to persuasion, the opening should
   a. build common ground with your audience.
   b. make your audience want to hear about your idea.
   c. catch your reader’s attention.
   d. all of the above

**ANSWER: d. The opening should catch your reader’s attention by building common ground.**
DIFFICULTY: moderate; PAGE: 233; OBJECTIVE: 3; TYPE: application

37. 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.

**ANSWER: c. Informational reports do not contain analysis of data.**
DIFFICULTY: easy; PAGE: 266; OBJECTIVE: 2; TYPE: concept

38. An analytical report
a. often requires a more comprehensive statement of purpose than an informational report.
b. presents data, but does not draw conclusions about the data.
c. does not include recommendations.
d. all of the above

**ANSWER:** a. **Options b and c describe informational reports.**
**DIFFICULTY:** moderate; **PAGE:** 266; **OBJECTIVE:** 2; **TYPE:** concept

39. 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.

**ANSWER:** b. **Many analytical reports recommend actions as part of their analysis of the data.**
**DIFFICULTY:** moderate; **PAGE:** 266; **OBJECTIVE:** 2; **TYPE:** concept

40. 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.

**ANSWER:** b. **A work plan does not normally include this.**
**DIFFICULTY:** moderate; **PAGE:** 269; **OBJECTIVE:** 1; **TYPE:** concept

41. Which of the following is *not* a typical element in a formal work plan?
   a. a list of tasks to be accomplished
   b. a schedule
   c. conclusions and recommendations
   d. none of the above

**ANSWER:** c. **Conclusions and recommendations are not normally included in a work plan.**
**DIFFICULTY:** moderate; **PAGE:** 269; **OBJECTIVE:** 1; **TYPE:** concept

42. The “desire” step in the AIDA approach should focus on
   a. explaining how the change will benefit the audience.
   b. answering in advance any questions the audience might have.
   c. backing up your claims with evidence.
   d. all of the above

**ANSWER:** d. **The Desire step shows the reader the benefits of the recommendation. It persuades by anticipating questions, showing how you would implement the plan, and providing evidence to support your idea.**
**DIFFICULTY:** moderate; **PAGE:** 233; **OBJECTIVE:** 3; **TYPE:** application

43. You may place the attention line
   a. at the top of the page, centered under the letterhead.
   b. below the salutation.
   c. two lines below the complimentary close.
   d. on the first line of the inside address.

**ANSWER:** d. **This is the correct location.**
44. The letter format in which all parts begin at the left margin is called
   a. block.
   b. modified block.
   c. simplified.
   d. mixed.

**ANSWER:** a. This is the definition of block letter format.

45. The top of a memo usually includes headings for
   a. to, from, date, subject.
   b. department, date, subject.
   c. attention, to, from, date.
   d. subject, to, date.

**ANSWER:** a. These are the standard headings.

46. When using the AIDA approach to persuasion, the closing should
   a. urge the audience to take the action you are suggesting.
   b. provide additional evidence and detail not covered in the “desire” step.
   c. explain the steps needed to implement your ideas.
   d. all of the above

**ANSWER:** a. The closing should be a call to action. Evidence, details, and implementation information should all come earlier.

47. When preparing a formal report, leave at least a
   a. uniform 2-inch margin on all sides.
   b. 2-inch margin at the top and bottom and a 1-inch margin on the sides.
   c. 1-inch margin on three sides and a 1-1/2-inch margin on the bound side.
   d. uniform 1-1/2-inch margin on all sides.

**ANSWER:** c. It is important to include sufficient white space along with the text of the report.

48. The purpose of a superscript in text is to let the reader know
   a. to read the marked line more carefully.
   b. how many sources the author consulted.
   c. that the report is scholarly.
   d. to look for source information in either a footnote or an endnote.

**ANSWER:** d. This is the function of an arabic numeral placed just above the line of type at the end of the reference.

49. A content note
   a. offers additional information or provides a cross-reference.
   b. documents direct quotes.
c. documents paraphrased passages.
d. documents visual aids.

**ANSWER:** a. Content notes may be included for the reader’s convenience.
**DIFFICULTY:** moderate; **PAGE:** A-22; **TYPE:** concept

50. In the List of Works Cited following the MLA style
a. the date comes immediately after the author's name.
b. electronic sources are not included.
c. the titles of books and periodicals are put in quotation marks.
d. all the main words are capitalized in the titles of books and articles.

**ANSWER:** d. This is one characteristic that distinguishes MLA style from APA style.
**DIFFICULTY:** moderate; **PAGE:** A-25; **TYPE:** concept