

Hi Class-

Well, the final exam is complete and your quizzes are graded -- Very few people took the final exam, but the grades of those who did, follow here:

100%	3
94%	7
87%	4
80%	3
74%	1
67%	1
60%	1

**Final Exam**  
**LCC3400**  
May 1, 2000  
8:00 am- 10:50 am

Please choose the best answers based on the contexts **within this exam**.

### **Memos**

#### **Context**

You are an employee of a small package mail business. You've begun to realize that the money you and the other employees spend to make copies at the shop down the block costs more over time than it would to rent or buy a new copy machine for the business. You've noted your discovery to the office manager, who has asked you to write a memo to the owner explaining the issue.

1. You date the memo based on the
  - a. date the memo is composed
  - b. date at which the problem was recognized
  - c. last possible date by which the problem must be resolved

The correct answer is A. Assuming that you submit the memo on the date you compose it, this date will be the most important to the reader.

The correct answer is A. Assuming that you submitted the memo on the same day that you composed it, your reader will be most interested in the context of occurrences on that date.

2. You will create the headings and sub headings as

a.  
XXXXXXXXXX  
XXXXXXXXXX  
    • XXXXXXXXXXX

b.  
XXXXXXXXXX  
XXXXXXXXXX  
    XXXXXXXXXX

c.  
                  XXXXXXXXXX  
XXXXXXXXXX  
    XXXXXXXXXX

The correct answer is C. Visual heirarchy is created with centering as most general, left justified as more specific, and tabbed as even more specific.

3. Memos are forms **most often** used for correspondence

- a. outside the business/corporation
- b. inside the business/corporation
- c. both outside and inside the business/corporation

The correct answer is B. Memos are **most often** used as inside correspondence.

4. Heads and subheads in a memo are

- a. used to help readers access information more easily
- b. not useful in memos because they are so short
- c. set in all caps to make them easier to see

The correct answer is A. All caps is diffucult to read. Heads and subheads are extremely useful for accessing information.

## Proposals

### Context

You are a member of a Georgia Tech University Committee that is 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.

5. 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

The best answer is A. Although the Tech administration will be concerned with conformity to regulations and safety and cost to students, they will be most interested in whether you are proposing a project that is feasible and that fits within an adequate time frame.

6. As you design this document, which of the following type font and size combinations will be most effective for your student government audience?
- a. 16 point Vivaldi italics for major heads, 16 point Times for subheads, 12 point New Century Schoolbook for other text
  - b. 16 point Times bold for heads, 14 point Times for subheads, 12 point times for other text
  - c. 12 point Times for heads, 12 point Times italics for the introduction and conclusion to highlight them, and bold for heads and subheads

The best answer is B since the font is consistent and the headings gradually decline in size as they decline in importance. C might be an effective choice if you understood that italics would only be used for headings and not body text, but B is still the best choice.

7. 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.

**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.

8. Which of the following elements will lead you to decide the scope of your study? (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
- 1, 2, 3
  - 1, 2, 3, 4
  - 1, 2, 3, 4, 5

The best answer is C because all of these elements affect your choices in developing your report.

9. A formal, analytical report's Executive Summary contains
- only one or two lines of summarization of the report
  - approximately 10 pages of detailed information describing your study
  - 1 to 3 paragraphs of information

The best choice is C. A report is so long that it cannot be summarized in one or two lines and 10 pages of text is too long to be a summary except in the rare case that the report contains multiple volumes of detailed material.

## Brochures

### Context

You are creating an 8 1/2 x 11, in-house flyer for the Sunnydale retirement home to remind everyone of the annual picnic. It will be held at the clubhouse located next door to the retirement home. You want to include a graphic and encourage everyone to attend.

10. You have room for one graphic. The graphic should be a
- map of the retirement home grounds
  - clip art image of a clown plying Frisbee
  - photo of residents enjoying last year's picnic

The best choice is C. This graphic would encourage participation without being childlike. There's also no need for a map to locate a clubhouse right nextdoor.

11. You are trying to place the graphic on the flyer in the location most useful to the readers. You put it
- on the back cover
  - on a separate page
  - above the event description

The best choice is C. Your readers will be more likely to see the event description above the event description than on the back cover.

### **Resumes**

12. The following are possibilities for a first paragraph of a letter of application to Allied Chemical in the position of general research chemist. Which first paragraph would be the most appropriate?

- I am applying for the position of general research chemist you advertised in the March issue of Chemical News. I am very impressed with the quality of your company and believe that I would be happy working for you.
- Please consider my application for the position of general research chemist that you advertised in the March 2000 issue of the Chemical News. Both my educational background and experience could allow me to benefit your company.
- The position you advertised in Chemical News sounds great. I would really like to gain this position in your company.

The best choice is B. This answer is reader-centered and indicates clearly the job you're applying for and where the ad was located.

13. The following are possibilities for a last paragraph for the same letter. Which last paragraph would be the most appropriate?

- I will contact your office within the next few days to ensure that you received all the requested materials and am happy to be available for an interview at your convenience.
- I will be in contact with you in the next several weeks to ask for an interview at your convenience or you can contact me at any time at my Georgia Tech address.
- Please contact me at my Georgia Tech address to arrange for an interview.

The best choice is A. It is responsive to the reader's needs and also allows you to make follow-up contact with the office.

14. On a resume, experience should be listed
- a. alphabetically
  - b reversed and chronological (most recent first, and so on)
  - c. from most relevant to least relevant

The best answer is C.

### **Typography**

15. In writing units of paragraphed of body text, the best choice is
- a. italics
  - b. normal text in a visually accessible font
  - c. underlining

The best answer is B.