

Excellence in Business Communication, 12e (Thill/Bovee)
Chapter 13 Completing Reports and Proposals

1) The four tasks involved in completing business reports and proposals include all of the following except

- A) distributing.
- B) revising.
- C) producing.
- D) illustrating.
- E) proofreading.

Answer: D

Explanation: D) The steps to prepare and complete a business report or proposal are producing, revising, proofreading, and distributing. Ensure your final product is clean and professional.

LO: 13.1: Describe the process of revising formal reports and proposals.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

2) The revision process for business reports is essentially the same as it is for other messages but

- A) often requires far less effort.
- B) often takes much less time.
- C) often takes considerably more time.
- D) often can be accomplished entirely by common word processing software.
- E) is only rarely required.

Answer: C

Explanation: C) Formal reports and proposals require an extra dose of professionalism because they are important documents that reflect on yourself as well as your organization. The revision step is crucial to ensuring your document is as professional as possible.

LO: 13.1: Describe the process of revising formal reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 3) As you're revising the content of an online report,
- A) avoid the use of headings and subheadings.
 - B) include extraneous details; then let your audience sort them out.
 - C) scatter essential elements throughout the text of the report.
 - D) strip out all information that doesn't directly meet audience needs.
 - E) expand topics through the use of links.

Answer: D

Explanation: D) Tight, efficient writing that's easy to skim is always a plus, but it's especially important for impatient online audiences. Review the content of an online report carefully; take out all information that doesn't directly meet audience needs, and condense everything else as much as possible.

LO: 13.1: Describe the process of revising formal reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 4) The revision process for formal reports and proposals includes all of the following except
- A) profiling the audience.
 - B) evaluating overall organization.
 - C) adding headings and subheadings.
 - D) making sure the content responds to audience needs.
 - E) striving for writing that is clear, concise, and compelling.

Answer: A

Explanation: A) Evaluate your organization, style, and tone, making sure that you've said what you wanted to say in the most logical order and in a way that responds to your audience's needs. Then, improve the report's readability by varying sentence length, shortening paragraphs, using lists and bullets, adding headings and subheadings, and making generous use of transitions. Keep revising the content until it is clear, concise, and compelling.

LO: 13.1: Describe the process of revising formal reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

5) Formal reports include an extra measure of polish and professionalism and often include _____ that are not used in informal reports.

- A) varied sentence length
- B) headings and subheadings
- C) transitions
- D) lists and bullets
- E) packaging elements

Answer: E

Explanation: E) Most of the discussion in this chapter applies to formal reports and proposals, documents that require an extra measure of polish and professionalism and often include packaging elements not used in informal reports and other documents.

LO: 13.1: Describe the process of revising formal reports and proposals.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business reports

6) When revising reports and proposals, present your data in a way that

- A) requires the reader to read the entire report or proposal.
- B) incorporates a variety of styles.
- C) incorporates bullets and lists.
- D) meets your audience's needs.
- E) limits the use of transitions.

Answer: D

Explanation: D) Evaluate your organization, style, and tone, making sure that you've said what you want to say and that you've said it in the most logical order and in a way that responds to your audience's needs.

LO: 13.1: Describe the process of revising formal reports and proposals.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business reports

7) In a report designed to organize a new task force, the close should

- A) identify the report's authors.
- B) include an analysis of the data you've presented.
- C) list the action that you would like readers to take.
- D) discuss why the report was written.
- E) describe how tasks will be broken down.

Answer: C

Explanation: C) Readers will expect the end of the report to list concrete actions that must be taken to address the concerns brought up in the report. In this case, the close might instruct the task-force organizers to conduct research and meet on a specific date to discuss their findings.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

8) The prefatory parts of a report should

- A) help readers decide whether and how they need to read the report.
- B) be prepared and written before the text of the report.
- C) include an introduction to the report.
- D) not require any revision once they are written.
- E) be placed at the end of the report.

Answer: A

Explanation: A) Prefatory parts of a report provide readers with an indication of how and why they should read the report. These parts should be prepared, revised, and proofread, along with the rest of the report.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

9) Which of the following is *not* included in the prefatory parts of a formal report?

- A) cover
- B) letter of authorization
- C) introduction
- D) table of contents
- E) title page

Answer: C

Explanation: C) The prefatory parts of a report can contain any or all of the following: cover, title fly and title page, letter of authorization, letter of transmittal, table of contents, list of illustrations, and synopsis or executive summary.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 10) You should include a title fly with business reports when you want to
- A) give the name of the company for which the report has been prepared.
 - B) add a touch of formality to the report.
 - C) protect the report from dirt and careless handling.
 - D) provide a page for the reader to make notes on.
 - E) make it easier for readers to get straight to the text of your report.

Answer: B

Explanation: B) A title fly is a single sheet of paper containing only the title of the report or proposal. It adds a more formal touch to the report, but it is not necessary.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

11) Information such as the report title, the writer's name, and the submission date are usually found

- A) on the title page.
- B) on the title fly page.
- C) on the cover.
- D) in the letter of transmittal.
- E) in the letter of authorization.

Answer: C

Explanation: C) Covers are typically labeled with the report title, the writer's name (optional), and the submission date (also optional).

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

12) A letter of _____ is a specialized cover letter that introduces your report to the audience.

- A) authorization
- B) acceptance
- C) transmittal
- D) introduction
- E) appreciation

Answer: C

Explanation: C) A letter of transmittal is a specialized cover letter (usually placed before the table of contents) that introduces the report to its audience. It acts as a short introduction to readers to provide any additional context necessary.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

13) The letter of transmittal

- A) may follow the direct or indirect plan.
- B) has a more formal style than the report itself.
- C) is usually included as an appendix.
- D) should be written in an informal tone.
- E) is never written as a memo.

Answer: A

Explanation: A) The style of the letter of transmittal can use either the indirect or the direct approach, depending on the nature and needs of the report's audience.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

14) The letter of transmittal should

- A) discuss how information in the report was gathered.
- B) be different for every person receiving the report.
- C) minimize controversial issues in the report.
- D) introduce the report to the audience.
- E) do nothing more than thank readers for their interest in your report.

Answer: D

Explanation: D) The letter of transmittal achieves a number of tasks: explaining the scope and methods of the project, highlighting important report sections, thanking the reader for his or her involvement, or thanking readers for taking the time to examine the report.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

15) For printed reports, the letter of transmittal is most often positioned

- A) right before the table of contents.
- B) just after the table of contents.
- C) in between the introduction and first chapter of the report.
- D) on the outside of the report cover, usually fastened with a paper clip or staple.
- E) at the beginning of the introduction.

Answer: A

Explanation: A) The letter of transmittal in printed reports is usually placed right before the table of contents, to act as an introduction to the report as a whole.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 16) The letter of authorization and the letter of acceptance are used to
- A) identify who worked on the report.
 - B) make sure everyone is clear about the report's intent.
 - C) introduce the report to the audience.
 - D) acknowledge the audience's concerns.
 - E) explain how the report addresses issues for the audience.

Answer: B

Explanation: B) In general, letters of authorization and acceptance are included in only the most formal reports. However, consider including one or both if a significant amount of time has passed since you started the project or if you do not have a close working relationship with the audience. These pieces help make sure everyone is clear about the report's intent and the approach you took to create it.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 17) One of the headings in your report is, "Unexpected Price Increases." In the table of contents, the heading should

- A) be worded exactly the same way.
- B) not be included.
- C) be paraphrased.
- D) be in boldface type.
- E) be in all caps.

Answer: A

Explanation: A) Headings in the body of the report should always have the exact same wording in the table of contents. This ensures the reader is not confused as to the correct location and content of the material included underneath the heading.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

- 18) In a complex formal report, it is often helpful to include
- A) a table of contents that lists every heading in the report plus titles of illustrations and tables.
 - B) two tables of contents: a high-level table that shows only major headings, followed by a detailed table that includes all headings and subheadings.
 - C) everything but prefatory parts in the table of contents.
 - D) everything but supplementary parts in the table of contents.
 - E) asterisks beside the titles of all key parts in the table of contents.

Answer: B

Explanation: B) Using two tables of contents, an overview table of contents and a more detailed one, accommodates a widely varying audience. Those who want the main points of the report can use the overview, and those who are looking for specific information can use the detailed table.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 19) To help ensure accuracy, the table of contents for a formal report should be prepared
- A) before the text is written.
 - B) as you are drafting the text.
 - C) as you prepare the list of references.
 - D) along with the footnotes or endnotes.
 - E) after the report is complete, thoroughly edited, and proofed.

Answer: E

Explanation: E) Sections of a report may continue to change throughout the composition, editing, and proofing stages. To ensure the table of contents is as accurate as possible, create it after the contents of the report have been finalized.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

20) If you will create a PDF file of a business report for electronic distribution, each entry in the table of contents should be

- A) italicized.
- B) in boldface type.
- C) in all caps.
- D) a clickable link that takes readers to the appropriate place in the report.
- E) underlined.

Answer: D

Explanation: D) Creating a clickable table of contents in the PDF version of a report allows readers to access desired information at a faster rate, making it unnecessary for them to scroll through pages of electronic content to find what they are looking for.

LO: 13.2: Identify the major components of formal reports.

AACSB: Information technology

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

21) The synopsis of a formal report is

- A) a concise overview of the report's most important points.
- B) a short summary containing subheadings and visual aids.
- C) usually anywhere from two to five pages.
- D) never more than five lines in length.
- E) never longer than a single sentence.

Answer: A

Explanation: A) A synopsis is a brief preview of the main points of a formal report. A synopsis is typically a page or less in length, and it may also be called an abstract.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

22) The term _____ is another name for a synopsis in a technical or professional report.

- A) abstract
- B) thesis
- C) prospectus
- D) quick view
- E) outline

Answer: A

Explanation: A) A synopsis is also termed an abstract, especially in long informational reports dealing with technical, professional, or academic subjects. It is more detailed than a snapshot or quick view, but less detailed than an outline. It describes how the thesis fared, if applicable.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

23) An informative synopsis

- A) simply tells what the report is about.
- B) presents the main points of the report in the same order as the text.
- C) omits the findings of the report.
- D) is preferable if your report is organized using the indirect approach.
- E) provides moderately greater detail than the table of contents.

Answer: B

Explanation: B) An informative synopsis presents the main points of the report in the order in which they appear in the text. A descriptive synopsis, on the other hand, simply tells what the report is about, using only moderately greater detail than the table of contents; the actual findings of the report are omitted.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

24) A descriptive synopsis

- A) tells what the report is about in moderately greater detail than the table of contents.
- B) includes the actual findings of the report.
- C) presents the main points of the report in the order they appear in the text.
- D) replaces the table of contents.
- E) is preferable if your report is organized using the direct approach.

Answer: A

Explanation: A) A descriptive synopsis, simply tells what the report is about, using only moderately greater detail than the table of contents; the actual findings of the report are omitted.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

25) An executive summary

A) is shorter than a synopsis.

B) gives a fully developed "mini" version of the report.

C) provides additional information (not covered in the report) that executives will need.

D) is a "prose table of contents."

E) should be written in a tone that is much less formal than the report itself.

Answer: B

Explanation: B) Many report writers prefer to include an executive summary instead of a synopsis or an abstract. Whereas a synopsis is a "prose table of contents" that outlines the main points of the report, an executive summary is a fully developed "mini" version of the report.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

26) An executive summary

A) is never longer than a few paragraphs.

B) may contain headings and visual aids.

C) comes before the synopsis in the prefatory section of a report.

D) is always included with reports longer than 10 pages.

E) is the same thing as a synopsis.

Answer: B

Explanation: B) An executive summary is more comprehensive than a synopsis; it can contain headings, well-developed transitions, and even visual elements. It is usually organized in the same way as the report, using a direct or an indirect approach, depending on the audience's receptivity.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 27) The best way to decide what to include in an introduction is to
- A) consult with more experienced report writers.
 - B) figure out what kinds of information will most help your readers follow and comprehend the report.
 - C) put in as many standard topics as you can cover in 10 pages or less.
 - D) do a quick survey of potential readers.
 - E) skim the report quickly, and list what you remember.

Answer: B

Explanation: B) Many reports require neither a synopsis nor an executive summary. Reports of fewer than 10 pages often omit such a preview or combine it with the letter of transmittal. A report over 20 or 30 pages long may include either a synopsis or an executive summary as a convenience for readers. Which one you provide depends on the traditions of your organization.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

- 28) Which of the following is *not* a typical function of the introduction to a report?

- A) establishing the context
- B) previewing main ideas
- C) identifying the opportunity to pursue
- D) documenting sources
- E) establishing the tone and reader relationship

Answer: D

Explanation: D) The documentation of sources typically occurs in the bibliography section of a report. The introduction, on the other hand, tells the audience about the report, explains why they should be concerned with it, and outlines how the report is organized.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

29) You're preparing a report on how to reduce network problems at your company's home office. Since the report is organized in the direct approach, the close should

- A) present the conclusions and recommendations for the first time.
- B) be relatively long.
- C) be relatively brief.
- D) end by asking readers for a decision.
- E) restate your qualifications.

Answer: C

Explanation: C) You must understand your audience before you can determine the correct length of a report. If the audience is receptive and the direct approach is being used, a report can be succinct, just long enough to inform readers of the subject matter.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

30) In a proposal designed to persuade clients to order surge protection equipment from your company, the close should

- A) outline the report's key findings.
- B) include your analysis of the data you've presented.
- C) describe the action(s) you would like readers to take.
- D) answer the questions that led to the report.
- E) tell readers why they will regret not making a purchase.

Answer: C

Explanation: C) Because the proposal is persuasive, its close should emphasize the course of action that it recommends. The close is the last opportunity to convince readers of the steps they should take after reading the proposal.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

31) Which of the following is the best heading for the close of a formal report?

- A) Ending
- B) Take-Aways
- C) Final Thoughts
- D) The Point
- E) Summary

Answer: E

Explanation: E) To maintain a professional tone in the report, use a heading such as "Summary" for the close. This is a standard term that formally conveys the final points of a report.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

32) The authors of an informational report have referred to a multitude of data on the spending habits of 18- to 25-year-old Americans. They want to provide readers with access to this information, but realize it's too lengthy to include in the body of the report. Where should they place it?

- A) in an appendix
- B) after the letter of transmittal
- C) between the prefatory parts and the introduction
- D) at the very end of the report, in a section labeled "Extras"
- E) Nowhere—it should simply be left out.

Answer: A

Explanation: A) An appendix contains materials related to the report but not included in the text because they are too long or perhaps not relevant to everyone in the audience. This standard section of a formal report occurs after the close.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

33) Materials in an appendix are *not* incorporated into the text because

- A) they are controversial.
- B) they include bad news.
- C) they are not relevant to everyone in the audience.
- D) they are boring.
- E) they include multiple categories of information.

Answer: C

Explanation: C) The appendix is provided to house information that is not essential to the main points of a report. Offering the materials as reference after the close of the report may be helpful for some readers but probably will not be relevant for everyone who reads the report.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

34) Placing detailed supporting materials online instead of in a traditional appendix

- A) can make it much more convenient for readers to access.
- B) suggests that you don't know how to incorporate them into the report.
- C) is not acceptable unless your report is highly technical.
- D) is a great inconvenience for your audience.
- E) often leads to legal problems.

Answer: A

Explanation: A) If your company has an intranet, shared workspaces, or other means of storing and accessing information online, consider putting your detailed supporting evidence there and referring readers to those sources for more detail.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

35) All appendices should be

- A) listed in the table of contents but not mentioned in the text of the report.
- B) mentioned in the text of the report but not listed in the table of contents.
- C) mentioned in the text of the report and listed in the table of contents.
- D) included in the index but not listed in the table of contents.
- E) printed in a font that is different from the rest of the report.

Answer: C

Explanation: C) The in-text references to the appendices and the entries in the table of contents should match up with the appendices provided at the end of the report.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 36) The list of secondary sources at the end of a report is labeled "Works Cited" when it contains
- A) all the secondary sources consulted in preparing the report.
 - B) more than ten entries.
 - C) only those secondary works that were mentioned in the report.
 - D) anonymous sources.
 - E) sources that you feel uncertain about.

Answer: C

Explanation: C) The "Works Cited" section lists only the works mentioned in the report. If the section includes works consulted but not mentioned in the report, it can be called "References."

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 37) The list of secondary sources at the end of a report can be labeled "References" when
- A) it contains fewer than 10 items.
 - B) it contains more than 50 items.
 - C) it is incomplete.
 - D) you want the tone of your report to be conversational.
 - E) you include works consulted but not mentioned in your report.

Answer: E

Explanation: E) If the list of secondary sources includes works consulted but not mentioned in the report, it can be called "References."

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

- 38) You've used information from several websites to support your argument in a formal report. You should
- A) not bother documenting the sources in a business report.
 - B) provide source information only if the audience requests it.
 - C) clearly document the sources in the report.
 - D) only document the sources if they're copyrighted.
 - E) document the source in an appendix.

Answer: C

Explanation: C) Provide clear, appropriate references for all sources, regardless of the purpose of the document (or website) in which they are used. Even unpublished or "non-copyrighted" material should be documented properly.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

39) An index

- A) may include the names of important persons mentioned in your report.
- B) lists only the names of authors cited in the report.
- C) is never necessary in business reports.
- D) should always be prepared by someone other than the author of the report.
- E) can replace a bibliography.

Answer: A

Explanation: A) An index is an alphabetical list of names and subjects mentioned in a report, along with the pages on which they occur. If readers will need to access specific points of information in a lengthy report, consider an index that lists all key topics, product names, markets, or important persons, etc.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

40) The introductory section of a formal proposal includes all of the following except

- A) the scope of the proposal.
- B) a statement of qualifications.
- C) a brief description of the solution.
- D) the background or a statement of the problem.
- E) an overview of how the proposal is organized.

Answer: B

Explanation: B) The introduction to a proposal includes the following elements: background or statement of the problem, solution, scope, and organization.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

41) If you want to call attention to the visuals in a formal report, you should

- A) work them into the table of contents.
- B) submit them as a separate enclosure.
- C) cite their sources in the bibliography.
- D) include a list of illustrations as a prefatory element.
- E) refer to them in your conclusions and recommendations.

Answer: D

Explanation: D) Consider including a list of illustrations as a prefatory element if you want to call attention to the visuals in your report.

LO: 13.2: Identify the major components of formal reports.

AACSB: Analytic thinking

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

42) Within the context of preparing formal reports and proposals, the term *limitations*

- A) sets the boundaries of your research, that is, what you will and will not investigate.
- B) presents excuses for inadequate research or a poorly written report.
- C) specifies the risks, rewards, costs, and benefits of a specific course of action.
- D) refers to factors beyond your control that affect the quality of the report.
- E) specifies what will happen if the solution is not accepted.

Answer: D

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

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

43) The _____ is *not* included in the prefatory parts of a formal report.

- A) introduction
- B) letter of authorization
- C) letter of transmittal
- D) table of contents
- E) executive summary

Answer: A

Explanation: A) The introduction is included in the report as a text part, not a prefatory part.

LO: 13.2: Identify the major components of formal reports.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business reports

44) What is the purpose of the bibliography section in a formal report?

- A) It limits your ethical obligation to credit your sources.
- B) It replaces the use of references.
- C) It includes the names and subjects mentioned in a report.
- D) It includes material that is not directly relevant to all audience members.
- E) It fulfills your ethical obligations to credit sources and allows readers to consult the sources.

Answer: E

Explanation: E) A bibliography fulfills your ethical obligation to credit your sources, and it allows readers to consult those sources for more information.

LO: 13.2: Identify the major components of formal reports.

AACSB: Ethical understanding and reasoning

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

45) When should charts, graphs, and other visual elements be incorporated into the report?

- A) after the report has been completed
- B) after the first round of proofreading
- C) when you are satisfied with the quality of your text
- D) when you begin to draft content
- E) when creating the list of illustrations

Answer: C

Explanation: C) When you are satisfied with the quality of your text, you're ready to produce your report by incorporating the design elements. At this point, you should also start to add charts, graphs, and other visuals, as well as any missing text elements, such as previews and reviews.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

46) Which of the following would be included in the introduction of a proposal, but not a report?

- A) discussion of the problem or purpose
- B) report organization
- C) scope
- D) sources and methods
- E) solution

Answer: E

Explanation: E) Briefly describe the change you propose, highlighting your key selling points and their benefits to show how your proposal will solve the reader's problem.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business proposals

47) The body of a proposal

- A) offers complete details of an idea.
- B) gives facts, statistical evidence, and trends.
- C) is used to offer advantages and disadvantages of a course of action.
- D) gives complete details on a proposed solution and describes anticipated results.
- E) describes benchmarks for evaluating options and alternatives.

Answer: D

Explanation: D) The body of a proposal gives complete details on the proposed solution and anticipated results by incorporating details of the solution, the approach, the work plan, and includes a statement of qualifications.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business proposals

- 48) The close of a report
- A) requests a decision.
 - B) reviews the reader benefits.
 - C) spells out exactly what should happen next.
 - D) summarizes the merits of your approach.
 - E) restates your qualifications.

Answer: C

Explanation: C) The close of a report should summarize key points, emphasize benefits of any recommendations, list action items; label as "Summary" or "Conclusions and Recommendations."

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

- 49) One way to indicate a major shift in the flow of the report is to incorporate
- A) larger headings.
 - B) page breaks.
 - C) graphics.
 - D) underlined text.
 - E) italics.

Answer: B

Explanation: B) When you want a particular section to stand apart, start it on a new page. Most prefatory parts, such as the table of contents, should also be placed on their own pages. A page break can signal the reader that a major shift is occurring in the flow of the report.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business reports

- 50) Because they are based on the main text of the report, prefatory parts should be written
- A) after the text has been completed.
 - B) first.
 - C) when adding illustrations.
 - D) during the brainstorming process.
 - E) after the final round of proofreading.

Answer: A

Explanation: A) Because prefatory parts are generally a summary of what is included in the report, they should not be written until the text of the report is completed.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

51) Because they fall at the beginning of a report, write the prefatory parts first.

Answer: FALSE

Explanation: Many prefatory parts—such as the table of contents, the list of illustrations, and the executive summary—are easier to prepare after the text has been completed because they are based on the main text of the report.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

52) If a report does not have a synopsis, the letter of transmittal can summarize the major findings, conclusions, and recommendations.

Answer: TRUE

Explanation: If the report does not have a synopsis, the letter of transmittal may summarize the report's major findings, conclusions, and recommendations.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

53) The table of contents should always include all levels of headings for the report.

Answer: FALSE

Explanation: Depending on the length and complexity of the report, you may need to decide how many levels of headings to show in the TOC. Choosing how to present the TOC will involve a trade-off between simplicity and completeness.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

54) The introduction is a good place to tell readers why they should be concerned with your topic.

Answer: TRUE

Explanation: A good introduction prepares readers to follow and comprehend the information that follows. It invites audience members to continue reading by telling them what the report is about, why they should be concerned, and how the report is organized.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Application

Learning Outcome: Apply the writing process when writing business reports

55) The most common supplementary parts to include in a formal report are the appendix, the bibliography, and the index.

Answer: TRUE

Explanation: Appendices are used for material that may not be directly relevant to all readers. Bibliographies list the sources directly referenced or indirectly consulted for the report. Indexes provide a quick way to look up subject matter.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

56) Acknowledging sources in the body of a report is appropriate for academic work, but never in business.

Answer: FALSE

Explanation: All sources should be properly documented, regardless of the context or intention of the report. Both direct quotations and paraphrases should be correctly attributed.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

57) List at least three factors that can help you decide what parts to include in a business report.

Answer: The following factors determine what you should include in a business report: (1) The type of report, (2) the length of your report, (3) what your audience expects and requires, and (4) what your organization prefers.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

58) Describe the primary function of the letter of transmittal.

Answer: The letter of transmittal introduces your report to the audience. It says what you'd say if you were handing the report directly to the person who authorized it.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

59) When should you include a separate list of illustrations with your report?

Answer: You should create a separate list of illustrations if you have more than a handful of visual aids or you want to call attention to the ones you have included in your report.

A list of illustrations can help your readers locate the report's visual support, especially if that support is extensive and significant.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

60) Briefly explain the difference between a synopsis and an executive summary.

Answer: A synopsis (or abstract) is simply a brief overview of the report's most important points. An executive summary is a fully developed "mini" version of the report itself.

Executive summaries are often more detailed than synopses, including images and headings just as the actual report does.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

61) List at least three types of materials commonly included in appendices.

Answer: Appendices commonly include questionnaires and cover letters, sample forms, computer printouts, statistical formulas, financial statements and spreadsheets, copies of important documents, and so on.

Appendices can accommodate a wide variety of materials. Almost any information that is tangentially related to a report can be included in the appendix.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

62) Explain why it is generally best to prepare the prefatory parts of your report after you've written the text.

Answer: Prefatory parts are placed before the text of your report. However, many of these parts (such as the table of contents, list of illustrations, and executive summary) are easier to prepare after you've written the report because they are based on the main text. Other parts (such as the cover and title page) can be prepared at almost any time.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

63) Explain the difference between a title fly and a title page.

Answer: The title fly is simply a plain sheet of paper with only the title of the report on it. The title page, however, includes the title; the name, title, and address of whoever authorized the report; the name, title, and address of the person who prepared the report; and the date the report was submitted.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

64) In preparing a formal report, how can you ensure the accuracy of your table of contents?

Answer: To help ensure accuracy, it is best to construct the table of contents after your report is complete, thoroughly edited, and proofed. This way, the headings and subheadings aren't likely to change or move from page to page. If possible, use the automatic features in your word-processing software to generate the table of contents. Doing so eliminates typing mistakes, and keeps your table current in the event that you have to repaginate or revise headings late in the process.

LO: 13.2: Identify the major components of formal reports.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business reports

65) Proposals addressed to potential customers and investors

A) are nearly always formal.

B) rarely include a copy of the RFP.

C) are less formal than those addressed to internal audiences.

D) should never include visuals.

E) should always be single-spaced.

Answer: A

Explanation: A) Proposals addressed to external audiences, including potential customers and investors, are nearly always formal. For smaller projects and situations in which you already have a working relationship with the audience, a proposal can be less formal.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

- 66) Unlike reports, most proposals
- A) contain many supplementary parts.
 - B) contain few supplementary parts.
 - C) never contain an appendix.
 - D) are never analytical.
 - E) are written in an informal tone.

Answer: B

Explanation: B) Proposals may occasionally have appendices, but they rarely contain other forms of supplementary material, unlike reports. They maintain a professional, formal tone.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

- 67) The prefatory parts of a formal proposal may include
- A) a letter of authorization.
 - B) a copy of the RFP.
 - C) an index.
 - D) visual aids.
 - E) an appendix.

Answer: B

Explanation: B) An RFP may require you to include a copy of the RFP in your prefatory section; be sure to follow its instructions carefully.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

- 68) When you receive an RFP, you'll usually find that it includes
- A) specific instructions on referring to the RFP itself in your proposal.
 - B) a list of companies that have submitted failed proposals in the past.
 - C) any negative information about the company that might affect the project.
 - D) a disclaimer stating that costs noted in the RFP may increase after the proposal is accepted.
 - E) a synopsis.

Answer: A

Explanation: A) Normally, an RFP will specify how you should refer to the RFP itself in your proposal. Organizations that issue RFPs include instructions because they need a methodical way to track all their active RFPs and the incoming responses. If there are no specific instructions in the RFP, use your best judgment, based on (1) the length of the RFP and (2) how you received the RFP, either hardcopy or online.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

69) When you're writing an unsolicited proposal, approach the transmittal letter as

- A) a persuasive message.
- B) an informative message.
- C) a cordial message.
- D) an informational message.
- E) a direct message.

Answer: A

Explanation: A) If a proposal is unsolicited, approach the transmittal document as a persuasive message. You must convince the reader that what you're proposing is worthwhile and will justify the time required to read the entire proposal.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

70) In an unsolicited proposal, a synopsis or executive summary may be

- A) essential for highlighting your competitive advantage.
- B) useful if the proposal is short.
- C) placed in an appendix.
- D) replaced by a letter of transmittal.
- E) most effective if it does not mention the RFP to which you are responding.

Answer: D

Explanation: D) If your proposal is unsolicited, your transmittal letter will already have caught the reader's interest, making a synopsis or an executive summary redundant.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

71) You're sending a solicited proposal to a local restaurant in an effort to become its primary food vendor. The letter of transmittal to accompany the proposal should follow the format for

- A) positive messages.
- B) bad-news messages.
- C) persuasive messages.
- D) routine messages.
- E) operational reports.

Answer: A

Explanation: A) If the proposal is solicited, treat the transmittal letter as a positive message, highlighting those aspects of your proposal that may give you a competitive advantage. If the proposal is unsolicited, the transmittal letter should follow the advice for persuasive messages, the letter must persuade the reader that you have something worthwhile to offer that justifies reading the proposal.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Application

Learning Outcome: Apply the writing process when writing business proposals

72) The text of a proposal

- A) must always follow the AIDA plan.
- B) is usually presented in outline form.
- C) consists of the introduction, body, and close.
- D) should be italicized.
- E) is always organized using the direct approach.

Answer: C

Explanation: C) The three components of the text portion of every business proposal are the introduction, the body, and the close. Other elements of the text portion of proposals can vary.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

73) The body of a proposal should

- A) capture the reader's attention.
- B) explain the complete details of the solution.
- C) make whatever promises it takes to win the contract.
- D) aggressively attack any other companies competing for the audience's business.
- E) explain the advantages for your company if the proposal is accepted.

Answer: B

Explanation: B) The body section of a proposal gives readers a detailed account of the proposed solution and explains how you or your company will implement that solution.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

74) Urging readers to act in the close of a proposal

- A) is an offensive, hard-sell tactic that should be avoided.
- B) is acceptable if you know the audience well, but inappropriate for new clients.
- C) is an effective and reasonable strategy.
- D) generally works well, but never when responding to government RFP's.
- E) is effective only when your text is organized in the direct approach.

Answer: C

Explanation: C) The close of a proposal is the final opportunity to convince the reader of the action proposed. A proposal is a persuasive document; as long as the close is oriented to the interests of the reader, urging action is an effective approach.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

75) Formal proposals contain many of the same components as other formal reports, however, there is a difference in

- A) text.
- B) use of visuals.
- C) documentation.
- D) delivery method.
- E) audience analysis.

Answer: A

Explanation: A) Formal proposals contain many of the same components as other formal reports. The difference lies mostly in the text, although a few of the prefatory parts are also different.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Reflective thinking

Difficulty: Difficult

Classification: Critical Thinking

Learning Outcome: Apply the writing process when writing business proposals

- 76) The introduction of a proposal should
- A) summarize the solution to a problem.
 - B) explain the details of the solution.
 - C) identify the method to be used to solve the problem.
 - D) emphasize how the reader will benefit from the solution.
 - E) indicate what the job will cost.

Answer: A

Explanation: A) The introduction presents and summarizes the problem you intend to solve and your solution to that problem, including any benefits the reader will receive from your solution.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

- 77) A reference to the _____ is found in a proposal, but is not included in a report.

- A) title fly
- B) appendix
- C) RFP
- D) letter of transmittal
- E) table of contents

Answer: C

Explanation: C) Instead of having a letter of authorization, a solicited proposal should follow the instructions in the RFP. Some will instruct you to include the entire RFP in your proposal; others may want you to simply identify it by a name and tracking number.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

- 78) Proposals addressed to external audiences, including potential customers and investors, are nearly always formal.

Answer: TRUE

Explanation: External proposals need to have an extra measure of professionalism to reflect well on the organization for which they are being prepared.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

79) A synopsis or executive summary is usually less useful in a formal proposal than in other types of formal reports.

Answer: TRUE

Explanation: You may include a synopsis or an executive summary for your reader's convenience when your proposal is long, but these are often less useful in a formal proposal than in a formal report because they may be redundant.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

80) The close of a formal proposal emphasizes the benefits that readers will realize from your solution.

Answer: TRUE

Explanation: The close is the section that emphasizes the benefits that readers will gain from your solution if they adhere to it, and it urges readers to act.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

81) List at least three elements normally included in the body of a formal proposal.

Answer: (1) Complete details of the proposed solution, (2) how the job will be done, (3) how it will be broken into tasks, (4) what method will be used to do it, (5) when the work will begin and end, (6) cost of the entire project, (7) why you are qualified.

The body of a proposal explains the details of the proposed solution: how it will be done, how it will be tasked, what method will be used, when the work will begin and end, how much the job will cost, and why you or your organization is qualified to complete the job.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

82) In preparing a formal proposal, how should you determine whether to treat the letter of transmittal as a positive, negative, or persuasive message?

Answer: The way you handle the letter of transmittal depends on whether the proposal is solicited or unsolicited. If the proposal is solicited, approach the letter of transmittal as a positive message—highlighting those aspects of your proposal that may give you a competitive advantage. If the proposal is unsolicited, approach the letter as a persuasive message that must convince the reader that you have something worthwhile to offer, something that justifies the time required to read the entire proposal.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

83) In a formal proposal, how do you determine the organizational approach to use in the letter of transmittal?

Answer: How you handle the letter of transmittal depends on whether the proposal is solicited or unsolicited. If the proposal is solicited, the transmittal letter follows the pattern for positive messages, highlighting those aspects of your proposal that may give you a competitive advantage. If the proposal is unsolicited, the transmittal letter follows the pattern for persuasive messages, since it must persuade the reader that you have something worthwhile to offer.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

84) In preparing a solicited proposal, how should you handle the RFP?

Answer: Normally, an RFP will specify how you should refer to the RFP itself in your proposal. Organizations that issue RFPs include instructions because they need a methodical way to track all their active RFPs and the incoming responses. Some organizations require that you include a copy of the entire RFP in your proposal. Others simply want you to refer to the RFP by name or number. Just make sure you follow the RFP's instructions in every detail. If there are no specific instructions in the RFP, use your best judgment, based on (1) the length of the RFP and (2) how you received the RFP, either hardcopy or online.

LO: 13.3: Identify the major components of formal proposals.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

- 85) One important step in proofreading formal reports and proposals is to
- A) go back and use the most impressive words you can find to describe key concepts.
 - B) proof your visuals thoroughly and make sure they are positioned correctly.
 - C) ignore topics and focus exclusively on content.
 - D) simply rely on your software's spelling and grammar checkers to find any errors.
 - E) keep in mind that speed is often more important than accuracy.

Answer: B

Explanation: B) Reports often contain visuals that may not have been reviewed by anyone else, so do not forget to proof visuals thoroughly and make sure they are positioned correctly.

LO: 13.4: Describe an effective plan for proofreading reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

- 86) Proofreading reports is different from proofreading other kinds of business messages in that
- A) reports usually have more typographical errors.
 - B) the visual aids in reports don't usually need proofing.
 - C) reports often have elements that aren't included in other business messages.
 - D) audience expectations are usually lower when it comes to reports.
 - E) it is difficult to have a third party proofread the work because they are not familiar with the subject.

Answer: C

Explanation: C) Proofreading the text portions of your report is essentially the same as proofreading any other business message—you check for typos, spelling errors, and mistakes in punctuation. However, reports often have elements that may not be included in other messages, so don't forget to proof your visuals thoroughly and make sure they are positioned correctly.

LO: 13.4: Describe an effective plan for proofreading reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

- 87) An ideal approach to proofreading a formal report or proposal is to
- A) skim it quickly as soon as you finish drafting it, and then send it ASAP.
 - B) have two people review it—one who is an expert on the topic and one who is not.
 - C) never rely on anyone other than yourself.
 - D) rely heavily on spell checkers, grammar checkers, and other software tools.
 - E) proofread the visuals first.

Answer: B

Explanation: B) An ideal approach is to have two people proofread the report, one who is an expert in the subject matter and one who isn't. The first person can ensure its technical accuracy, and the second can ensure that a wide range of readers will understand it.

LO: 13.4: Describe an effective plan for proofreading reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

- 88) Minor flaws in the final draft of a report
- A) generally go unnoticed.
 - B) are usually caught with software tools.
 - C) do not have a significant impact on the report.
 - D) may affect your credibility.
 - E) may damage your career.

Answer: D

Explanation: D) Proofing can catch minor flaws that might diminish your credibility—and major flaws that might damage your career.

LO: 13.4: Describe an effective plan for proofreading reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

- 89) When you proofread the text part of a report, you should essentially look for the same types of mistakes as you would look for in any business message.

Answer: TRUE

Explanation: When proofreading a report, you should be looking for typos, spelling errors, and grammatical mistakes as you would in any other document.

LO: 13.4: Describe an effective plan for proofreading reports and proposals.

AACSB: Written and oral communication

Difficulty: Easy

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

90) Why is it often helpful to enlist the help of two people when proofreading reports and proposals?

Answer: An ideal approach to proofing a report or proposal is to have it reviewed by two people: one who is an expert on the topic and one who is not. The first person can check for technical accuracy, and the second can help ensure that the document will be understood by a wide range of readers.

LO: 13.4: Describe an effective plan for proofreading reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

91) Using FedEx or UPS to deliver a formal report or proposal

A) is a waste of money—first-class mail is almost always preferable.

B) is necessary only when sending the document overseas.

C) will, in most cases, make you appear desperate.

D) will be viewed as a careless use of money by the audience.

E) allows you to track the report and ensure that it is delivered on time.

Answer: E

Explanation: E) Shipping services allow you to track your report or proposal so that you can make sure it arrives safely. This may also distinguish your report or proposal from the rest of the mail an organization receives.

LO: 13.5: Describe the decision process for distributing reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

92) For electronic distribution of reports and proposals, you should

A) always send documents as word-processor files, unless the audience requests otherwise.

B) always send documents as PDF files, unless the audience requests otherwise.

C) send the documents multiple times as email attachments, just to make sure they get there.

D) send WordPerfect files, rather than Microsoft Word or PDF.

E) request a notice when the report or proposal is received.

Answer: B

Explanation: B) PDFs can be safer than word-processing documents, so many people prefer them. PDFs also ensure that your audience will see the document as you designed it.

LO: 13.5: Describe the decision process for distributing reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

93) Sending reports and proposals as PDF files

- A) reduces the likelihood of inadvertently spreading macro viruses and other contaminations.
- B) increases the chances of inadvertently spreading macro viruses and other contaminations.
- C) gives you less control over how the document is displayed on the audience's computer.
- D) is likely to frustrate audiences, since they require expensive software to open.
- E) makes it especially difficult to gather comments and other input from reviewers.

Answer: A

Explanation: A) Many people are reluctant to open word-processor files these days, particularly from outsiders, given the greater vulnerability of such files to macro viruses and other contaminations. PDFs can be safer than word-processing documents, so many people prefer them. PDFs also ensure that your audience will see the document as you designed it.

LO: 13.5: Describe the decision process for distributing reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

94) If your company or client expects you to distribute your report online,

- A) make sure that the file is in the right location.
- B) deliver hard copies to those who are slow to respond on email.
- C) indicate in an email when a response is expected.
- D) verify the onscreen display of the report after you've sent it.
- E) load visuals in a separate file.

Answer: A

Explanation: A) Whenever you're posting a report online, double-check to make sure that you've uploaded the right file to the right location, and verify that all graphics, links, charts, and other elements are in place and operational.

LO: 13.5: Describe the decision process for distributing reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

95) Three weeks ago, you sent a proposal to a client who had asked for information on upgrading his company's security system. You've heard nothing in response. You should

A) inquire politely as to whether the report arrived and offer to answer any questions regarding its subject.

B) take it as a sign that the client agrees with what you had to say.

C) assume that the report has not been read.

D) call the client and demand to know why you haven't received a response yet.

E) call the client's office, give a fictional reason for calling, and then casually ask about the report as if you had forgotten about it, as well.

Answer: A

Explanation: A) If you don't hear from your readers within a week or two, you might want to ask politely whether the report arrived. (Some RFPs specify a period of time for responding. In such a case, don't pester the recipient ahead of schedule, or you'll hurt your chances.)

LO: 13.5: Describe the decision process for distributing reports and proposals.

AACSB: Written and oral communication

Difficulty: Difficult

Classification: Application

Learning Outcome: Apply the writing process when writing business proposals

96) Which of the following would be the most effective way to deliver a report that you've prepared for a small group of managers in your local office?

A) Deliver the report to them in person.

B) Ask a coworker to drop off the report.

C) Use interoffice mail to distribute copies of the report.

D) Tell those managers to download the report from your webpage.

E) Save the report in an open-source format on a USB drive and send it via the USPS.

Answer: A

Explanation: A) If you've prepared a report for a small group of people, delivering it in person will allow you to "introduce" the report and remind readers why they're receiving it.

LO: 13.5: Describe the decision process for distributing reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business proposals

97) One advantage in using a PDF file to send a report is the author's ability to

- A) manage group changes.
- B) control how the document is displayed on a computer.
- C) determine how long the document will be available to the recipients.
- D) limit group input and comments.
- E) ensure timely delivery.

Answer: B

Explanation: B) Using PDF files lets you control how your document is displayed on your audience's computer, ensuring that your readers see your document as you intended. Review and commenting features in Adobe Acrobat and other systems make PDFs a handy way to gather input from a team of reviewers, too. In addition, making documents available as downloadable PDF files is almost universally expected these days, if only for the sake of convenience.

LO: 13.5: Describe the decision process for distributing reports and proposals.

AACSB: Reflective thinking

Difficulty: Moderate

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business proposals

98) If you are competing with several other firms in the submission of a proposal, one way to stand out from the competitors is to

- A) include strong graphics on the cover.
- B) deliver it in person.
- C) use a professional delivery service.
- D) call later that day to ensure arrival.
- E) deliver the proposal over a celebratory lunch.

Answer: C

Explanation: C) For physical distribution, consider spending the few extra dollars for a professional courier or package delivery service, if that will help your document stand apart from the crowd.

LO: 13.5: Describe the decision process for distributing reports and proposals.

AACSB: Analytic thinking

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals

99) When distributing reports and proposals electronically, why is it preferable to send documents as PDF files instead of word-processor files?

Answer: Sending documents as PDF files is preferable because it reduces the chances of spreading viruses or malware. The PDF format also gives you more control of how the document will be displayed on the audience's computer.

LO: 13.5: Describe the decision process for distributing reports and proposals.

AACSB: Information technology

Difficulty: Easy

Classification: Synthesis

Learning Outcome: Apply the writing process when writing business proposals

100) How does proofreading reports and proposals differ from proofreading other business messages?

Answer: Proofreading reports and proposals is similar to proofing other types of business messages, but reports and proposals often contain elements that other messages lack. This requires paying special attention to visuals to ensure that they are accurate, correctly positioned, and easy to understand.

LO: 13.5: Describe the decision process for distributing reports and proposals.

AACSB: Written and oral communication

Difficulty: Moderate

Classification: Conceptual

Learning Outcome: Apply the writing process when writing business proposals