

Excellence in Business Communication, 12e (Thill/Bovee)
Chapter 12 Writing Reports and Proposals

1) To gain credibility with your audience in business reports, verifying facts and references will help to ensure

- A) completeness.
- B) accuracy.
- C) the report is well balanced.
- D) the report is clear and logical.
- E) proper documentation.

Answer: B

Explanation: B) Double-check your facts and references and check for typos. If an audience ever gets an inkling that your information is shaky, they'll start to view all your work with skepticism.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

2) Writing for audiences of another culture usually requires

- A) a more formal style.
- B) a humorous anecdote.
- C) colorful adjectives or adverbs.
- D) the use of contractions such as *we've* to retain a conversational tone.
- E) the use of as much jargon as possible.

Answer: A

Explanation: A) Communicating with people in other cultures often calls for more formality, for two reasons. The business environment outside the United States tends to be more formal in general, and that formality must be reflected in your communication.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 3) The writing style for a report should be more formal if
- A) you know your readers reasonably well.
 - B) your report is internal.
 - C) the subject is controversial or complex.
 - D) the report is relatively short.
 - E) you are not confident in your conclusions.

Answer: C

Explanation: C) A more formal tone is appropriate for longer reports, especially those that deal with controversial or complex information. You also need a more formal tone when your report will be sent to other parts of the organization or to outsiders, such as customers, suppliers, or members of the community.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 4) Effective report writers use _____ to introduce sections that include important or complex topics and _____ to help readers absorb the information they just read.
- A) foresight; reflection
 - B) inclusive ideas; deductive reasoning
 - C) hedging sections; forecasting sections
 - D) informational taglines; summary statements
 - E) preview sections; review sections

Answer: E

Explanation: E) Preview sections introduce important or complex topics by helping readers get ready for new information. Review sections come after a body of material and summarize key points to help readers absorb the information just read.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Analytic thinking

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

- 5) When writing business reports for outsiders (such as customers or suppliers), it is best to
- A) use a more formal tone than you would for an internal audience.
 - B) use a less formal tone than you would for an internal audience.
 - C) include personal references such as "you" and "us."
 - D) use a great deal of idiomatic language.
 - E) use contractions whenever possible.

Answer: A

Explanation: A) A more formal tone is appropriate for longer reports, especially those that deal with controversial or complex information. You also need a more formal tone when your report will be sent to other parts of the organization or to outsiders, such as customers, suppliers, or members of the community.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 6) When you're writing a report, you can adapt to your intended audience by
- A) avoiding the "you" attitude.
 - B) using technical jargon.
 - C) using a format consistent with all other communications.
 - D) using an informal style and tone.
 - E) being sensitive to the audience's needs.

Answer: E

Explanation: E) A successful report writer adapts to his or her audience by being sensitive to the audience's needs, building strong relationships with the audience, and controlling style and tone. In addition, reading lengthy, complex reports can be demanding; so, a successful writer will also maintain a "you" attitude when composing long messages.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 7) The introduction (or opening) of a business report or proposal should always
- A) outline your conclusions or recommendations.
 - B) list all the sources from which you draw information.
 - C) provide a detailed description of your qualifications to write the report.
 - D) indicate why the subject of the report is important.
 - E) begin with a humorous anecdote.

Answer: D

Explanation: D) Your introduction needs to put the report in context for the reader, introduce the subject, preview main ideas, and establish the tone of the document.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 8) The detailed evidence needed to support your conclusions and recommendations should appear in the _____ of your report.

- A) opening
- B) body
- C) close
- D) recommendation
- E) summary

Answer: B

Explanation: B) The body of your report presents, analyzes, and interprets the information you gathered during your investigation. It should contain only enough information to convey your message in a convincing fashion; don't overload readers with interesting but unnecessary material.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

9) The close of a report should

A) include new data for one last, meaningful impact.

B) tell the reader what will happen if they don't implement what was discussed in the paper.

C) bring all action items together and give details about who should do what, when, where, and how.

D) explain why you are passionate about making the proposed changes.

E) end with an insightful quote, fact or statistic.

Answer: C

Explanation: C) A report's closing should emphasize the main points of the report, summarize how the reader will benefit from any suggested changes, and provide details for items that need to be acted upon.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

10) In the introduction to a report on how to establish a paperless office, explaining the historical conditions or factors that led up to the report

A) enables readers to understand how the opportunity developed.

B) is unnecessary in internal reports.

C) diminishes your credibility by wasting readers' time.

D) is necessary only in very formal reports.

E) is likely to convince the audience without any further information.

Answer: A

Explanation: A) Background or history in a report makes communicating the report's main points more effective. When readers have background, they can approach your main message with a more informed perspective.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

- 11) Any terms in the report that are unfamiliar to the audience should be defined in the
- A) introduction.
 - B) body.
 - C) explanatory notes.
 - D) summary.
 - E) appendix.

Answer: A

Explanation: A) Defining potentially unfamiliar terms at the beginning of a report ensures that readers will understand the body and closing of the report. Defining such terms later on risks alienating or confusing readers who may not be familiar with the terms.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

12) A report's close should

- A) provide hints on what the audience should do so that you don't sound like you're giving orders.
- B) instruct your audience to contact you about what they should do next.
- C) make sure your readers understand exactly what's expected of them and when it's expected.
- D) imply dire consequences if the goals are not achieved.
- E) minimize the impact of the main points of the message.

Answer: C

Explanation: C) The close of a report that requires action should clearly state the expected actions of readers who are responsible for the presented information. The close might be the only part of your report some readers have time for, so make sure it conveys the full weight of your message.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

13) If you end up with multiple conclusions, recommendations, or actions in your report, it is best to

- A) go back to the drawing board and cut them down to one or two, at the most.
- B) combine similar items to make it easy on your readers.
- C) number and list them.
- D) leave them out of the report itself and include them in an appendix.
- E) eliminate less important ones to make the report sound more professional and confident.

Answer: C

Explanation: C) The close of a report must be thorough and organized. By numbering and listing conclusions, recommendations, and actions, you communicate to your readers more effectively and can present a large amount of information in a way that is easier to understand.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

14) Generally speaking, an effective proposal can

- A) follow the AIDA model.
- B) follow the plan for good-news messages.
- C) avoid the "you" attitude.
- D) be as vague as possible.
- E) rely entirely on primary evidence.

Answer: A

Explanation: A) The AIDA model of gaining attention, building interest, creating desire, and motivating action is an effective tool for persuasion. Much less effective is using a plan not suited to proposals, avoiding the "you" attitude, being vague, and using only primary evidence.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

15) The introduction of a solicited proposal

- A) need not be as detailed as that of an unsolicited proposal.
- B) should refer specifically to the RFP that initiated it.
- C) should downplay the magnitude of the problem you're addressing.
- D) is expected to be much longer than that of an unsolicited proposal.
- E) should always shock the audience in order to get their attention.

Answer: B

Explanation: B) The introduction of a proposal presents and summarizes the problem or opportunity you want to address, along with your proposed solution. If your proposal is solicited, you'll have received an RFP. Simply follow the instructions about how you should refer to the RFP in your proposal.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

16) Which section of the introduction identifies what is, and isn't, covered in the report?

- A) background
- B) report organization
- C) scope
- D) sources and methods
- E) problem/opportunity/purpose

Answer: C

Explanation: C) The scope identifies what is and what isn't covered in the report. The scope also helps with the critical job of setting the audience's expectations.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

17) The solution section in a proposal

- A) explains how your proposal will help readers meet their business objectives.
- B) reviews the reader's situation and established the need for action.
- C) states the boundaries of the proposal.
- D) convinces the reader that a problem or an opportunity exists.
- E) orients the reader to major divisions of information.

Answer: A

Explanation: A) Briefly describe the change you propose and highlight your key selling points and their benefits, showing how your proposal will help readers meet their business objectives.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

18) In the body of a proposal, you should describe

- A) the change you propose, but briefly.
- B) the reader's situation and the need for change.
- C) why the problem exists.
- D) the organization's experience in this area.
- E) what you will and will not do.

Answer: D

Explanation: D) An effective proposal body includes the following elements: proposed solution, work plan, statement of qualifications, and costs.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

- 19) The work plan section of a formal proposal
- A) is presented in the conclusion.
 - B) is contractually binding if the proposal is accepted.
 - C) delineates the costs involved in your proposed solution.
 - D) describes your organization's experience, personnel, and facilities.
 - E) points out the advantages that your company can offer.

Answer: B

Explanation: B) The work plan, discussed in the body, indicates exactly how you will accomplish the solution presented in the proposal. If your proposal is accepted, the work plan is contractually binding, so don't promise more than you can deliver.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business proposals

- 20) In a proposal, the statement of qualifications
- A) presents the concept, product, or service you're proposing.
 - B) delineates the costs involved in your proposed solution.
 - C) describes your company's experience, personnel, and facilities.
 - D) asks a decision-maker to authorize your proposed solution.
 - E) orients readers to the information that the proposal will include.

Answer: C

Explanation: C) The statement of qualifications is a key element of a proposal body. It is essential to convince your audience that your company can implement your proposed solution.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business proposals

- 21) The closing section of a proposal should
- A) ask for a decision from the reader.
 - B) review costs.
 - C) identify when each step of the proposal will be completed.
 - D) describe the proposed solution in detail.
 - E) include a list of client references.

Answer: A

Explanation: A) The close of a proposal summarizes the key points, emphasizes the reader's potential benefits, and asks for a decision from readers. This is your last opportunity to persuade readers.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

- 22) When developing a document electronically, it should be
- A) embedded in an email.
 - B) sent as a PDF.
 - C) linked to a live file.
 - D) void of multimedia elements.
 - E) developed using proposal writing software.

Answer: B

Explanation: B) Portable document format (PDF) files have become a universal replacement for printed reports and proposals. Using Adobe Acrobat or similar products, you can quickly convert reports and proposals to PDF files that are easy to share electronically.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Information technology

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business proposals

- 23) Including transitions and other directional aids is important
- A) in online reports, but not usually necessary in written ones.
 - B) to help the audience understand how one thought is related to another.
 - C) when the audience is unfamiliar with the topic.
 - D) in any report longer than a couple of pages.
 - E) except on requests for proposals.

Answer: B

Explanation: B) Directional aids can be helpful in writing of any length. Help your audiences navigate through your reports by providing clear directions to key pieces of content. Previews help readers prepare for upcoming information, and reviews help them verify and clarify what they've just read.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 24) Effective transitions in business reports
- A) should never be longer than a short phrase.
 - B) may be as long as a sentence.
 - C) may be as long as a paragraph.
 - D) are included only between major sections—never within each section.
 - E) are usually developed as a heading.

Answer: C

Explanation: C) Transitions are words or phrases that tie ideas together and show how one thought is related to another. In a long report, an entire paragraph might be used to highlight transitions from one section to the next.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

25) Which of the following would be the most effective preview in a formal report?

- A) Our sales in the eastern region have plummeted.
- B) First, let me begin by introducing our team.
- C) The next section discusses the advantages of advertising on the Internet.
- D) Okay, now for the mundane part.
- E) You probably won't like this, but here it comes.

Answer: C

Explanation: C) Preview sections introduce important or complex topics by helping readers get ready for new information. Formal reports avoid colloquial language and should be written in the third person.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Reflective thinking

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

26) When preparing review sections in a report,

- A) always write them in narrative form, not as lists.
- B) use multiple review sections if the report is long and complex.
- C) introduce new facts and information to support the review points.
- D) make it clear that readers can skip them if they want to.
- E) include illustrations as often as possible.

Answer: B

Explanation: B) Review sections come after a body of material and summarize key points to help readers absorb the information just read. If there is a lot of information, use multiple sections to ensure it is all included in an accessible manner.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

27) The general purpose of any _____ is to persuade the audience to do something.

- A) proposal
- B) presentation
- C) press release
- D) research report
- E) pictograph

Answer: A

Explanation: A) The general purpose of any proposal is to persuade your audience to do something, such as purchase goods or services, fund a project, or implement a program.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

28) In an online report regarding your region's potential for market growth, the best way to include a spreadsheet containing last year's sales figures would be to

- A) embed the spreadsheet in your report.
- B) include the spreadsheet in an appendix.
- C) simply insert the spreadsheet using Microsoft Word.
- D) link the spreadsheet to your report.
- E) send a hard copy.

Answer: A

Explanation: A) In Microsoft Office, linking to a file maintains a "live" connection to it, so changes in the original file will show up in the document you are working on. However, embedding a file "breaks the link," so changes in the original will not automatically appear in the new document.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Information technology

Difficulty: Difficult

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

- 29) Within the context of preparing formal reports and proposals, the term *limitations* refers to
- A) the boundaries of your proposal, what you can and can't do.
 - B) excuses for inadequate research or a poorly written report.
 - C) factors beyond your control that have affected the report's outcome.
 - D) the risks and rewards of a specific course of action.
 - E) the costs and benefits of a specific course of action.

Answer: C

Explanation: C) If factors beyond your control have affected the outcome of your report, discuss those limitations in the introduction to the report.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business reports

- 30) An _____ is important when a letter of transmittal is *not* included in a formal report.
- A) introduction to the report
 - B) offer to provide additional information or assistance
 - C) authorization of the report
 - D) acknowledgment of help received while preparing the report
 - E) executive summary

Answer: C

Explanation: C) A transmittal document introduces the report, offers to provide additional assistance, and acknowledges help received while preparing the report.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

- 31) The introduction of a business report should
- A) discuss your conclusions or recommendations.
 - B) include all of your information sources.
 - C) carry the full weight of your message.
 - D) help readers understand the context of the report.
 - E) propose a solution.

Answer: D

Explanation: D) The introduction puts the report into context for readers, introduces the subject, previews main ideas, and sets the document's tone.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

32) Don't _____ in the closing section of a business report.

- A) summarize the key points
- B) introduce new material to expand the scope
- C) list all of the action items
- D) present the benefits of following the recommendations
- E) present the benefits of key ideas

Answer: B

Explanation: B) The close of a report has three functions: summarizing key points, emphasizing potential benefits, and gathering action items.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

33) In order to help your readers make informed decisions,

- A) tell them what they need to know—no more, no less.
- B) withhold information that doesn't suit your needs.
- C) present your raw data, so they can compile it as they see fit.
- D) manipulate the data to smooth out negative trends.
- E) develop a list of correct choices.

Answer: A

Explanation: A) To help audiences make informed decisions, tell them what they need to know to understand the situation, problem, or proposal.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

34) Which one of the following is *not* an element of a work plan in the body of an unsolicited proposal?

- A) an explanation of the steps you'll take, their timing, and the methods or resources you'll use
- B) persuasive material to convince readers that a problem or an opportunity exists
- C) information about when work will start, how it will be monitored, and when it will end
- D) a description of how you'll accomplish what must be done
- E) an indication of the costs and other financial issues

Answer: B

Explanation: B) The introduction to a proposal must identify the problem you'll solve or the opportunity you'll pursue. In unsolicited proposals, you'll need to convince readers that a problem or an opportunity exists.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business proposals

35) When writing a proposal, an indication of pricing and financial concerns should be addressed in the

- A) proposed solution.
- B) work plan.
- C) statement of qualifications.
- D) body of the proposal.
- E) summary.

Answer: D

Explanation: D) In addition to providing facts and evidence to support your conclusions, an effective body covers pricing, reimbursable expenses, discounts, and other financial concerns.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business proposals

36) When you're responding to a solicited proposal, ignore any stipulations in the RFP that could diminish your chances of winning the contract.

Answer: FALSE

Explanation: If you are responding to an RFP, follow the instructions in the RFP in every detail. Most RFPs spell out precisely what a proposal must cover and in what order so that all bids will be similar in form and therefore easier to compare.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

37) Linking a spreadsheet to your report will help ensure that readers are always seeing the most up-to-date information.

Answer: TRUE

Explanation: In Microsoft Office, linking to a file maintains a "live" connection to it, so changes in the original file will show up in the document you are working on. However, embedding a file "breaks the link," so changes in the original will not automatically appear in the new document.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Information technology

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business proposals

38) When would you increase the formality of business reports?

Answer: Compared to less formal documents, formal reports generally include sentences that are longer and more rigorous, as well as objective, dispassionate, and precise language. They also avoid humor and idiomatic language. A more formal tone is appropriate for longer reports, especially those that deal with controversial or complex information. You also need a more formal tone when your report will be sent to other parts of the organization or to outsiders, such as customers, suppliers, or members of the community.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business proposals

39) What is the purpose of each of the three main sections of a business report?

Answer: A business report contains three sections: the introduction (or opening), the body, and the close. The introduction puts the report in context for the reader, introduces the subject, previews main ideas, and establishes the tone. The body presents, analyzes, and interprets the information gathered. The close summarizes and reviews the key points.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

40) List three functions of the close in a business report.

Answer: The close of a report (1) emphasizes the main points of the message, (2) summarizes the benefits to the reader if the message proposes a change or course of action, and (3) brings all the action items together in one place and gives the details about who should do what, when, where, and how.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

41) In a business report, where should you define terms that might be unfamiliar to your audience?

Answer: Important terms used in the report should be defined in the introduction.

Defining terms in the introduction of a report ensures that your audience becomes familiar with the terms you use in your report. Defining the terms later on may lead to confusion or miscommunication.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

42) In what forms can transitions be written in a business report?

Answer: Transitions are words or phrases that tie ideas together and show how one thought relates to another. In long reports, an entire paragraph might highlight transitions from one section to the next.

Transitions act as signposts for readers. They direct readers through the information and reveal relationships between different pieces of information.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

43) List and briefly explain five characteristics of effective report content.

Answer: Effective report content is *accurate* (factually correct and error-free). It's also *complete*, in that it provides readers with all the information they need to understand the situation, problem, or proposal and then make a decision. Effective content is *balanced*. It represents all sides of the issue fairly and equitably. It also includes all essential information, even if some of it doesn't support the author's line of reasoning. Furthermore, effective content is *clear and logical*—written in uncluttered sentences and well organized. Finally, effective content is *documented properly*, giving credit to all sources of information on which the report draws.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business proposals

44) Describe six strategies (in addition to using the AIDA format) for strengthening your argument in business proposals.

Answer: Six strategies for making proposals more effective are (1) Demonstrate your knowledge in order to convince your audience that you have the knowledge and experience to solve the problem or address the opportunity outlined in your proposal. (2) Provide concrete, quantifiable information and examples instead of vague, unsupported generalizations. Spell out your plan and give details on how the job will be done. (3) Research the competition using trade publications and the Internet to become familiar with the products, services, and prices of other companies offering similar products or services. (4) Prove that your proposal is appropriate and feasible for your audience. (5) Relate your product, service, or personnel to the reader's exact needs. (6) Package your proposal attractively, insuring that it is letter perfect, inviting, and readable. Readers will prejudge the quality of your products or services by the proposal you submit.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

45) What elements are normally included in the body of a formal proposal?

Answer: The body of a formal proposal can contain any or all of the following elements: facts and evidence to support your conclusions, the proposed solution (what you have to offer), the work plan, a statement of qualifications, and a breakdown of costs.

LO: 12.1: Explain how to adapt to your audiences when writing reports and proposals and describe the choices involved in drafting report and proposal content.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

46) When drafting content for online reports, it is helpful to use the inverted pyramid style of organization in which you

- A) cover the most important information first and then gradually reveal more detail.
- B) cover the least important information first and work your way to the main idea.
- C) pretend you're headed in one direction, and reveal your true intentions at the end.
- D) walk readers through arguments you don't support, and then explain why.
- E) use as many complex sentences as possible.

Answer: A

Explanation: A) Wherever you can, use the inverted pyramid style, in which you cover the most important information briefly and then gradually reveal successive layers of detail—letting readers choose to see those additional layers if they want to.

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Information technology

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

47) When preparing electronic forms for a report that is recurring, the use of _____ will save time overall.

- A) embedded links
- B) form tools
- C) PDF files
- D) infographics
- E) proposal-writing software

Answer: B

Explanation: B) For recurring reports such as sales reports and compliance reports, consider creating a document that uses form tools such as text boxes (in which users can type new text) and check boxes (which can be used to select from a set of predetermined choices).

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Information technology

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

48) One of the benefits of using proposal-writing software when developing proposals is its ability to

- A) answer questions about the RFP.
- B) eliminate previous contact information.
- C) create a centralized knowledge base.
- D) ensure proper structure.
- E) develop boilerplate text.

Answer: D

Explanation: D) Proposal-writing software can automatically personalize proposals, ensure proper structure (making sure you don't forget any sections, for instance), organize storage of all your boilerplate text, integrate contact information from sales databases, scan RFPs to identify questions (and even assign them to content experts), and fill in preliminary answers to common questions from a centralized knowledge base.

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Information technology

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business proposals

49) The primary value of a wiki stems from

- A) the recognition it offers to individual authors.
- B) its focus on a single, expert perspective.
- C) the collective insight of all its contributors.
- D) a patented algorithm that expedites global product shipments.
- E) its ability to deliver short messages to diverse groups in real time.

Answer: C

Explanation: C) Wikis are created through the collaboration of a team of writers and editors. These multiple perspectives can be a valuable resource.

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Information technology

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

50) When you're drafting website content, _____ will help visitors find what they want fast and encourage them to return to your site for more information.

- A) adding effective links
- B) avoiding lists
- C) using major headings but not subheadings
- D) writing in a journalistic style
- E) presenting them most favorable information first

Answer: A

Explanation: A) Using the following techniques will help website readers find what they want quickly: writing in the inverted pyramid style; using headings and lists to present information in a concise, skimmable format; and including links that expedite site navigation and content skimming.

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Information technology

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

51) Using templates in preparing reports

- A) limits your creativity and makes your report look ordinary.
- B) is a sign of incompetence.
- C) ensures new content matches the rest of the wiki.
- D) is costly and time-consuming.
- E) usually makes reports more difficult to read.

Answer: C

Explanation: C) Because reports often require similar structures, using a template can help you organize information effectively and save you time. Use page templates and other formatting options to make sure your content matches the rest of the wiki.

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Information technology

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

52) In an online report, headings

A) should rarely be used.

B) can be used as links to other sections of the report.

C) are considered trendy and should usually be avoided.

D) complicate the organization of your report by enabling readers to jump from section to section.

E) should never be longer than one word.

Answer: B

Explanation: B) Effective websites use a variety of means to help readers skim pages quickly, including lists, careful use of color and boldface, informative headings, and helpful summaries that give readers a choice of learning more if they want to.

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Information technology

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business reports

53) When writing content to post on the web, keep in mind that careful readers tend to be

A) resentful of online content.

B) receptive to online content.

C) skeptical of online content.

D) indifferent to online content.

E) bored by online content.

Answer: C

Explanation: C) Take special care to build trust with your intended audiences when drafting website content because careful readers can be skeptical of online content. Make sure your content is accurate, current, complete, and authoritative.

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

54) When you're using a direct approach to present a report, use _____; however, _____ will be more effective, if you're using an indirect approach to present a report.

- A) descriptive headings; informative headings
- B) structured headings; unstructured headings
- C) informative headings; descriptive headings
- D) parallel headings; decorative headings
- E) structured headings; descriptive headings

Answer: C

Explanation: C) Informative headings are appropriate when a report uses the direct approach. Descriptive headings are more effective when a report uses the indirect approach.

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

55) If you're creating a wiki, don't worry about a long-term purpose. Instead, just let your creativity flow.

Answer: FALSE

Explanation: Thinking through your long-term purpose carefully when adding to a wiki will help you create appropriate guidelines, editorial oversight, and security policies.

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

56) What can you do to improve the readability of online content?

Answer: You can improve the readability of your online content by making sure that readers can "skim" it for the information they need. Begin by using the *inverted pyramid* style of writing; that is, cover the most important information briefly at first and then gradually reveal successive layers of detail. That way, readers can choose to see those additional layers if they want to. Next, use lists, color and boldface, informative headings, and helpful summaries to present your information in a concise, skimmable format. Finally, label all hyperlinks clearly and concisely to support site navigation and content skimming.

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

57) Describe the characteristics of effective links in online content.

Answer: Links in your material should serve for both site navigation and content skimming. Clearly identify where a link will take readers. Don't rely on cute wordplay that obscures the content, and don't force readers to click through and try to figure out where they're going. Links should be used to enhance the information being presented. They can be helpful if they're labeled clearly and used sparingly.

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Information technology

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

58) Briefly explain how a wiki can help teams and other groups, and describe at least three points wiki contributors should keep in mind to increase their effectiveness.

Answer: Using wikis is a great way for teams and other groups to collaborate on writing projects, from brief articles to long reports and reference works. The benefits of wikis are compelling, but they require a unique approach to writing. To be a valuable wiki contributor, writers must let go of traditional expectations of authorship, including individual recognition and control—the value of a wiki stems from the collective insight of all its contributors. Often, team members will need to be encouraged to edit and improve each other's work. Writers should use page templates and other formatting options to make sure the content is consistent with the rest of the wiki. It is also important to recognize that many wikis provide both editing and commenting capabilities, and participants should use the appropriate tool for each. Finally, new users should take advantage of the "sandbox," if available, which is a "safe," non-published section of the wiki where contributors can practice editing and writing.

Wikis are valuable because of the collaboration that they make possible. Ease of communication is crucial in creating an effective wiki. Effective wiki collaborators let go of traditional authorship expectations, encourage team editing, use templates and other formatting options, separate editing and discussion capabilities, and use the *sandbox*.

LO: 12.2: Identify five characteristics of effective writing in online reports and explain how to adapt your writing approach for wikis.

AACSB: Information technology

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

59) Data and other information presented in the report

- A) should be positive.
- B) must be easy to find.
- C) should be relatively precise.
- D) must be factually correct.
- E) should include reader friendly decorative elements.

Answer: D

Explanation: D) Information presented in a report must be factually correct. In addition to checking for typos, double-check your facts and references.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

60) Clip art cluttering a bar chart is an example of

- A) a pictogram.
- B) chartjunk.
- C) a good way to grab reader interest.
- D) a pictograph.
- E) an embedded link.

Answer: B

Explanation: B) Chartjunk includes decorative elements that clutter documents and potentially confuse readers without adding any relevant information.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

61) If you have a great deal of detailed, specific information to present, the best visual to use would be a

- A) table.
- B) pie chart.
- C) diagram.
- D) flow chart.
- E) bar chart.

Answer: A

Explanation: A) Tables can display extensive amounts of data. Pie charts can show the frequency or distribution of parts of a whole. Diagrams typically illustrate processes or procedures. Gantt charts support project management. Bar charts are useful for showing quantities over time.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

62) The best type of visual aid for showing that annual consumer spending has decreased over the past ten years would be

- A) a table.
- B) a pie chart.
- C) a line chart.
- D) an organization chart.
- E) a flowchart.

Answer: C

Explanation: C) Line charts illustrate trends over time or plot the relationship of two variables. Tables can display extensive amounts of data. Pie charts can show the frequency or distribution of parts of a whole. Organization charts illustrate the positions, units, or functions of an organization and the way they interrelate. Flowcharts typically illustrate processes or procedures.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

63) The best visual for illustrating a manufacturer's quality control process would be a

- A) line chart.
- B) flowchart.
- C) table.
- D) pie chart.
- E) bar chart.

Answer: B

Explanation: B) Flowcharts typically illustrate processes or procedures. Line charts illustrate trends over time or plot the relationship of two variables. Pie charts can show the frequency or distribution of parts of a whole. Scatter diagrams represent data points. Gantt charts support project management.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

64) A surface chart

- A) shows trends over time.
- B) shows a cumulative effect.
- C) shows an arrangement of data in columns and rows.
- D) shows how parts of a whole are distributed.
- E) lists a sequence of events from start to finish.

Answer: B

Explanation: B) A surface chart, also called an area chart, is a form of line chart that shows a cumulative effect; all the lines add up to the top line, which represents the total. It helps you illustrate changes in the composition of something over time.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

65) A bar chart would be particularly useful for

- A) illustrating what percentages of a company's monthly budget are spent on utilities and other expenses.
- B) comparing market shares of three breakfast cereals from 2011 to 2012.
- C) showing the stages in production of a jet engine.
- D) depicting the proportion of advertising dollars spent on various major media.
- E) showing how the marketing budget has changed since 2014.

Answer: B

Explanation: B) Bar charts are useful for showing quantities over time, instead of parts of a whole, processes, or proportions.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

66) To illustrate how your department's budget will be distributed by percentage and type of expense, you should use

- A) an organizational chart.
- B) a table.
- C) a pie chart.
- D) a line chart.
- E) a flow chart.

Answer: C

Explanation: C) Organizational charts illustrate the positions, units, or functions of an organization and the way they interrelate. Specialized bar charts, such as timelines and Gantt charts, are used often in project management. Pie charts can show the frequency or distribution of parts of a whole. Line charts illustrate trends over time or plot the relationship of two variables. Inverted pyramid style is a manner of drafting text content.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

- 67) Flowcharts are used to
- A) summarize large amounts of statistical data.
 - B) show the relative sizes of the parts of a whole.
 - C) show how something looks or operates.
 - D) illustrate processes and procedures.
 - E) indicate trends over time.

Answer: D

Explanation: D) Flowcharts typically illustrate processes or procedures, rather than summarizing data, showing the parts of a whole, or showing how something works.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 68) Use the concept of _____ to help you design visuals that are consistent from one page of a document to the next.
- A) data visualization
 - B) visual parallelism
 - C) tag clouds
 - D) data redundancy
 - E) big data

Answer: B

Explanation: B) Consistency is fundamental to effective visual design. Visual parallelism promotes consistent design elements throughout a document.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 69) To avoid ethical problems with visual support in a message,
- A) limit background information.
 - B) exaggerate visual information that supports your argument.
 - C) group data carefully.
 - D) use emotional manipulation.
 - E) simplify cause-and-effect relationships whenever possible.

Answer: C

Explanation: C) It is unethical to mislead an audience by hiding or minimizing visual information that runs counter to your argument—and don't exaggerate visual information that supports your argument.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 70) Use a _____ to show frequency or distribution of parts in a whole.

- A) line chart
- B) bar chart
- C) histogram
- D) flowchart
- E) pie chart

Answer: E

Explanation: E) Use a pie chart when you need to show frequency or distribution of parts in a whole.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Analytic thinking

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

71) When you need to show processes, transformations, and other activities, the most effective visual choice would be

- A) infographics.
- B) flowcharts and diagrams.
- C) animations and videos.
- D) data visualizations.
- E) word clouds.

Answer: C

Explanation: C) Use animation and video to show processes, transformations, and other activities.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

72) If you're planning to create a table for online use, _____ to make sure that the table is easy to read.

- A) reduce the number of columns and rows
- B) eliminate lines and spaces between columns and rows
- C) display data items in unrounded, multiple units
- D) present large amounts of data and information
- E) add additional columns and rows

Answer: A

Explanation: A) Printed tables can display extensive amounts of information, but tables intended for online display and electronic presentations must be simpler. Therefore, reduce the number of rows and columns in a table if you're planning to display it online.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

73) A special class of diagrams called _____ contains enough visual and textual information to function as standalone documents.

- A) photographs
- B) pictograms
- C) data clouds
- D) infographics
- E) geographic information systems

Answer: D

Explanation: D) Infographics are drawings or diagrams that contain enough visual and textual information to function as independent, standalone documents.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

74) If you find a photograph online that you want to use in a document,

- A) you don't need permission—you are protected by fair use doctrine.
- B) you don't need permission unless you are using it in marketing materials.
- C) if it is not specifically offered free, assume that someone owns it and is entitled to credit and/or payment.
- D) you can do so without permission unless you have to pay to download it.
- E) add it with an embedded link.

Answer: C

Explanation: C) Just as with textual information you find online, you can't simply insert online photographs into your documents. Unless they are specifically offered for free, you have to assume that someone owns the photos and is entitled to payment or at least a photo credit.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

75) The advantage of incorporating visuals is

- A) they force the reader to slow down to study the message.
- B) they convey less information than text, so the reader will have to read the text for supporting material.
- C) people are less numbers-oriented and rely on visuals for meaning.
- D) the reader is more likely to be drawn more deeply into the message.
- E) they are easy to change for diverse audiences.

Answer: D

Explanation: D) In the numbers-oriented world of work, people rely heavily on trend lines, distribution curves, and other visual presentations of numeric quantities. Visuals attract and hold people's attention, helping your audience understand and remember your message. Busy readers often jump to visuals to try to get the gist of a message, and attractive visuals can draw readers more deeply into your reports and presentations. Using pictures is also an effective way to communicate with the diverse audiences that are common in today's business environment.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

76) Many design elements have _____, and their connotative meanings can evolve over time to mean different things in different cultures.

- A) numbers
- B) denotative qualities
- C) visual symbolism
- D) infographics
- E) visual literacy elements

Answer: C

Explanation: C) Many colors, shapes, and other design elements have <KT>visual symbolism, and their symbolic, connotative meanings can evolve over time and mean different things in different cultures.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

77) The ability of the sender to create effective images that are correctly interpreted by the receiver is

- A) visual parallelism.
- B) big data.
- C) visual symbolism.
- D) visual literacy.
- E) convention.

Answer: D

Explanation: D) Given the importance of visuals in today's business environment, visual literacy—the ability (as a sender) to create effective images and (as a receiver) to correctly interpret visual messages—has become a key business skill.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

78) To emphasize different quantities or ideas, use visual choices that

- A) are formal.
- B) create parallelism.
- C) are simple.
- D) follow rules of convention.
- E) contrast.

Answer: C

Explanation: C) Use visual choices such as size and color to emphasize contrasting quantities or ideas. To emphasize similarities, on the other hand, make the visual differences more subtle.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

79) A massive collection of data from a variety of sources is referred to as

- A) tag clouds.
- B) big data.
- C) data visualization.
- D) infographics.
- E) parallelism.

Answer: B

Explanation: B) Data visualization has become an important tool for companies working with big data, a term used to describe massive collections of data from a variety of sources piling up at high speeds. Interactive apps let users "drill down" into data sets to find details or look at data collections from a variety of perspectives.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Information technology

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

80) When creating visuals for massive data sets, complex quantities, or dynamic data, use

- A) flowcharts.
- B) infographics.
- C) data visualization.
- D) line and surface charts.
- E) tables.

Answer: C

Explanation: C) Conventional charts and graphs are limited in several ways: Most types can show only a limited number of data points before becoming too cluttered to interpret, they often can't show complex relationships among data points, and they can represent only numeric data. As computer technologies continue to generate massive amounts of data that can be combined and connected in endless ways, a diverse class of display capabilities known as <KT>data visualization work to overcome all these drawbacks.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Information technology

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

81) Visual images have connotative meanings that are consistent across cultures.

Answer: FALSE

Explanation: Many images convey very different messages, depending on the context in which they are presented. Visual communication can be just as complex as textual communication.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Diverse and multicultural work environments

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

82) The term *visual literacy* refers to a person's abilities to create effective images and interpret visual messages correctly.

Answer: TRUE

Explanation: Visual literacy involves being able to create effective messages and interpret visual messages correctly.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Diverse and multicultural work environments

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

83) The more decorative elements you can add to a graphic, the more interesting and useful it will be to the audience.

Answer: FALSE

Explanation: When designing graphics for your documents, remember that you are conveying information, and sometimes simplicity is the most effective means of communication.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

84) Tables presented in printed documents must contain fewer columns and rows than tables presented online.

Answer: FALSE

Explanation: For printed documents, you can adjust font size and column/row spacing to fit a considerable amount of information on the page and still maintain readability. For online documents, you often need to reduce the number of columns and rows to make sure your tables are easily readable.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Information technology

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

85) Data visualization focuses on extracting broad meaning from data (rather than on clarifying individual data points).

Answer: TRUE

Explanation: Unlike charts and graphs, data visualization is more about extracting broad meaning from giant masses of data or putting the data in context. Data visualization tools let you display vast data sets, dynamic data, and textual information graphically.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

86) One potential disadvantage of using a photograph to help explain a repair procedure is that it shows so much detail.

Answer: TRUE

Explanation: Photographs are unparalleled in their ability to communicate spatial relationships, sizes, shapes, and other physical parameters, but sometimes they can communicate too much information.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

87) In researching a proposal to expand your division, you find evidence that does not support your line of reasoning. Should you include it in your report? Why or why not?

Answer: Yes, you should include it. Although you want to be as brief as possible, your readers need a minimum amount of information before they can grasp the issue being presented.

Omitting relevant information or facts can bias your report.

Present all sides of the issue fairly and equitably and include all the essential information, even if some of the information doesn't support your line of reasoning. Omitting relevant information or facts can bias your report.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business reports

88) List at least five types of visual aids commonly used to present data in business documents. Provide an example of a specific task for which one type would be especially useful.

Answer: Common visual aids include tables, line charts, surface charts, bar charts, pictograms, scatter diagrams, flowcharts, diagrams, drawings, photographs, videos, and pie charts. A bar chart would be helpful for comparing the retail cost of several hybrid automobiles. (Answers will vary). Tables can display extensive amounts of data. Line charts illustrate trends over time or plot the relationship of two variables. A surface chart, also called an area chart, is a form of line chart that shows a cumulative effect; all the lines add up to the top line, which represents the total. Bar charts are useful for showing quantities over time. Pictograms are informational signs that convey ideas. Gantt charts expedite project management. Scatter and bubble diagrams are used to represent data points. Pie charts can show the frequency or distribution of parts of a whole.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business reports

89) In a line chart, what do the vertical and horizontal axes normally illustrate?

Answer: Normally, the vertical axis shows an amount. The horizontal axis illustrates time or some other quantity against which the amount is being measured.

Line charts are commonly used to show trends over time or the relationship between two variables.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

90) Discuss six principles to keep in mind when designing visuals regarding the aesthetic and symbolic aspects of graphic art.

Answer: Even if you have no formal training, keeping the following principles in mind will help you become a more effective visual communicator: (1) Consistency: Readers view a series of visuals as a whole, assuming that design elements will be consistent from one page to the next. (2) Contrast: Visual distinctions should match verbal ones. To emphasize differences, depict items in contrasting colors, such as red and blue, or black and white. To emphasize similarities, make color difference more subtle. (3) Balance: Images that appear to be out of balance can be as unsettling as a building that looks like it's about to tip over. Balance can be *formal*, in which the elements in the images are arranged symmetrically around a central point or axis. Balance can also be *informal*, in which elements are not distributed evenly but stronger and weaker elements are arranged in such a way that achieves an overall effect of balance. (4) Emphasis: The most important point should receive the greatest visual emphasis, so present the key item on the chart in the most prominent way—through color, position, size, or whatever. Visually downplay less important items. (5) Convention: Visual communication is governed by a variety of generally accepted (and deeply ingrained) rules. Flouting those conventions can be effective, but must be done carefully in order to avoid breakdowns in communications. (6) Simplicity: Limit the number of colors and design elements you use, and take care to avoid *chartjunk*.

LO: 12.3: Discuss six principles of graphic design and identify the most common types of visuals used to present data, information, concepts, and ideas.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

91) In computer graphics, a template

A) is a tool for creating curves and geometric shapes.

B) helps ensure an effective design and saves you the time of making numerous decisions every time you create a chart or graphic.

C) is any kind of chart generated by a spreadsheet program.

D) is a tool for creating classic architectural views.

E) is helpful only for those who cannot use basic software functions.

Answer: B

Explanation: B) Templates ensure an effective design and saves you time by eliminating many design decisions for new charts or graphics.

LO: 12.4: Explain how to integrate visuals with text effectively and how to verify the quality of your visuals.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

92) A _____ identifies the topic of an illustration; however, an _____ calls attention to the conclusion that should be drawn by the data in the illustration.

- A) descriptive title; informative title
- B) decorative sidebar; integrated title
- C) descriptive heading; informative subheading
- D) descriptive legend; informational caption
- E) declarative caption; informational legend

Answer: A

Explanation: A) A descriptive title identifies the topic of a visual. An informative title calls attention to the conclusion that ought to be drawn from the data showing in the visual.

LO: 12.4: Explain how to integrate visuals with text effectively and how to verify the quality of your visuals.

AACSB: Information technology

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

93) The ideal balance between the visual and the verbal should depend on

- A) the needs of your audience.
- B) the length of the report/presentation.
- C) the amount of money available for underwriting the costs of graphics.
- D) internal company guidelines.
- E) the variety of visuals use.

Answer: A

Explanation: A) If you are addressing an audience with multiple language backgrounds or widely varying reading skills, you can shift the balance toward more visual elements to help overcome language barriers. The professional experience, education, and training of your audience should influence your approach as well.

LO: 12.4: Explain how to integrate visuals with text effectively and how to verify the quality of your visuals.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 94) The primary difference between titles and captions of visuals is that
- A) titles are usually longer than captions.
 - B) captions usually appear above visuals, whereas titles appear below.
 - C) captions offer discussion of the visual's content.
 - D) titles provide detailed descriptions of visuals, but captions give only short descriptions.
 - E) None of the above—they are simply different terms for the same thing.

Answer: C

Explanation: C) A title is similar to a subheading, providing a short description that identifies the content and purpose of the visual, along with the label and number used to refer to the visual. A caption usually offers additional discussion of the visual's content and can be several sentences long.

LO: 12.4: Explain how to integrate visuals with text effectively and how to verify the quality of your visuals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 95) Which of the following is an example of a descriptive title for a visual aid?

- A) How CamCo Reduces Costs
- B) CamCo Cost Reductions
- C) Reducing Costs Is a Number-One Goal at CamCo
- D) CamCo
- E) Figure 1

Answer: A

Explanation: A) A descriptive title identifies the topic of the illustration. An informative title is even more detailed, offering the conclusion that should be drawn from the data.

LO: 12.4: Explain how to integrate visuals with text effectively and how to verify the quality of your visuals.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

96) To ensure that the visual is _____, look for mistakes such as undocumented symbols and misaligned elements, and check to be sure that the message is accurately delivered.

- A) accurate
- B) honest
- C) properly documented
- D) parallel
- E) needed

Answer: A

Explanation: A) Be sure to check visuals for mistakes such as typographical errors, inconsistent color treatment, confusing or undocumented symbols, and misaligned elements. Does each visual deliver your message accurately? For data presentations, particularly if you're producing charts with a spreadsheet, verify any formulas used to generate the numbers and make sure you've selected the right numbers for each chart.

LO: 12.4: Explain how to integrate visuals with text effectively and how to verify the quality of your visuals.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

97) When integrating a visual into the text,

- A) place all visuals at the end of the text in an appendix.
- B) avoid the use of titles or other descriptors.
- C) switch back and forth between visuals and words.
- D) refer to the visuals in the text.
- E) use sidebars.

Answer: D

Explanation: D) Successful integration involves four decisions: maintaining a balance between visuals and text, referring to visuals in the text, placing the visuals in a document, and writing titles and other descriptions.

LO: 12.4: Explain how to integrate visuals with text effectively and how to verify the quality of your visuals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

- 98) Ideally, all visuals should
- A) be placed in a separate appendix.
 - B) use the same format.
 - C) be as close to the text referring to it as possible.
 - D) be alphabetized.
 - E) be bunched.

Answer: C

Explanation: C) Try to position your visuals so that your audience doesn't have to flip back and forth (in printed documents) or scroll (onscreen) between the visuals and the text. Ideally, it's best to place each visual within, beside, or immediately after the paragraph it illustrates so that readers can consult the explanation and the visual at the same time.

LO: 12.4: Explain how to integrate visuals with text effectively and how to verify the quality of your visuals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 99) A(n) _____ helps readers understand the various design elements used in a visual.

- A) caption
- B) descriptive title
- C) legend
- D) informative title
- E) infographic

Answer: C

Explanation: C) A legend helps readers decode the visual by explaining what various colors, symbols, or other design choices mean.

LO: 12.4: Explain how to integrate visuals with text effectively and how to verify the quality of your visuals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 100) In a workplace report, refer to each visual before readers see it in a document or onscreen.

Answer: TRUE

Explanation: Help readers understand the significance of a visual used in a report by referring to that visual before they encounter it in the document or onscreen.

LO: 12.4: Explain how to integrate visuals with text effectively and how to verify the quality of your visuals.

AACSB: Information technology

Difficulty: Easy

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports