

01. A written request to a professor for an interview to talk about your feasibility study would be an example of

- a. an unsolicited inquiry letter.
- b. an adjustment letter.
- c. a claim letter.
- d. a solicited inquiry letter.

02. An answer to a customer's request for a refund of the price of a washing machine that broke down would be an example of

- a. a claim letter.
- b. an unsolicited inquiry letter.
- c. a solicited inquiry letter.
- d. an adjustment letter.

03. A direct pattern letter

- a. expects the reader to resist or need persuading.
- b. gives the explanation first, followed by the main point.
- c. puts the main point in the first paragraph, followed by the explanation.
- d. expects the recipient to act with approval.

04. A response to an invitation for potential job applicants to ask about work in Arabia would be an example of

- a. an unsolicited inquiry letter.
- b. a solicited inquiry letter.
- c. an adjustment letter.
- d. a claim letter.

05. In a modified block format letter the

- a. return address is at page center and the complimentary closing and signature align at the left margin.
- b. return address is at the left margin and the complimentary closing and signature align at page center.
- c. the return address, complimentary closing and signature align at page center.
- d. return address, complimentary closing and signature align at the left margin.

06. In a block format letter the

- a. return address is at page center and the complimentary closing and signature align at the left margin.
- b. return address is at the left margin and the complimentary closing and signature align at page center.
- c. return address, complimentary closing and signature align at the left margin.
- d. return address, complimentary closing and signature align at page center.

07. An indirect pattern letter

- a. expects the recipient to act with approval.
- b. gives the explanation first, followed by the main point.
- c. expects the reader to resist or need persuading.
- d. puts the main point in the first paragraph, followed by the explanation.

08. A request for a refund of the price of a washing machine that broke down would be an example of

- a. an adjustment letter.
- b. a claim letter.
- c. a solicited inquiry letter.
- d. an unsolicited inquiry letter.

01. An indirect pattern email or paper memo
- a. presents the necessary details first and follows this with the main point.
  - b. presents the main point first and follows this with the necessary details.
  - c. presents every possible detail first and follows this with the main point.
  - d. presents the main point first and follows this with every possible detail.
02. All of the following are advantages that email has over conventional mail, telephones and fax EXCEPT that email
- a. is good for confidential information.
  - b. can have documents attached and downloaded.
  - c. allows anyone in an organization to contact anyone else.
  - d. allows people to communicate at any time.
03. Asking for a raise or applying for a job is best done by
- a. a paper memo.
  - b. email.
  - c. telephone.
  - d. a letter written on paper.
04. A violation of ethics in email correspondence would be to
- a. double space between paragraphs.
  - b. forward an email message without permission from the original sender.
  - c. neglect to acknowledge receipt of an email message.
  - d. write overly long or complicated paragraphs.
05. A progress report and a periodic activity report are alike in that they
- a. summarize specific accomplishments on a given project.
  - b. report summaries periodically over given projectiles.
  - c. report activities over a specific period of time.
  - d. summarize general activities over a given period.
06. An external blog
- a. is a retrieval program that monitors and reports on selected sites.
  - b. is a means by which employees provide each other feedback on items posted.
  - c. facilitates customer feedback and enhance the standing of a corporation with the public.
  - d. allows users to comment on earlier postings and also edit those postings
07. A recommendation report advises whether or not
- a. to follow a course of action already considered feasible.
  - b. there exists a relation between the recommended action and feasibility.
  - c. a course of action is feasible.
  - d. to recommend a course of action that is not considered feasible.
08. A wiki
- a. allows users to comment on earlier postings and also edit those postings
  - b. is a means by which employees provide each other feedback on items posted.
  - c. is a retrieval program that monitors and reports on selected sites.
  - d. facilitates customer feedback and enhance the standing of a corporation with the public.

01. One way to keep a secondary audience informed is to

- a. restrict your proposal to an audience of technical experts.
- b. study other proposals.
- c. refer it to the primary audience for further information.
- d. provide supplementary material.

02. If you notice that your company might utilize its own waste for energy production and write a proposal to bring the idea to the attention of the corporate leaders, this would be an example of

- a. an unsolicited internal proposal.
- b. an unsolicited external proposal.
- c. a solicited external proposal.
- d. a solicited internal proposal.

03. Your team proposal for a feasibility/recommendation study essentially

- a. is a planning proposal.
- b. is a sales proposal.
- c. is a research proposal.
- d. contains elements of planning, research and sales.

04. The proposed action or technology should be first

- a. stated as the conclusion of the proposal.
- b. stated in the title of the proposal.
- c. stated as background in the proposal.
- d. stated in the scope of the proposal.

05. An engineering company responded to a request from the UAE

- a. with a solicited proposal for a railway system feasibility study.
- b. with a research internal proposal for a railway system feasibility study.
- c. with an internal proposal for a railway system feasibility study.
- d. with objections to a proposal for a railway system feasibility study.

06. The proposal's scope section should mention limitations. These are

- a. what you will not cover in your feasibility/recommendation study.
- b. the steps by which you came to the conclusion that something is feasible or not feasible.
- c. a honest statement of areas that you do not know about.
- d. the fiscal or financial limits that you project for the project's cost.

07. Proposals should be mainly

- a. solicited.
- b. malevolent.
- c. unsolicited.
- d. persuasive.

08. The body of proposal should be all of the below EXCEPT

- a. vague.
- b. honest.
- c. clear.
- d. realistic.

Answer the questions according to the text:

01. The chapter emphasizes that analytical reports
- a. might contain elements of more than one category of analysis.
  - b. tend to negate the identities of categories of analysis.
  - c. should be considered separate from any category of analysis.
  - d. should be limited to one category of analysis.
02. Rodent eradication producing an increase in insects is an example of
- a. unintended consequences of problem solutions.
  - b. appropriate responses to research results.
  - c. validity of recommendations.
  - d. feasibility of pest control measures.
03. One of the guidelines mentioned for a feasibility analysis is to
- a. support and clarify the comparison/contrast through credible examples.
  - b. make the links between cause and effect clear.
  - c. be sure the cause fits the effect.
  - d. recommend a realistic course of action.
04. A danger in writing a good report is
- a. individual effort.
  - b. personal bias.
  - c. continual analysis.
  - d. ethically sound analysis.
05. When analysis yields nothing definite, Mr. Lannon recommends
- a. that you explain the limitations.
  - b. that you announce where you stand.
  - c. that you rewrite the research results.
  - d. that you anticipate side effects and long-term repercussions.
06. All three types of analytical reports described require the authors to
- a. draw conclusions and make recommendations.
  - b. compare and/or contrast at least two items.
  - c. demonstrate feasibility.
  - d. follow the outline modeled in the chapter.
07. Point-by-point and block patterns are typical of
- a. Jungian analysis.
  - b. feasibility analysis.
  - c. causal analysis.
  - d. comparative analysis.
08. The three categories of analysis in the chapter are
- a. causal, comparative, feasibility.
  - b. possible, probable and definite.
  - c. introduction, body, conclusion.
  - d. clearly identified goals, adequate data, accurate and balanced data.

Answer according to your text.

01. The target population is the

- a. population meant to be represented by the sample group.
- b. total number of people who are given survey questions.
- c. population of the nation in which a survey takes place.
- d. total number of people who actually answer the survey questions.

02. In interviews, questions that can be answered "yes" or "no"

- a. should be avoided because they do not elicit a detailed response.
- b. should be used because they elicit a detailed response.
- c. should be avoided because they elicit a detailed response.
- d. should be used because they do not elicit a detailed response.

03. Yes/no questions and questions on scales (A B C D E, strongly agree to strongly disagree, etc.) are examples of

- a. closed-ended questions.
- b. open-ended questions.
- c. biased questions.
- d. Likert scales.

04. According to Lannon, levels of formality in interviews can vary

- a. according to subject.
- b. according to rank.
- c. according to culture.
- d. according to English skill.

05. The book uses the question, "Wouldn't you agree that EMF hazards have been overstated?" as an example of

- a. a clear and specific question.
- b. an unproductive question.
- c. a loaded question.
- d. an impartial question.

06. The person being interviewed for your feasibility/recommendation study

- a. has the right to edit or change answers later if circumstances require.
- b. may ask for closing comments that can give additional information.
- c. should receive a copy of the study.
- d. could save the most difficult, complex or sensitive questions for last.

07. The sample group is

- a. those people that one wishes a survey to persuade.
- b. the actual group being questioned in a survey.
- c. the population that those being surveyed are meant to represent.
- d. an example or examples used as evidence in a feasibility study.

08. An advantage of telephone interviews is that

- a. the respondents are less candid.
- b. they have a high response rate.
- c. nowadays calls can be traced easily.
- d. they are annoying.

Answer according to the text.

01. The steps of instructions are usually arranged in
- a. chronological order
  - b. qualitative order.
  - c. hierarchical order.
  - d. quantitative order.
02. Cautions alert users to
- a. immediate hazards to life or limb.
  - b. potential hazards to life or limb.
  - c. potentially moderate forceful notices of hazards to life, limb or equipment.
  - d. potential mistakes that could result in injury or equipment damage.
03. In writing steps of instruction, parallelism refers to using
- a. identical grammatical forms for readability and continuity.
  - b. affirmative phrasing for quicker and more efficient responses..
  - c. differing grammatical forms for reader interest and variety.
  - d. transitions to mark time and space.
04. The basic usability survey in the book is an example of a
- a. qualitative test at the alpha level.
  - b. qualitative test at the beta level.
  - c. quantitative test at the beta level.
  - d. quantitative test at the alpha level.
05. In general, instructions should be written in the
- a. passive voice and indicative mood.
  - b. passive voice and imperative mood.
  - c. active voice and indicative mood.
  - d. active voice and imperative mood.
06. Procedures
- a. show a new user how to perform a task.
  - b. show accepted practice for those who know how to perform a task.
  - c. standardize initiated task performance by levels of caution.
  - d. measure the usability of products, including documentation.
07. "The drilling bits must be steam cleaned after each use," was an example of
- a. a procedure.
  - b. a caution.
  - c. an instruction.
  - d. documentation.
08. Instructions
- a. show a new user how to perform a task.
  - b. standardize initiated task performance by levels of caution.
  - c. measure the usability of products, including documentation.
  - d. show accepted practice for those who know how to perform a task.