Part 1: Memos
1. Memos are:
   a. generally single spaced
   b. generally double spaced
   c. always single spaced
   The correct answer is a.

2. Heads and subheads in a memo are:
   a. generally omitted
   b. designed as in proposals and formal reports
   c. kept informal
   The correct answer is b.

3. Memo design calls for heading that follows the sequence
   a. To:, From:, Date:, Subject (or Re:)
   b. To:, From:, Subject (or Re:), Date:
   c. To:, From:, Subject (or Re:)
   The correct answer is a.

Part 2: Proposals
4. As described in the “Info” section of Website, the key distinction between the
   proposal’s Overview and its Introduction is:
   a. The Overview emphasizes content, and the Introduction emphasizes purpose.
   b. The Overview emphasizes the proposed solution, and the Introduction
      emphasizes how the project was done.
   c. The Overview is limited to a single paragraph, but the Introduction can be of any
      length.
   The correct answer is a.

5. As described in the “Info” section of Website, the “Implementation” section of the
   proposal includes:
   a. the method, resources needed
   b. the method, resources needed, schedule of work, qualifications of the team
   c. the resources needed and schedule of work
   The correct answer is b.
6. As described in the “Info” section of Website, the “Objectives” section of the proposal includes:
   a. both the list of objectives and those assigned to accomplish them
   b. a timeline listing the sequence of objectives
   c. the needs that the solution must satisfy

The correct answer is c.

Part 3: Formal, analytical reports

7. In writing a formal, analytical report do you assume the readers will be:
   a. management, corporate legal staff, users
   b. experts, managers who ordered the study, managers from other units of the company
   c. regulating agencies, corporate legal staff, management

Correct answer is b.

8. A formal, analytical report’s Executive Summary contains:
   a. short descriptions of the problem, its significance, the proposed solution, and the time/cost required to implement it
   b. a description of the problem, a description of the constraints within which a solution must fall, a description of the solution
   c. two paragraphs, the first describing the problem, the second describing the proposed solution

Correct answer is a.

9. In numbering the pages of a formal, analytical report, the first numbered pages are:
   a. the letter of transmittal page 1, and the Overview is page 2
   b. the title page is page 1 (with number omitted) and the Table of Contents is page 2
   c. the Introduction is page 1, and the Executive Summary is page 2

Correct answer is b.

Part 4: Resumes and letters of application

10. In the first section of the letter of application, you should include:
    a. the name of the job you are applying for and the source of the job posting
    b. your degree and general qualifications
    c. what you know of the company

The correct answer is a.

11. In deciding how to deal with the issue of references on a resume, should you:
    a. always list at the end of the resume
    b. always omit and note only “References available on request.”
    c. do either, depending on circumstances

Correct answer is c.
12. On a resume, should experience be listed:
   a. alphabetically
   b. reverse chronologically (most recent first and so on)
   c. from most relevant to least relevant
   **Correct answer is c.**

**Part 5: Typography**

13. In writing units of paragraphed body text, should you always avoid continuous:
   a. 14 point text
   b. Monaco
   c. underline and Courier
   **Correct answer is c.**

14. A single document could have a number of font sizes (i.e., 12 pt., 14 pt., 16 pt.) but should have no more than:
   a. 2 different fonts
   b. 3 different fonts
   c. 1 font
   **Correct answer is a.**

15. If you want to project a conservative tone, in the body text, to the average adult audience, should you use:
   a. Palatino or Times Roman
   b. Courier or Helvetica
   c. Chicago
   **Correct answer is a.**