

Note that there may be more than one appropriate answer to the quiz questions.

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 the group that is improving the efficiency of McBurgers stores. Your current project is to study and report on the feasibility of replacing some of the order takers in each store with a wholly customer-operated ordering system. The proposal calls for customers to 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. If the system works, each of these terminals will replace one employee. If it is installed and does not work, a lot of your customers will go to Burger Duke.

1. Based on what you read in the Info section of the Web site, who are you writing to? What groups will first see this study?

- a. McBurgers' management
- b. McBurgers' management, individual store owners and managers, focus groups of customers
- c. McBurgers' management, affected employees, vendors of the terminals that will be required

Correct answer is a.

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 and approval signature
- c. all listed in a and b, plus reference to other related documents

Correct answer is b.

3. The report will include 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. 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.
- c. description of the proposed solution and its cost.

Correct answer is b.

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Part 2:

Context

You gathered a great deal of information 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, (2) possible ways of addressing the staffing problem (includes increasing wages, reducing operating hours, offering incentives), (3) creating an assessment methodology (4) an overall assessment of the proposed terminals, (5) possible customer reaction, (6) possible staff reaction, (7) how to advertise the presence of the new terminals

4. Which of the following selections is most appropriate for your introduction?

- a. 1, 2
- b. 1, 2, 3
- c. 1, 2, 4, 6

Correct answer is a.

5. You have decided that the report needs a methodology section. Which of the following selections should be included in it.

- a. 3
- b. 3, 4
- c. 3, 4, 5

Correct answer is a.

6. As you write the results and discussion section, will you include:

- a. 4 ,5
- b. 4 ,5, 6
- c. 3, 4, 5

Correct answer is b.

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7. You will include graphics in your report. Based on what you read about audience, which of the following sets of graphics will be most useful to the technical audience that will evaluate your report? (1) an image of the computer terminal or touchscreen, (2) a photograph of the proposed terminal, (3) a flowchart of the customer ordering process, (4) an artist's sketch of a store with the new terminals installed, (5) a blueprint showing placement on the counters?

a. 1, 3

b. 1, 2, 5

c. 1, 2, 4

Best answer is a; credit also for b.

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8. You are writing the conclusion and recommendations of your report. How will you structure them?

- a. a section labeled “Conclusions and Recommendations” listing the findings and their significance and describing what the readers should do
- b. a section labeled “Conclusions” listing the findings and their significance and a section labeled “Recommendations” and listing what the readers should do
- c. a section labeled “Conclusions” listing and justifying the findings and a section labeled “Recommendations” and listing what the readers should do.

Correct answer is a.

9. Given the relatively conservative environment (burgers are a serious business) in which this document will be read, would the best type font and size be:

- a. a serif font like 12 point Palatino or Times New Roman
- b. a sans serif font like Monoco in 12 point
- c. a sans serif font like Monoco in 14 point

Correct answer is a.

Part 3:

Context

You are writing the cover letter for your report.

10. Based on what you saw in the sample company report, is the intent of such a letter to:

- a. remind the recipient of why he or she is getting the report
- b. thank those who assisted
- c. both a and b

Correct answer is c.

Part 4:

Based on your study of the sample company report, respond to the following:

11. In addressing the scope of your study, which of the following will you depend on for information? (1) the time allowed, (2) the funds available, (3) the expertise of team members, (4) the constraints imposed by management, (5) the legal and regulatory environment and constraints

- a. 1, 2, 3
- b. 1, 2, 3, 4
- c. 1, 2, 3, 4, 5

Correct answer is c.

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- 12.** A study like this always has appendices. Yours includes
- a.** printouts of data, manufacturers' specifications for proposed equipment.
 - b.** printouts of data, manufacturers' specifications for proposed equipment, and installation diagrams.

Correct answer is b.

- 13.** A study like this always includes graphics. Are such graphics:
- a.** incorporated into the text of the document and numbered and titled?
 - b.** incorporated into the text of the document and just titled?
 - c.** put in the appendix and numbered and titled?

Correct answer is a.

- 14.** A study like this generally has a number of lists. Are such lists:
- a.** bulleted for clarity ?
 - b.** numbered for reference ?
 - c.** either, depending on circumstances?

Correct answer is c.

- 15.** Your report is 58 pages long, includes 18 graphs and charts, and includes no highly specialized vocabulary. You include
- a.** a table of contents, a glossary of terms, and a table of figures.
 - b.** a table of contents and a glossary of terms.
 - c.** a table of contents and a table of figures.

Correct answer is c.

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7. Which of the following issues will you address in the introduction? (1) the definition of the problem to be solved, (2) the scope of your study, (3) the method of your study, (4) the cost of your study

a. 2, 3

b. 1, 2, 3

c. 1, 2, 3, 4

8. You are writing a cover letter

8.

9. Which of the following will you depend on for research information? (1) previous company studies on the same or related topics, (2) articles published in trade or professional presses, (3) interviews with specialists, (4) polls of users, (5) interviews with workers and managers

a. all of the above

b. 3, 4, 5

c. 1, 2, 3

Part 4:

Context

You have completed your study and have written the argument which forms the major part of the report. Now you must complete the final parts of the report.

10. You must meet audience expectations for presenting the results of your argument. You will create

a. separate "Conclusions" and "Recommendations" sections.

b. a single section called "Conclusions and Recommendations."

c. a single section called "Results of the Study."

11. You have used a number of in-house and published articles in your report. You will provide

a. references to them as detailed footnotes in the body.

b. short references in the body and detailed information in a bibliography.

c. detailed information in the body, repeated in the bibliography

12.

c. copies of articles you depended on, manufacturers' specifications for proposed equipment, and observations by those who have reviewed your drafts of the report.

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Part 5:

Context

Now that your report is completely written, you have to organize and number its parts and arrange for its production.

13. You have to include with your report a letter (or memo) of transmittal.

This letter should include

- a. an abstract of the report.
- b. information on contacting the report writers.
- c. the cost of producing the report.

14. The apparently simple job of numbering the pages presents its own problems. You

- a. begin with the title page and number it and all following pages in sequence, but number the appendices separately.
- b. number all the pages in sequence from start to finish.
- c. begin with the letter of transmittal and number it and all following pages in sequence until you get to the bibliography and appendix, which you number.

If you included “an overall assessment of the proposed terminals” as a block of information to include, which of the following would be the best sub-heads within this block? (1) repair record, (2) cost, (3) customer response, (4) staff response, (5) number of people to be replaced, (6) size.

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