

LCC 3400/

Quiz # 2: Proposals (50 minutes)

The following information applies to the entire quiz.

You are proposing an on-line parking space auction to resolve the parking problem at Tech. Your proposal is as follows. Every parking space on campus except handicapped spaces will be numbered and reserved 24 hours a day for a single user. At the beginning of every semester, every numbered space will be offered to the highest bidder during a 24-hour on-line auction. All members of the Tech community: administration, staff, faculty, and students can participate equally in the auction. The funds raised will support parking operations and the creation of new parking spaces. Any surplus funds will be used by Auxiliary Services to expand its services on campus.

Part 1.

Context: Your readers are members of student government whom you want to support the proposal and officially present it to the Tech administration. To insure that everyone reads your proposal, you want to a document no longer than 3 pages.

1. To insure that your audience receives the information they need, the topics following the Introduction should be:
 - a. problem, objectives, action, implementation, costs
 - b. issue, options, context and attitudes, implementation
 - c. history of the problem, previous efforts to solve the problem, superiority of the current proposed solution, plan for implementation

Preferable answer is C, but A is acceptable

2. From the following list, select evaluation criteria that would be most effective with this audience. (1) Overview, (2) Introduction, (3) Effect on employee productivity, (4) Feasibility in terms of overall costs and revenues, (5) Time for implementation, (6) Legality and conformity to Regents' Regulations, (7) Safety, (8) Presumed cost to average student (9) Implementation
 - a. 1, 2, 4, 5
 - b. 1, 2, 6, 7
 - c. 1, 2, 7, 8

Correct answer is C

3. Within the "implementation" section, should you include:
 - a. plan for implementation, list of resources, work schedule, qualifications of the work team
 - b. plan for implementation, work schedule, critical dates, potential to interrupt other activities, criteria for evaluating work
 - c. plan for implementation, assurance that safety and legal requirements have been addressed, list of sub-contractors, work schedule

Correct answer is B

Part 2.

Context: You are considering the use of graphics to clarify your proposal to your student government audience.

4. To keep the proposal as short as possible, you will limit yourself to a single graphic. Which of the following will be most useful?
- a map showing the location of spaces
 - a chart showing the yearly increase in the student parking fee
 - a bar chart showing the number of spaces allocated to faculty, students, and staff
 - a graph showing the growth of parking revenues and expenses by year

Correct answer is B

5. To be most useful to the readers, should the graphic be placed:
- full page at the end
 - partial page integrated with the text
 - handout during your presentation

Correct answer is B

6. should the graphic be identified by
- a number and title ("Figure 1: Growth of Parking Revenues")
 - a title ("Growth of Parking Revenues")
 - reference in the text ("as you can see from the chart below")

Correct answer is B or C

Part 3.

Context:

7. As you design this document, which of the following type font and size combinations will be most effective for your student government audience?
- 16 point Times for major heads, 14 point Times for subheads, 12 point Times for other text
 - 14 point times bold for heads and subheads, 12 point times for other text, Italics to set off the overview the overview
 - 12 point Times for the entire document, bold for heads and subheads

Correct answer is C

8. As you try to persuade the Student Government that that it should invest effort in pushing this proposal forward should you:
- list poll results showing how seriously students view the problem
 - list comments from a representative sample of students
 - use technical definition techniques

Preferable answer is A, but B is acceptable.

9. The Student Government has asked you to reproduce you proposal and distribute it to all members of Student Government one week before its meeting to consider the proposal. Would the most effective presentation of this proposal be:

- photocopied and stapled
- printed and bound
- printed on glassy paper and bound

Preferable answer is A, but B is acceptable.

Part 4.

Context: Student government has approved your proposal and has asked you for a draft of a proposal to be sent to the administration. To insure that everyone reads your proposal, you want to a document no longer than 3 pages.

10. As you organize your proposal, which four headings will organize the content most effectively for this audience?

(1) Overview, (2) Introduction, (3) Effect on employee productivity, (4) Feasibility in terms of overall costs and revenues, (5) Time for implementation, (6) Legality and conformity to Regents' Regulations, (7) Safety, (8) Presumed cost to average student, (9) Implementation

a. 1, 2, 7, 8

b. 1, 2, 3, 4

c. 1, 2, 4, 6

Correct answer is C

11. Would the best subject for this proposal be:

a. Auctioning parking spaces on campus

b. An equitable solution to the campus parking problem

c. Solving the parking problem while raising additional revenue

Correct answer is B

12. Should the conclusion include

a. a restatement of the initial overview of the proposal

b. a summary of the points made in the proposal

c. a statement of the consequences of not acting

Correct answer is C

Part 5

Context: You are considering the use of graphics to clarify your proposal to your administration audience.

13. To keep the proposal as short as possible, you will limit yourself to a single graphic. Which of the following will be most useful?

a. a map showing the location of spaces

b. a chart showing the yearly increase in the student parking fee

c. a bar chart showing the number of spaces allocated to faculty, students, and staff

d. a graph showing the growth of parking revenues and expenses by year

Correct answer is D

14. As you explain to the administration the students' perspective on the parking problem should you:

a. list poll results showing how seriously students view the problem

b. list comments from a representative sample of students

c. use technical definition techniques

Correct answer is A

15. As you present to the administration your estimate of the cost of a solution and the time required to implement it, would the best subheadings be:

a.

- cost estimates by Tech's Campus Planning Department
- non-binding bids from local contractors
- non-binding time estimates from local contractors

b.

- completion times at other institutions
- cost estimates by Tech's Campus Planning Department
- a breakdown of the job by components and your estimation of costs

c.

- time/cost estimates by local contractors
- a breakdown of jobs by components and your estimation of costs

Correct answer is A