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Topic: Informal Business Reports

Subtopic: Short Analytical Reports

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### **Mutliple-Choice Question Type**

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1. What is the purpose of a short analytical report?

- a. to get the reader to reach conclusions based on the material presented and come up with the actions they want to take to remediate those conclusions.
- b. to persuade the reader to accept the reports' conclusions and implement its actions.
- c. nothing, these reports are strictly informational.
- d. the purpose is up to the author of the report.

Analysis:

- a. Incorrect. [Short analytical reports usually do not want the readers to reach their won conclusions and actions, they want the to provide them.
- b. Correct. Short analytical reports analyze data, reach conclusions, and urge appropriate remediation.
- c. Incorrect. These reports are targeted towards convincing their readers and having them support specific actions recommended by the report.
- d. Incorrect. The purpose of this report is to convince and urge specific actions. What those actions are is up to the writer of the report, but the purpose of the paper is not up to the author.

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Level of difficulty: Medium

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2. What is the other title for justification reports?

- a. confirmation reports
- b. yardstick reports.
- c. recommendation reports.
- d. investigative reports.

Analysis:

- a. Incorrect. The other name for justification reports is not confirmation reports.
- b. Incorrect. Yardstick reports establish criteria by which two or more options might be measured.
- c. Correct. The other name for justification reports is recommendation reports.

d. Incorrect/Correct. Investigative reports delivery data for situations that rarely occur without supplying interpretation or recommendations.

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Level of difficulty: Medium

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3. What kind of informal business reports are used to persuade the reader to take an action on subjects like new hires, restructuring, location changes, and so on?

- a. justification report.
- b. yardstick report.
- c. periodic activity report
- d. conference report.

Analysis:

- a. Correct. Justification reports are used to persuade the reader to take an action on subjects like new hires, restructuring, location changes, and so on.
- b. Incorrect. Yardstick reports define the criteria by which two or more options might be measured.
- c. Incorrect. Periodic activity reports relate news and changes to ongoing projects.
- d. Incorrect. Conference reports relate new information and industry changes learned at conferences.

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4. What is the readership you are targeting when you use a direct strategy in creating a justification report?

- a. Readers who have no knowledge or understanding of the topic you are addressing and need to be informed from the ground up.
- b. Readers who are not likely to favor the conclusions and recommendations you are reaching and who may need to be addressed directly.
- c. Any kind of reader, the name 'direct' is simply a category of justification report that refers to the means of collecting data.
- d. Readers who are predisposed to accept your conclusions and recommendations before they even read your report.

Analysis:

- a. Incorrect. Readers who have no knowledge or understanding of the topic you are addressing will likely need substantially more information than they are likely to encounter in a direct strategy justification report.
- b. Incorrect. Readers who are likely to resist your conclusions and recommendations should be addressed in a different kind of report.
- c. Incorrect. The term 'direct strategy,' in regards to a justification report does refer directly to the audience your report is targeting.
- d. Correct. Direct strategy justification reports are targeted toward readers who are already predisposed to accept and support the conclusions and recommendations that you are making in your report.

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Level of difficulty: Difficult

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5. What is the readership you are targeting when you use an indirect strategy in creating a justification report?

- a. Readers who have no knowledge or understanding of the topic you are addressing and need to be informed from the ground up.
- b. Readers who are not likely to favor the conclusions and recommendations you are reaching and who may need to be addressed directly.
- c. Any kind of reader, the name 'direct' is simply a category of justification report that refers to the means of collecting data.
- d. Readers who are predisposed to accept your conclusions and recommendations before they even read your report.

Analysis:

- a. Incorrect. Readers who have no knowledge or understanding of the topic you are addressing will likely need substantially more information than they are likely to encounter in a direct strategy justification report.
- b. Correct. Readers who are likely to resist your conclusions and recommendations are the target audience of an indirect justification report.
- c. Incorrect. The term 'direct strategy,' in regards to a justification report does refer directly to the audience your report is targeting.
- d. Incorrect. Direct strategy justification reports are targeted toward a different readership and are not likely to sway the opinions of those predisposed against them.

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Level of difficulty: Difficult

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6. How is a feasibility report likely to be?

- a. a summary of the body of the report.
- b. the report's conclusions.
- c. the salutation.
- d. an introduction of the topic.

Analysis:

- a. Incorrect. The summary in a feasibility report should be the second to last item in the report.
- b. Correct. Since the focus of a feasibility report is whether or not to follow a particular course of action, the most important pieces of information for every reader are the conclusions of the report. Therefore they usually appear at the beginning of the report.
- c. Incorrect. A salutation is not used in a feasibility report, it is part of a letter.
- d. Incorrect. While an introduction to the topic is going to be a part of the feasibility report, it is not the first item in the report.

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Level of difficulty: Medium

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7. What is the purpose of a feasibility report?

- a. to determine the advisability of following a particular course of action.
- b. to discuss the relative merits of taking one course of action over another, choosing between two options.
- c. to discuss the relative merits of several courses of action, choosing between three or more options.
- d. to examine the financials of an organization or sector in order to see if capital expenditures are reasonable at this time.

Analysis:

- a. Correct. Feasibility reports examine the practicality and advisability of taking a particular course of action.
- b. Incorrect. Feasibility reports do not compare courses of action they examine the ramifications of taking one particular course of action.
- c. Incorrect. Feasibility reports do not compare courses of action they examine the ramifications of taking one particular course of action.
- d. Incorrect. While feasibility reports might need to touch on financials, they are not necessarily primarily financial reports.

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Level of difficulty: Easy

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8. Which of the following best describes a yardstick report?

- a. a report that states the goals and aims of the organization or team, to be used as a yardstick for judging success or failure.
- b. a report generated to compare two or more options by creating criteria by which to judge them.
- c. a report that assesses the relative success or failure of any given venture by offering very specific criteria against which to judge that venture.
- d. a report that justifies or recommends certain future actions by using analytical means.

Analysis:

- a. Incorrect. This type of document would be a mission statement.
- b. Correct. A yardstick report creates criteria by which two or more options can be assessed in order to determine which option will be the most effective.
- c. Incorrect. A yardstick report does not judge or assess failures or successes, it compares two or more options.
- d. Incorrect. This type of report is called a justification report or a recommendation report.

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Level of difficulty: Medium

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