

Hi Class-

Again, you did well on your quizzes. The grades are as follows:

100%	32
94%	38
87%	21
80%	18
74%	5
67%	5
40%	1

See you on Oct. 30th and have a good midterm break---

LCC 3400

Quiz: # 3: The Formal, Analytical Report
(50 minutes)

Part 1:

Context

You have been hired as an industrial engineer for McBurgers Corp. and assigned to study and report on the effectiveness of the new wholly customer-operated ordering system. The report examines and evaluates the new way that customers input their own order into a terminal, pay for their orders by inserting their credit card, and waiting for the order to be delivered from the food preparation area by the production staff. Each of these terminals has replaced one employee, saving the company money on salaries, but there are some problems with the system and you are assessing whether customers may be going to Burger Duke as a result of the problems.

1. Who are you writing to? What groups will be the first audiences for this study?

- a. McBurgers' senior management and industrial engineers
- b. McBurgers' senior management and individual store owners and managers
- c. McBurgers' affected employees and management at individual units

The best answer is A because senior management, in conjunction with the engineering team, will have to make decisions about how to respond to your assessment. Individual store owners, managers, or employees will have no power to act on the results.

2. The title page of your report includes:
 - a. title, submission date, and producing organization
 - b. all listed in a, plus names of the writers
 - c. all listed in a and b, plus reference to other related documents

The correct answer is B. Title pages do not contain information about related documents but do contain names of creators.

3. The report includes an executive summary that contains
 - a. a description of the problem and its significance and the solution with its cost and time for implementation.
 - b. a description of the proposed solution and its cost.
 - c. the topic of the report, method for research, results of the analysis, discussion of the analysis. conclusions and recommendations. a description of the problem and the solution.

The best answers are A and C. B does not fully describe the contents of the document.

Part 2:

Context

You gathered a great deal of information for your report and are making a first effort to organize it for presentation. Your first question is what material to include in the introduction. You are considering the following categories of information : (1) current problems in staffing stores and how the new system provides a solution, (2) possible ways of addressing the staffing problem (includes increasing wages, reducing operating hours, offering incentives), (3) description of your assessment methodology (4) an overall assessment of the proposed terminals, (5) customer reaction, (6) staff reaction, (7) how to advertise the presence of the new terminals

4. Which of the following selections is **most** appropriate within your introduction?
 - a. 1, 2, 3
 - b. 1, 2, 5
 - c. 3, 4, 5

The best answer is C because it most closely reflects the content of the document by focusing on analysis. (Note that many of you included rationale on your answer sheets that indicated thinking processes that justified other choices as well.)

5. The methodology section of your report should include 1) a description of your methodology, 2) a summary of your assessment of the new system, 3) a detailed report on customer reaction, 4) rationale for using your chosen methodology. Which of the following selections are most appropriate for your methodology section?

- a. 1, 4
- b. 2, 3,
- c. 1, 2, 3

The best answer is A. Choice 3 does not describe methodology.

6. As you write the results and discussion section you should include

- a. 2, 3
- b. 1, 2
- c. 1, 2, 3

The best answer is A since a description of methodology is not part of the result of your study, the focus of this section of the report.

Part 3:

Context

You have been hired to analyze the effectiveness of a new online card catalog system used by small universities. You have been asked to examine and evaluate the new way that patrons input their search information into a computer terminal, access the information they need, and download their material. The new online system seems to be an improvement compared to the earlier system, but without the analysis, you won't be sure. Other library administration is concerned with costs.

7. An audience of library management officials' major interest is

- a. that patrons can access information easily without needing extra assistance
- b. difficulties of system updates
- c. updates and operation costs

The best choices are A or B. The question explicitly states that other library administration is concerned with costs.

8. A audience of library students' major interest is

- a. that patrons can access information easily without needing extra assistance
- b. difficulties of system updates

c. updates and operation costs

The best choice is A. Students will be concerned with what affects their own interests, which is their ease of accessing information.

9. The report includes an executive summary that contains a
- a. detailed description of the new system, its affect on patron usage, and a solution for low patron usage in the past
 - b. brief description of the new system, a brief accounting of the analytical method used, and a report of the effects of the new system
 - c. description of the method for research, comparison of this method with others, detailed report of the analysis, conclusions and recommendations

The best choice is B. Both A and C include detailed descriptions and reports. The executive summary should contain only brief accountings of the report.

Part 4

Context

You gathered a great deal of information for your report and are making a first effort to organize it for presentation. Your first question is what material to include in the introduction. You are considering including the following categories: (1) past problems in handling patron requests and how the new system provides a solution, (2) different methods for handling past problems (3) brief description of your assessment methodology (4) an overall assessment of the new system, (5) patron use levels, (6) staff reaction, (7) changes in levels of patron requests as a result of new system, (8) description of the analysis, its need, and overall results

10. Which of the following selections is **most** appropriate within your introduction?

- a. 2, 4, 5
- b. 3, 6, 7
- c. 1, 3, 8

The best choice is C. An accounting of staff reaction (in B) and methods for handling past problems (in A) are not important or appropriate for an introduction.

11. The methodology section of your report should include 1) a description of your methodology, 2) a summary of your assessment of the new system, 3) a detailed report on patron use, 4) rationale

for using your chosen methodology. Among possible others, which of the following selections are most appropriate for your methodology section?

- a. 1, 2
- b. 1, 4
- c. 1, 3

The best choice is B. Both answers 2 and 4 would be more appropriate to the discussion section of the report.

12. The results and discussion section should include

- a. 2, 3,
- b. 1, 3
- c. 2, 4

The best choice is A. The description and rationale for choosing the methodology belong in the methodology section rather than in results and discussion.

Part 5:

Context

When reports are completed, they are accompanied by letters of transmittal, (cover letters or memos), indicating what the reader can expect from the enclosed report.

13. You have to include with your report a letter (or memo) of transmittal. Choose one aspect that your it must include.

- a. the schedule that you followed to complete the report.
- b. information for contacting the report writers.
- c. the cost of producing the report.

The best choice is B. Recipients of reports must always be provided with contact information so that they can ask questions for clarification, if necessary.

14. The main purpose of an analytical report is to

- a. provide results and recommendations derived from a critical study of information regarding your topic
- b. propose actions in relation to the completed study
- c. report on the history and development of the subject of your study

The correct choice is A.

15. Your report is 58 pages long, includes 18 graphs and charts, and includes a specialized vocabulary not used by your target audience. You include a table of contents,
- a. a glossary of terms, and a table of figures.
 - b. and a glossary of terms.
 - c. and a table of figures.

The best choice is A. You should include all information necessary to make your report understandable and easy to navigate.