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Topic: Informal Business Reports

Subtopic: Informal Reports: Digital Preparation

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Mutliple-Choice Question Type

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1. Having prepared a feasibility report, what is the preferred way to distribute it?
 - a. Print hard copies on letterhead, make sure you have left enough space at the top of the first page, and send them in snail-mail. This will give them a more professional air and insure that people read them.
 - b. Print hard copies on letterhead, make sure that you have left enough space at the top of the first page, and distribute them through your organization's mail room.
 - c. Send them electronically as PDF documents.
 - d. Send them electronically as word, spreadsheet, or power point documents.

Analysis:

- a. Incorrect. Printing hard copies and distributing them through any means takes much longer than electronic distribution. Since time is of the essence to informal business reports, there are better means at your disposal.
- b. Incorrect. Printing hard copies and distributing them through any means takes much longer than electronic distribution. Since time is of the essence to informal business reports, there are better means at your disposal.
- c. Correct. Distributing this report electronically will get the information out the fastest, and sending a PDF will insure that all documents (word, spreadsheet, or power point) are joined together in a document that cannot be changed, since it is essentially a picture of the document.
- d. Incorrect. While sending the document electronically is the fastest way, you may have elements that do not combine in one format/ Sending as separate word, spreadsheet, and power point documents may mean some part of your prepared work may get separated, but more important those formats can be changed or overwritten; PDFs cannot, which makes the the preferred format.

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Level of difficulty: Medium

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2. Which of the following would not be considered an infographic?
 - a. a photograph of the outgoing CFO and the incoming CFO

- b. a bar chart showing sales growth of a new product by market sector
- c. an excerpt from an interview with the keynote speaker from your last conference
- d. a digital slide deck leading you through a new procedure

Analysis:

- a. Incorrect. A photograph is considered an infographic; an infographic is any visual representation of information or data as opposed to expressing that information or data in written form.
- b. Incorrect. A bar chart is considered an infographic; an infographic is any visual representation of information or data as opposed to expressing that information or data in written form.
- c. Correct. An excerpt is not an infographic; it expresses information or data in written form.
- d. Incorrect. A digital slide deck is considered an infographic; an infographic is any visual representation of information or data as opposed to expressing that information or data in written form.

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3. What is the purpose of using a digital slide deck for an informal business report?

- a. to project any slide show or power point presentation on any solid surface.
- b. to eradicate printed text so that any presentation or report can be read by viewers who speak any language.
- c. to make more visually oriented reports find a greater range of communication using written words.
- d. to make text-heavy more visually oriented and easier to read.

Analysis:

- a. Incorrect. A digital slide deck is not a projector, it is way of incorporating visual information in a text driven report.
- b. Incorrect. Digital slide decks do not get rid of text completely, it just helps include visual representations of the information and data that the text is trying to make clear.
- c. Incorrect. A digital slide deck is used to make reports more visually oriented, not less.
- d. Correct. The purpose of a digital slide deck, also known as a slide deck, is to take reports in which the text is particularly heavy and communicate that information in visual terms.

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4. What industries are letter format informal business reports most commonly used in?

- a. pharmaceuticals, home fuel, and human resources.
- b. real estate, accounting, and government agencies.
- c. regional food chains, regional discount merchandisers, and airlines
- d. travel, food, and hospitality

Analysis:

- a. Incorrect. Letter format informal business reports are most common in real estate, accounting, and government agencies – not pharmaceuticals, home fuel, and human resources.
- b. Correct. Letter format informal business reports are still quite common in real estate, accounting, and government agencies.
- c. Incorrect. Letter format informal business reports are most common in real estate, accounting, and government agencies – not regional food chains, regional discount merchandisers, and airlines.
- d. Incorrect. Letter format informal business reports are most common in real estate, accounting, and government agencies – not travel, food, and hospitality.

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5. How long should an informal business report in letter format be?

- a. No more than eight pages.
- b. As long as it needs to be, there is no limit.
- c. No more than three or four pages
- d. Page count is irrelevant since electronic documents do not have to be restricted to standard page sizes.

Analysis:

- a. Correct. Letter format informal business reports should be no longer than eight pages. Any longer and it should probably be reconsidered as a more formal style of report.
- b. Incorrect. Longer reports would most likely be formal business reports. Informal business reports are defined by their function, which is to get important information, analysis, and conclusions into the hands of those who need that information clearly, concisely, and quickly.
- c. Incorrect. A business report that was limited to three or four pages would likely omit important data , analysis, or conclusions. It needs to be long enough to be complete without rambling.
- d. Incorrect. Although these documents are most often delivered in PDF form, they do in fact have traditionally sized pages.

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6. Why is important to prepare informal business reports digitally, rather than printing and sending them out in hard copy?

- a. Younger employees have no idea how to handle, track, or file paper copies of these documents.
- b. It is industry standard, and to work outside of normal procedure could earn you ridicule.
- c. Digital documents can be easily filed on a hard drive, the cloud, or any other storage source and located for reference fairly quickly at any time in the future.
- d. Digital delivery is the fastest way to get these reports into the hands of those who need them.

Analysis:

- a. Incorrect. While younger employees are probably not used to handling, tracking, or filing these documents, they would certainly be capable of doing so.
- b. Incorrect. While it is, in fact, industry standard across almost all industries to deliver these reports in this way, that is a result of how effective it is delivering these documents in this way, it is not the reason why it is important to do so.
- c. Incorrect. While digital documents can be stored for future reference, so can paper files. While recalling older reports in the future may be faster electronically, this is not the reason why it is important to generate these documents in this format.
- d. Correct. It is vital that these reports get into the right hands as quickly as possible. Things change so quickly that by the time that hard copies were distributed, the information could very well be out of date.

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7. Which of the following is NOT helpful in improving the readability of informal business documents

- a. section headings indicating what each section contains.
- b. using templates.
- c. delivering these documents through email rather than print.
- d. the use of visual images (infographics).

Analysis:

- a. Incorrect. Section headings indicated what is contained in each section can help the reader quickly find the information that is pertinent to them.
- b. Incorrect. Using templates can help you to maintain a regular structure. Readers will know where the information they need is on the document because it is in the same place every time.
- c. Correct. While these documents should, in fact, be delivered electronically, that delivery mechanism does not help the readability of these documents.

d. Incorrect. Visual images of all kinds can be useful in making reports, particularly text heavy reports, more readable. Since some people learn better from text and others from imagery you can make sure that everyone comprehends easily.

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8. Which is the preferred format for the creation of a digitally prepared informal business report?

a. word processing document.

b. spreadsheet.

c. PDF.

d. power point.

Analysis:

a. Incorrect. While you can certainly use a word processing program to create your informal business report, this is not the preferred form in which to distribute it.

b. Incorrect. While you can certainly use a spreadsheet program to create your informal business report, this is not the preferred form in which to distribute it.

c. Correct. Once you have created your report you should save and distribute it as a PDF. Other documents can be edited and adjusted, and since a PDF is actually a picture of the document, it cannot be easily altered.

d. Incorrect. While you can certainly use a power point program to create your informal business report, this is not the preferred form in which to distribute it.

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