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Topic: Informal Business Reports

Subtopic: Informal Reports: Data Collection

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Mutliple-Choice Question Type

<question type="mc">

1. In writing an informal business report, what is meant by the term 'Historical Data?'

- a. information that has been collected starting at a specified period of time at continuing until the present.
- b. This is information or data that has been used in previous version of this or similar reports.
- c. Background information used to fill the reader in on any of the history or background that might be pertinent.
- d. 'Historical data' refers raw data, before it has been analyzed.

Analysis:

- a. Incorrect. Data and information that has been collected starting a defined point in the past and continued to today may be historical, but that is not what the term 'historical data' refers to. .
- b. Incorrect. While some of this information may very well have appeared in previous reports that is not what this term means.
- c. Correct. The term 'historical data' refers to any background information that is necessary for your reader to have in order to properly contextualize your report and its findings.
- d. Incorrect. The term 'historical data' does not mean raw data.

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Level of difficulty: Medium

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2. In collecting data for informal business reports, what is meant by the term 'statistical information?'

- a. raw data.
- b. data that has been analyzed
- c. data that has been taken from publicly accessible statistical sources like the U.S. Census, or tax returns that have been filed.
- d. information that has been provided to you by professional statisticians.

Analysis:

- a. Correct. In terms of collecting data, the term 'statistical information' refers to raw informational data. The only statistical data that you need to include is that information that is pertinent to your topic and to reaching your conclusions.
- b. Incorrect. You do not analyze data until later in the process, after it has been collected.
- c. Incorrect. While you could take statistical information from these sources, the term refers to a wider range of information than this.
- d. Incorrect. While you could take statistical information from these sources, the term refers to a wider range of information than this.

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Level of difficulty: Medium

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3. In collecting data for informal business reports, what is the name for citing people who have specific and unique knowledge of some area of your report?
- a. professional spokesman
 - b. singular knowledge
 - c. informational source
 - d. expert opinion

Analysis:

- a. Incorrect. The name for citing people who have specific and unique knowledge that touches on your report is not 'professional spokesman.'
- b. Incorrect. The name for citing people who have specific and unique knowledge that touches on your report is not 'informational source.'
- c. Incorrect. The name for citing people who have specific and unique knowledge that touches on your report is not 'informational source.'
- d. Correct. The name for citing an expert in the field is 'expert opinion.'

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Level of difficulty: Easy

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4. If you are collecting data for an informal business report, when should you opt to cite an individual or group opinion, other than an expert?
- a. when these sources have excellent credentials.
 - b. when you have great respect for these sources.
 - c. when your readers are familiar with and respect these sources.

d. any time you think it is necessary.

Analysis:

- a. Incorrect. Your sources may have excellent credentials, but if your readers are not familiar with them then citing them is not going to be effective.
- b. Incorrect. While it is very nice that you personally have great respect for these sources, unless your readers are familiar with and respect them, their words will not carry much weight.
- c. Correct. When your readers are familiar with these sources and respect what they have to say they will be accepted and including their words will be useful.
- d. Incorrect. Be careful about inserting too many of the opinions of others. When used sparingly this can be a highly useful device, but overused a reader can begin to lose trust in your sources.

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Level of difficulty: Difficult

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<question type="mc">

5. In collecting data for an informal business report, there is a wealth of organizational information available. What is organizational information?

- a. Data and information that you are able to procure from an organization like Reuters or a polling organization like Gallup.
- b. Data and information that already exists in-house within your own organization
- c. Data and information that you have personally organized.
- d. Knowledge or information that is known within your organization, but not necessarily documented anywhere.

Analysis:

- a. Incorrect. Organizational information exists in-house within your own organization. It is not procured from an outside source.
- b. Correct. Organizational information is data or information that exists in-house within your organization. This could take the form of previous reports, studies, survey's or any other in-house document.
- c. Incorrect. When you are collecting data, you have not yet organized it.
- d. Incorrect. Organizational material does come from in-house, but is all appropriately documented.

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Level of difficulty: Medium

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<question type="mc">

6. In collecting data for an informal business report, what kind of data would an interview that you have done yourself would be considered?

- a. historical data.
- b. expert opinion
- c. secondary source material
- d. primary source material

Analysis:

- a. Incorrect. Historical data is material that has existed previously and been used in other reports.
- b. Incorrect. Expert opinion can be in interview form, or it might have come into your possession through other means than an interview.
- c. Incorrect. Secondary source material would be information or data that you have taken from other, previously published sources.
- d. Correct. An interview that you have performed yourself would be considered a piece of primary source material.

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Level of difficulty: Difficult

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<question type="mc">

7. In collecting data for an informal business report, what kind of information comes from Business Source Premier, JSTOR Business, or Factiva?

- a. primary source material.
- b. organizational information.
- c. secondary source material.
- d. infographics.

Analysis:

- a. Incorrect. Primary source material comes from first-hand observations, not from cite previously published materials written by others.
- b. Incorrect. Organizational information is data and information that comes from within your organization, these materials are all available in-house.
- c. Correct. This material is all considered secondary source material, as are other previously published books, articles, and material published digitally on the internet.
- d. Incorrect. Infographics are visual images that help explain or clarify the written words that they accompany or replace.

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True/False Question Type

<question type="true-false">

8. If you are collecting data for an informal business report and you decide to cite an expert, in order to validate their authority that expert needs to be from outside your organization?

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Incorrect. You can use any expert you choose, internal, external, living or deceased.

F

Correct. You can use any expert you choose. Sometimes using an internal expert can be effective since all of your readers are likely to be aware of this expert's credentials. External experts are good sources too, particularly if they are at the top of their professions, or were there during their careers if they are deceased.

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Level of difficulty: Medium

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