1.Question 1

Consider the following question.

*In groups of 3-4, develop an online marketing strategy for the product and business of your choice. Write a … … to the company’s board of directors detailing your marketing strategy. Your …. . should include:*

*- an executive summary*

*- an overview of relevant literature for online marketing in that industry*

*- details of the target markets and possible online marketing strategies*

*- reasons for your choices, along with reasons why the company should adopt your strategy.*

This assignment is an example of a/an …

proposal

2.Question 2

Consider the following question.

*“Beneath their surface of playfulness, the Harry Potter series of books contain darker truths more suitable for adults rather than children.” Do you agree? If so, what might they be? You may choose to discuss particular scenes or recurrent themes in detail.*

This assignment is an example of a/an …

essay

3.Question 3

Consider the following question.

*“Analyse the role of ritual as a means of social control in the Classical period (250-900AD) of Maya culture.*

*Word limit: 1,500. ”*

Which of the following things do you think you would be *expected* to do in this essay?

Discuss different theories that suggest rituals are used as a means of social control

Describe the kinds of rituals in the Classical period of Maya culture.

Analyse how specific rituals of the Classical period of Maya culture did/did not provide a means of social control.

4.Question 4

Which of the following points are true about professional reports at university?

May follow guidelines set by professional bodies or publishers.

Language must be brief and key points quickly understood.

They have both real audiences and imagined audiences.

5.Question 5

How do you use research in essays, according to lesson 3.3a?

To add authority to our arguments.

To clarify our main ideas.

6.Question 6

Where do most references to other information sources generally occur in professional reports?

Towards the beginning, as you contextualise the problem or situation you are addressing with other sources.

7.Question 7

Consider the following essay question.

*“‘For all its revolutionary gestures,*Fight Club*ultimately reinforces a conservative, hegemonic model of masculinity.’ Do you agree or disagree?*

Despite the masculine themes of *Fight Club*, the movie contains a significant feminist subtext which questions rather than reinforces a hegemonic model of masculinity.

8.Question 8

Consider the following abstract from a research report. Each sentence has been numbered.

*1.This study researches the relationship between managers’ and employees’ perceptions of person-job fit (P-J) and person-organisation fit (P-O). 2. Survey data were gathered from 345 employees and 62 managers from a multinational logistics company. 3. The data showed that there was a low correlation between manager’s and employee’s perceptions of P-J fit. 4. However, there was a much greater correlation between the two groups’ perceptions of P-O fit. 5. The study highlights the need for greater communication and consistency within organisations on job expectations and best fit to jobs.*

Which sentence or sentences are the Results section?

Sentences 3 and 4.