

Hi Class-

You did much better on these quizzes, but I again added a 6 point curve to minimize the results of any difficulty you may have experienced in reading context differently than intended. The grades, thus, fell as follows:

Grade	Number
100	16
93	20
86	29
80	22
73	8
66	2
60	2

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 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.

1. 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.

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
- 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.

3. 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.

Part 2:  
Context

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

4. Which of the following selections is **most** appropriate within your introduction?
- a. 1, 2, 3
  - b. 1, 2, 5
  - c. 3, 4, 5

The best answer is C because it most closely reflects the content of the document by focusing on analysis. (Note that many of you included rationale on your answer sheets that indicated thinking processes that justified other choices as well.)

5. The methodology section of your report should include 1) a description of your methodology, 2) a summary of your assessment of the new system, 3) a detailed report on customer reaction, 4) rationale for using your chosen methodology. Which of the following selections are most appropriate for your methodology section?
- a. 1, 4
  - b. 2, 3,

c. 1, 2, 3

The best answer is A. Choice 3 does not describe methodology.

6. As you write the results and discussion section you should include

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

The best answer is A since a description of methodology is not part of the result of your study, the focus of this section of the report.

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.

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

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

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

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

The best choice is A. Research should always come from as many different sources as possible.

Part 4:

## Context

You have completed your study and have written the assessment 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 assessment. You will create
- separate "Conclusions" and "Recommendations" sections.
  - a single section called "Conclusions and Recommendations."
  - a single section called "Results of the Study."

Either A or B may be considered correct. Most often, the "Conclusions" and "Recommendations" sections are provided separately, but a single section called "Conclusions and Recommendations" is acceptable when the information is not lengthy.

11. You have used a number of in-house and published articles in your report. Your best choice is to provide them as
- references to them as detailed footnotes in the body.
  - short references in the body and detailed information in a bibliography.
  - detailed information in the body, repeated in the bibliography

The best choice is B. It's best not to include too much detail within your report since it makes the substantive (rather than supportive) content harder to read.

12. A study like this often has appendices. Yours includes
- printouts of survey materials, graphs of results of statistical evaluations, manufacturers' specifications for equipment used in the new system
  - printouts of survey materials, graphs of results of statistical evaluations, lists of survey respondents
  - copies of articles you depended on, manufacturers' specifications for proposed equipment, and observations by those who have reviewed your drafts of the report

The best choice is B. Information about equipment specifications will be of less importance in an evaluation than the details of the evaluation, noted in B. Lists of respondents helps to verify the validity of your research, as well. Copies of articles are not necessary and since you're analyzing rather than proposing equipment purchases, the other material in C is also not helpful.

## 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. Choose one aspect that your letter must include.
- an abstract of the report.
  - information on contacting the report writers.
  - the cost of producing the report.

The best answer is B. Whatever else you include in your cover letter or memo, you must always provide a way for your report recipient to contact you with questions.

14. The apparently simple job of numbering the pages presents its own problems. You
- begin with the title page and number it and all following pages in sequence, but number the appendices separately.
  - number all the pages in sequence from start to finish.
  - 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.

Answers A or B are acceptable here. The letter of transmittal is not numbered because it is not part of the document.

15. Your report is 58 pages long, includes 18 graphs and charts, and includes a specialized vocabulary not used by your target audience. You include
- a table of contents, a glossary of terms, and a table of figures.
  - a table of contents and a glossary of terms.
  - a table of contents and a table of figures.

The best answer is A. You must include a glossary because the context notes specifically that your readers do not know all the specialized terms used.

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