

## Part A: Multiple Choice Questions (10 points)

1. **What is the primary purpose of a formal report?**  
**Answer:** b) To provide in-depth information and analysis  
**Reference:** "Why Write a Long, Formal Report?" (p. 577)
  2. **Which section of a formal report outlines the main purpose and scope?**  
**Answer:** b) Introduction  
**Reference:** "Introduction" section, "Purpose" subheading (p. 593)
  3. **The recommendations in a formal report should:**  
**Answer:** b) Be specific, actionable, and supported by the report's findings  
**Reference:** "Conclusion/Recommendation" section (p. 595)
  4. **In a formal report, the executive summary:**  
**Answer:** c) Provides a concise overview of the report for busy readers  
**Reference:** "Executive Summary" section (p. 589)
  5. **What is the correct order of the following formal report components?**  
**Answer:** c) Title page, Abstract, Body, Conclusion  
**Reference:** "Major Components of Long, Formal Reports" section (p. 584)
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## Part B: Short Answer Questions (20 points)

1. **Explain the difference between an informative and a persuasive formal report. Provide one example for each type.**  
Informative reports focus on presenting facts and analyses without recommending specific actions, while persuasive reports aim to convince the audience to act.
  - **Example of Informative Report:** "Analysis of Remote Backup Storage Solutions" (p. 578).
  - **Example of Persuasive Report:** "Recommendation for Migration to a Linux Operating System" (p. 586).  
**Reference:** "Types of Long, Formal Reports: Informative, Analytical, and Recommendation" section (p. 578-579)

2. **Why is audience analysis important when writing a formal report? Mention at least two considerations a writer should make about their audience.**

Audience analysis is crucial to tailor the content and presentation to the readers' needs and knowledge level.

- Consider the audience's **technical expertise** to decide on jargon usage (p. 582).
- Identify the audience's **decision-making authority** to present findings and recommendations effectively (p. 590).

**Reference:** "Audience" subsection in "The Writing Process at Work" (p. 582)

3. **Describe the role of visuals (e.g., graphs, charts, tables) in a formal report. Include one example of how a visual enhances understanding.**

Visuals simplify complex data and help clarify comparisons. For example, a **weighted analysis table** in a recommendation report shows how options rank against various criteria (p. 588).

**Reference:** "Enhancing Discussions with Figures and Tables" (p. 588)

4. **Outline the purpose and key elements of a conclusion in a formal report.**

The conclusion summarizes findings, restates the problem, and highlights benefits. Key elements include:

- Restating the problem.
- Summarizing analysis and findings.
- Presenting clear, actionable recommendations.

**Reference:** "Conclusion/Recommendation" section (p. 595)

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## Part C: Editing and Rewriting (20 points)

1. **Rewrite the following executive summary to make it professional and concise:**

**Original Text:**

"This report talks about how the company is doing in sales and what can be done to improve. Lots of data was used and analyzed, and in the end, some ideas were given to increase sales. This summary shows what is in the report, but the reader needs to read the full report for details."

**Rewritten Executive Summary:**

"This report analyzes the company's sales performance and identifies strategies for improvement. It provides a data-driven analysis and concludes with actionable recommendations to enhance sales outcomes. For detailed insights, refer to the full report."

**Reference:** "Executive Summary" section (p. 589)

2. **Identify three issues with the following recommendations section and rewrite it to improve clarity and quality:**

**Original Text:**

"It is suggested that the company should try some new stuff like ads on social media. Also, training programs might help staff. Lastly, we should improve customer service, which is not very good right now."

**Issues Identified:**

- Vague terms such as "new stuff."
- Informal phrasing like "not very good."
- Lack of structure or actionable steps.

3. **Rewritten Recommendations Section:**

"1. Implement targeted social media advertising campaigns to enhance brand visibility and customer engagement.  
2. Launch comprehensive training programs to improve staff productivity and skillsets.  
3. Develop a customer service improvement strategy, focusing on response times and satisfaction metrics."

**Reference:** "Recommendation" subsection in "Conclusion/Recommendation" section (p. 595)

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## Part D: Bonus Marks (Optional)

**Draft the scope statement for a formal report on reducing energy consumption in your university:**

"This report aims to analyze current energy consumption patterns within the university, identify inefficiencies, and recommend actionable strategies to reduce overall usage. It will evaluate solutions such as renewable energy adoption, energy-efficient appliances, and campus-wide awareness campaigns. The scope includes data collection from all facilities, expert consultations, and cost-benefit analyses."

**Reference:** "Introduction" section, "Purpose" subheading (p. 593)

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### References

Guffey, M. E., Loewy, D., & Almonte, R. (2024). *Business Communication: Process and Product*. Cengage Learning. Pages 577-595.

