

Hi Class--

Once again, you did well on your quiz-- The grades are slightly different this time since I had to adjust for the omission of questions 4-6. The adjustment gave you bonus credit for your answers, although the grades are slightly lower. Any borderline grades affected negatively will be rounded to the higher grade.

Here's the breakdown:

| | |
|------|----|
| 100% | 14 |
| 93% | 14 |
| 85% | 17 |
| 78% | 11 |
| 71% | 1 |

Quiz 6 -- Review

Memos-
Context

You are a student assistant in an academic department. Several faculty have complained that some of the fire doors on one hall have been chained shut, thus creating a safety hazard. The office manager has asked you to write a memo to the maintenance department asking them to fix the problem.

1. You will list the main headings in the memo as
 - a.
Fire Safety Hazard
Location of Safety Hazard
Suggested Action
 - b.
Problem and Location
Need for Urgency
Department Contact Person
 - c.
Introduction
Body
Conclusion

The best choice is A. These headings make the problem and purpose of your document clear and provide information necessary for maintenance to act. B and C are too vague.

2. The most effective subject line would be
 - a.
Request for door repair
 - b.
Request for repair of safety hazard
 - c.

Please remove chains

The best choice is B. B alerts the reader to a more urgent safety problem rather than just repair. C is vague and does not relate to the problem focus.

Context

You are a first semester senior, majoring in Management. The professor in your MGMT 4008 takes attendance, allows each student three absences, and reduces final grades by five points for each additional absence. You took two of your three allowed absences for job interviews, slept in by accident one morning and then, this morning, slept in again.

You are carrying a C- in the course; if the prof knocks off .5, you will have a D in your major, significantly reducing your job opportunities. But the prof, who like all profs is not only wise but also kind and forgiving, has offered to let you write a memo explaining why you should not get the grade reduction you so obviously deserve.

You resolve to write a serious, persuasive document.

3. The subject line of this memo should be

- a. Extenuating circumstances regarding my four absences in MGMT 4008
- b. Why I do not deserve a grade reduction
- c. Why I overslept

The most effective choice is A. C focuses on your irresponsible action and B implies arrogance.

Proposals

Omit questions 4, 5, and 6.

The Formal, Analytical Report

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.

7. 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.

8. 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.

9. 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.

Brochures

Context: You've been asked by student services to write a set of tips and instructions for incoming freshmen who must go through registration at a small college. This college has not yet entered the technological age and does not employ online registration, but requires the students to go from building to building and room to room to complete the process.

10. To be most useful to your audience and to make effective use of materials, the instructions should be packaged as a
- a. brochure with a map
 - b. single sheet of colored paper with printing on one side (including a map)

c. set of 5 stapled pages of material listing all the buildings on campus, their names and building numbers listed (but no map)

The best choices are A or B. If you can make a brochure simple enough to allow room for both a legible map and instructions, this would work well. A single sheet for a flyer would provide room for both. A set of pages would be bulky, take more room than needed, and would be a waste of money.

11. If you were limited to the following choices of graphics, you would choose a
- reproduction of a campus map without special markings on buildings
 - line drawing of a map with all buildings' locations, marked to note the buildings to be used
 - set of boxes, each with a line drawing of a route from your own department to each building

The best choice is B. A drawing with a map marked to note the specific buildings to be used would help students easily identify where they need to go. A reproduction of a campus map would not help them locate the specific buildings they need and a set of boxes with route lines marked would be visually cluttered and confusing. It would also not be helpful to mark the route from one department.

12. You would locate the graphic on
- the cover of a narrow 3-fold brochure
 - the reverse side of a one-page flyer
 - a separate sheet of paper, not attached to the instructions and tips pages

The best choice is B. A separate sheet of paper could be easily lost and would be harder to access. A narrow 3-fold brochure would not be big enough to depict a very useful map.

Resume and Letter of Application

The quiz is based on the following set of information about a Georgia Tech senior. Note that the information here is **not** formatted as a resume.

Objective

- A position in which I can use my education and experience to contribute to an organization's success
- A position in which I can obtain additional training in architecture and management.

Education

- B.S. in Architecture, June 2000

Georgia Institute of Technology, Atlanta, GA

2. GPA 2.6, . GPA in major, 2.9
3. Certificate in Spanish
4. 2 years of college mathematics
5. 2 years of college English
6. coursework in both architecture design and drafting
7. graduate course in public policy and city planning
9. coursework in media studies
10. Certificate in Management

Experience

1. student assistant, Department of Modern Languages, 1998
2. student assistant, School of Architecture 1999
3. lifeguard, Weston FL Recreation Department, Summer 1997
4. foreperson, Habitat for Humanity building project, Weston, FL,

Summer 1998

5. intern at Habitat for Humanity headquarters, Providence, RI,

Summer 1999

Personal information

1. age 23
2. married, no children
3. willing to travel
4. member, Weston Presbyterian Church, 1989-present
5. hobbies: reading and sailing
6. excellent health

Activities

7. Georgia Tech Big Brothers, 1996-2000
8. Technique (student newspaper) editorial staf manager, 1997-2000, news editor 2000
9. Georgia Tech Sailing Club, 1997-1999
10. campus Young Democrats, 1997-2000
11. Team Captain, Intramural soccer, 1997-2000

Context: You are applying for a position as office manager at an architectural firm while you wait to take your AIA exams.

13. You are considering whether to include an objective
 - a. You include objective 1.
 - b. You include objective 2.
 - c. You do not include an objective.

Your best answers for this question would be A or C. It is to your advantage to use language that indicates reader-centeredness over writer-centeredness, but it is also not always necessary to include an objective.

14. If you could include only three items from education, (for the position of manager of the architectural firm) which do you include?

- a. 1, 7, 10
- b. 1, 2, 10
- c. 1, 3, 7

The best answer is A. Resumes should always highlight the information most pertinent to the job for which you are applying.

15. If you could include only three items from personal information and activities, which would you include?

- a. 7, 8, 11
- b. 6, 9, 10
- c. 2, 5, 8

The best answer is A. Age is not an issue about which a potential employer can legally inquire and personal information such as political or church affiliations are not particularly appropriate. Your marital status is also not within the range of what is appropriate for a potential employer to discuss. The activities noted in answer A indicate your involvement in school activities without ranging into information that is too personal and also highlight your managerial skills.