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Topic: Professional Reports and Proposals

Subtopic: Professional Reports: Data Selection

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Multiple-Choice Question Type

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1. Which of the following is an important consideration when selecting statistical data to be included in a Business Report or Proposal?
- a. the source of the data.
 - b. the results of the data.
 - c. the original intent of the data.
 - d. the number of times this data has appeared in print.

Analysis:

- a. Correct. The original source of any data you include in a Business Plan can be important and should be taken into consideration.
- b. Incorrect. The original source of any data you include in a Business Plan can be important and should be taken into consideration.
- c. Incorrect. The original source of any data you include in a Business Plan can be important and should be taken into consideration.
- d. Incorrect. The original source of any data you include in a Business Plan can be important and should be taken into consideration.

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2. Which of the following is an important consideration when selecting background data to be included in a Business Report or Proposal?
- a. how the inclusion of this data will effect the length of your report/proposal.
 - b. any biases implicit in this background information.
 - c. your audience's familiarity with the issue at hand.
 - d. whether or not this information is currently in print.

Analysis:

- a. Incorrect. In choosing which background information is important to include in a Business Report or Proposal, understanding your audience's familiarity with the issue at hand can help guide you in choosing what is important to include.
- b. Incorrect. In choosing which background information is important to include in a Business Report or Proposal, understanding your audience's familiarity with the issue at hand can help guide you in choosing what is important to include.
- c. Correct. In choosing which background information is important to include in a Business Report or Proposal, understanding your audience's familiarity with the issue at hand can help guide you in choosing what is important to include.
- d. Incorrect. In choosing which background information is important to include in a Business Report or Proposal, understanding your audience's familiarity with the issue at hand can help guide you in choosing what is important to include.

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3. Which of the following is an important consideration when selecting historical data to be included in a Business Report or Proposal?

- a. any biases implicit in this material.
- b. how current and relevant this information is.
- c. if this material is under copy-write.
- d. if this material is currently published.

Analysis:

- a. Incorrect. How current the historical material is and how relevant this material is to your Report/Proposal are both important considerations when choosing which parts of this material to include.
- b. Correct. How current the historical material is and how relevant this material is to your Report/Proposal are both important considerations when choosing which parts of this material to include.
- c. Incorrect. How current the historical material is and how relevant this material is to your Report/Proposal are both important considerations when choosing which parts of this material to include.
- d. Incorrect. How current the historical material is and how relevant this material is to your Report/Proposal are both important considerations when choosing which parts of this material to include.

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4. Which of the following is NOT important when selecting data to include in a Business Report or Proposal?

- a. the pertinence of this data to your topic or goals.
- b. the accuracy of the data.
- c. any potential copy-write infringement.
- d. the source of the data.

Analysis:

- a. Incorrect. You do not need to be concerned about infringing on copy-written material unless you are commercially publishing your Business Report or Proposal; and you will not e commercially publishing them.
- b. Incorrect. You do not need to be concerned about infringing on copy-written material unless you are commercially publishing your Business Report or Proposal; and you will not e commercially publishing them.
- c. Correct. You do not need to be concerned about infringing on copy-written material unless you are commercially publishing your Business Report or Proposal; and you will not e commercially publishing them.
- d. Incorrect. You do not need to be concerned about infringing on copy-written material unless you are commercially publishing your Business Report or Proposal; and you will not e commercially publishing them.

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5. Which of the following it eh MOST important to do when preparing to interview an expert in gathering data for a Business Report or Proposal?

- a. use mouthwash in order to not offend your subject.
- b. study your subject's background information.
- c. prepare a list of yes or no questions to facilitate your subject's time.
- d. provide your subject a list of questions in advance that can be answered on a sliding scale of 1 to 10.

Analysis:

- a. Incorrect. When you are planning to conduct an interview to develop data for a Business Report of Proposal you should always prepare by studying your subject in advance.

- b. Correct. When you are planning to conduct an interview to develop data for a Business Report of Proposal you should always prepare by studying your subject in advance.
- c. Incorrect. When you are planning to conduct an interview to develop data for a Business Report of Proposal you should always prepare by studying your subject in advance.
- d. Incorrect. When you are planning to conduct an interview to develop data for a Business Report of Proposal you should always prepare by studying your subject in advance.

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6. Which of the following are the best questions to ask a subject in an interview designed to create data for a Business Report or Proposal?

- a. yes or no questions.
- b. touchy questions.
- c. subjective questions
- d. objective questions.

Analysis:

- a. Incorrect. When preparing questions for an interview designed to create data for a Business Report or Proposal, prepare objective questions and ask them in a friendly manner.
- b. Incorrect. When preparing questions for an interview designed to create data for a Business Report or Proposal, prepare objective questions and ask them in a friendly manner.
- c. Incorrect. When preparing questions for an interview designed to create data for a Business Report or Proposal, prepare objective questions and ask them in a friendly manner.
- d. Correct. When preparing questions for an interview designed to create data for a Business Report or Proposal, prepare objective questions and ask them in a friendly manner.

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7. What is the best policy when determining the population you choose to take a survey that will lead to data you will include in a Business Report or Proposal?

- a. choose like-minded people who will agree with you.
- b. choose with an eye toward selecting a truly representative range of opinions.
- c. choose people who disagree with you in order to get a balance to your point of view.
- d. choose a small enough group that you won't have to work too hard at calculating the results.

Analysis:

- a. Incorrect. In choosing a population to take a survey that will lead to data for you to include in a Business Report or Proposal select the survey population carefully to ensure that you are getting a true representative answer.
- b. Correct. In choosing a population to take a survey that will lead to data for you to include in a Business Report or Proposal select the survey population carefully to ensure that you are getting a true representative answer.
- c. Incorrect. In choosing a population to take a survey that will lead to data for you to include in a Business Report or Proposal select the survey population carefully to ensure that you are getting a true representative answer.
- d. Incorrect. In choosing a population to take a survey that will lead to data for you to include in a Business Report or Proposal select the survey population carefully to ensure that you are getting a true representative answer.

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8. Which of the following is NOT a good way to organize data that you are including in a Business Report or Proposal?
- a. comparing and contrasting data.
 - b. chronological order.
 - c. in order of degree of importance
 - d. in order of the degree to which they agree with your position.

Analysis:

- a. Incorrect. Do not distort data by organizing in the order in which it agrees with your position.
- b. Incorrect. Do not distort data by organizing in the order in which it agrees with your position.
- c. Incorrect. Do not distort data by organizing in the order in which it agrees with your position.
- d. Correct. Do not distort data by organizing in the order in which it agrees with your position.

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9. How much data should you include on any Business Report or Proposal?
- a. use as much or as little as you like, it makes no difference.

- b. use the data that bears directly on the issue, but nothing else.
- c. use only the data that best supports your conclusions or agenda.
- d. use every piece of data available.

Analysis:

- a. Incorrect. Ask yourself how important each piece of data is for your reader's understanding of your report. Do not inundate your readers with too much data; only use that data that is relevant to your subject.
- b. Correct. Ask yourself how important each piece of data is for your reader's understanding of your report. Do not inundate your readers with too much data; only use that data that is relevant to your subject.
- c. Incorrect. Ask yourself how important each piece of data is for your reader's understanding of your report. Do not inundate your readers with too much data; only use that data that is relevant to your subject.
- d. Incorrect. Ask yourself how important each piece of data is for your reader's understanding of your report. Do not inundate your readers with too much data; only use that data that is relevant to your subject.

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10. How many questions should you ask in a survey designed to get data for a Business Report or Proposal?

- a. Between 3 and 6.
- b. At least 10.
- c. Enough to disguise any bias or preconception you might have.
- d. No more than absolutely necessary, but as many as you need.

Analysis:

- a. Incorrect. In creating a survey, ask as few questions as you can get away with, but ask as much as you need.
- b. Incorrect. In creating a survey, ask as few questions as you can get away with, but ask as much as you need.
- c. Incorrect. In creating a survey, ask as few questions as you can get away with, but ask as much as you need.
- d. Correct. In creating a survey, ask as few questions as you can get away with, but ask as much as you need.

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