**COM 2610 Technical Writing Fall 2016**

**Final Exam: Traditional**

**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Choose the letter that best answers the 50 multiple choice questions. Each question is worth 2 points for a total of **100 points**. These questions cover chapters 7, 11-13, 15-21.

**CHAPTER 7**

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| 1. | For depicting changes over time, the appropriate figure is typically a |
|  | |  |  | | --- | --- | | a. | table. | | b. | pie chart. | | c. | photograph. | | d. | block diagram. | | e. | bar graph. Pg 116 | |

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| 2. | Organization charts |
|  | |  |  | | --- | --- | | a. | depict the breakdown of a project. | | b. | use lines and graphs to show the economic trend of a company. | | c. | show processes within an organization. | | d. | use a top-down series of boxes connected by arrows to depict relationships. Pg 119 | | e. | None of these answers are correct. | |

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| 3. | To be readable, tables should |
|  | |  |  | | --- | --- | | a. | include footnotes, as necessary, to clarify information. | | b. | use ample white space between items. | | c. | abbreviate numbers of more than three digits. | | d. | A, B and C. pg 116 | | e. | A and B. | |

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| 4. | When constructing bar graphs, |
|  | |  |  | | --- | --- | | a. | vary widths of the bars for emphasis. | | b. | avoid tick marks. | | c. | use numbers or gradations that are evenly divided. Pg 119 | | d. | use the same colors or shades for multiple bar graphs. | | e. | do not include a title. | |

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| 5. | Which of the following statements is *not* accurate? |
|  | |  |  | | --- | --- | | a. | Provide a sense of scale in videos. | | b. | Use simplified clip art liberally. Pg 125-126 | | c. | Label the important parts of illustrations. | | d. | Use directional markers in diagrams when necessary. | | e. | In photographs, simulate the viewer's angle of vision. | |

**CHAPTER 11**

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| 6. | The specific strategies of expansion you choose will depend on |
|  | |  |  | | --- | --- | | a. | the needs of your audience. Pg 210 | | b. | how much time you have. | | c. | the information you have. | | d. | the amount of space you have in your report. | | e. | None of these answers are correct. | |

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| 7. | Definitions should be |
|  | |  |  | | --- | --- | | a. | judgmental. | | b. | engaging. | | c. | impressionistic. | | d. | eclectic. | | e. | concise. Ch 11 reading quiz | |

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| 8. | An expanded definition should be placed |
|  | |  |  | | --- | --- | | a. | at the beginning of a long document. | | b. | in an appendix. | | c. | as part of the running text. | | d. | either at the beginning of a long document or in an appendix, depending upon the purpose.  …...Pg 216 | | e. | None of these answers are correct. | |

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| 9. | Sound strategies for definitions include |
|  | |  |  | | --- | --- | | a. | using circular definitions. | | b. | avoiding visuals. | | c. | narrowing the class precisely. Pg 217 | | d. | making distinguishing features broad. | | e. | A and B. | |

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| 10. | Which of the following is *not* a method of expansion? |
|  | |  |  | | --- | --- | | a. | explaining required conditions | | b. | determining the audience pg 211-214 | | c. | comparing and contrasting | | d. | analyzing parts | | e. | identifying the operating principle | |

**CHAPTER 12**

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| 11. | When creating specifications to meet your audience's needs, |
|  | |  |  | | --- | --- | | a. | always avoid specialized industry language. | | b. | you can use specialized language when your audience is primarily technical experts. Pg 238 | | c. | avoid referring to outside sources of information for more details. | | d. | A and C. | | e. | None of these answers are correct. | |

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| 12. | The most precise technical descriptions are |
|  | |  |  | | --- | --- | | a. | creative. | | b. | vividly subjective. | | c. | visionary. | | d. | objective. | | e. | All of these answers are correct. | |

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| 13. | Specifications help ensure |
|  | |  |  | | --- | --- | | a. | quality. | | b. | consistency. | | c. | safety. | | d. | quality and safety. | | e. | quality, consistency, and safety. Pg 236 | |

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| 14. | Visuals in descriptions |
|  | |  |  | | --- | --- | | a. | are rarely needed to facilitate understanding. | | b. | can stand alone without labels or captions. | | c. | can clarify your prose description for the reader. Pg 235 | | d. | should be used only for non-technical audiences. | | e. | should always be placed in appendices and never in the text. | |

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| 15. | When planning a complex description, |
|  | |  |  | | --- | --- | | a. | create an outline. | | b. | determine the technical level of the audience. | | c. | decide what *not* to include. | | d. | A and B. | | e. | A, B and C. pg 228 | |

**CHAPTER 13**

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| 16. | When choosing the phrasing of each step of the instructions, use |
|  | |  |  | | --- | --- | | a. | parallel phrasing. | | b. | imperative mood. | | c. | active voice. | | d. | affirmative phrasing. | | e. | All of these answers are correct. Pg 255-256 | |

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| 17. | Which of the following statements is accurate? |
|  | |  |  | | --- | --- | | a. | Instructions and procedures should be offered only in print format. | | b. | PDF is the preferred format for all procedures. | | c. | Brochures are appropriate for some instructions. Pg 246 | | d. | CDs are appropriate formats for all types of instructions. | | e. | User manuals are inappropriate for instructions. | |

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| 18. | Any visual in a set of instructions should be |
|  | |  |  | | --- | --- | | a. | placed in an appendix so as not to interrupt the steps. | | b. | placed in the introduction to increase interest. | | c. | incorporated within the discussion of the related step, for immediate reference. | | d. | A and B. | | e. | A and C. | |

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| 19. | Which of the following statements is *not* accurate? |
|  | |  |  | | --- | --- | | a. | Medical procedures might include standard operating procedures. | | b. | Standard operating procedures are never written for a public audience. Pg 261 | | c. | Safety procedures may detail steps to take in emergency situations. | | d. | Standard operating procedures are mandatory in some workplace environments. | | e. | Medical procedures are rarely available to public audiences. | |

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| 20. | Legal liabilities resulting from faulty instructions include failure to warn against |
|  | |  |  | | --- | --- | | a. | hazards from proper use of a product. | | b. | possible misuses of a product. | | c. | possible unclear and misleading instructions. | | d. | A and B. | | e. | A, B and C. ch 13 reading quiz | |

**CHAPTER 15**

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| 21. | Types of informational reports include |
|  | |  |  | | --- | --- | | a. | trip reports and peer review reports. | | b. | progress reports, activity reports, and meeting minutes. Pg 283 | | c. | feasibility and recommendation reports. | | d. | peer review reports and progress reports. | | e. | trip reports, meeting minutes, and recommendation reports. | |

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| 22. | For meeting minutes, do all of the following *except* |
|  | |  |  | | --- | --- | | a. | list attendees. | | b. | describe agenda items. | | c. | include personal commentary. Pg 292 | | d. | include a title and the meeting date. | | e. | record all decisions made. | |

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| 23. | Choose the statement that is accurate. |
|  | |  |  | | --- | --- | | a. | Progress reports are written for internal personnel only. | | b. | Managers use progress reports to monitor employees and evaluate projects. | | c. | Using the memo format for a progress report is appropriate for an internal audience. | | d. | A and B. | | e. | B and C. pg 284 | |

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| 24. | When writing recommendation reports, |
|  | |  |  | | --- | --- | | a. | begin with a long and detailed subject line. | | b. | discuss the background in detail but keep the recommendation as brief as possible. | | c. | use an obsequious tone. | | d. | end with a list of benefits for taking action. Pg. 296 | | e. | make headings broad and general. | |

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| 25. | Peer review reports |
|  | |  |  | | --- | --- | | a. | are written by one employee about another and submitted to the manager. | | b. | support criticism by offering specific examples. Pg 298 | | c. | are never written in memo format. | | d. | avoid offering suggestions or resources. | | e. | end by re-emphasizing all the negative points. | |

**CHAPTER 16**

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| 26. | A feasibility analysis |
|  | |  |  | | --- | --- | | a. | excludes evidence that refutes your ultimate recommendation. | | b. | carefully analyzes both opposing and supporting data. Pg 306 | | c. | includes opposing evidence but downplays it. | | d. | B and C. | | e. | None of these answers are correct. | |

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| 27. | Appropriate content for a letter of transmittal might be |
|  | |  |  | | --- | --- | | a. | acknowledging individuals who helped with the report. | | b. | referring to specific portions of the report. | | c. | offering personal observations. | | d. | A and B. | | e. | A, B and C. Pg 309 | |

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| 28. | Front matter includes the |
|  | |  |  | | --- | --- | | a. | introduction. | | b. | table of contents. Pg 310 | | c. | letter of transmittal. | | d. | B and C. | | e. | A and B. | |

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| 29. | When incorporating research into your report, you |
|  | |  |  | | --- | --- | | a. | may interpret the data to suit your needs. | | b. | should include a references list but omit citations in the text. | | c. | must choose sources that are credible. Pg 312 | | d. | should include extensive tables of data without discussion. | | e. | All of these answers are correct. | |

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| 30. | Which of the following is *not* an element of effective reports? |
|  | |  |  | | --- | --- | | a. | navigable design. | | b. | personable style. | | c. | audience-centered visuals. | | d. | general purpose statement. Pg 313 clear vs general? | | e. | logical structure. | |

**CHAPTER 17**

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| 31. | Proposals differ from reports in that proposals |
|  | |  |  | | --- | --- | | a. | need to accommodate a variety of audiences. | | b. | answer the question "What should we do?" | | c. | answer the question "How should we do it?" | | d. | A and B. | | e. | B and C. pg 328 | |

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| 32. | Besides being clear, the proposal plan must be |
|  | |  |  | | --- | --- | | a. | inexpensive. | | b. | highly optimistic. | | c. | creative. | | d. | realistic. Pg. 335 | | e. | A and D. | |

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| 33. | When writing the proposal, |
|  | |  |  | | --- | --- | | a. | adopt a confident tone. | | b. | choose the most simplistic language possible. | | c. | use active verbs. | | d. | A, B and C. pg 335-336 | | e. | A and C. | |

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| 34. | Planning proposals |
|  | |  |  | | --- | --- | | a. | offer solutions to problems or suggestions for improvement. Pg 329 | | b. | present a plan to conduct a research project. | | c. | detail services or products. | | d. | A, B and C. | | e. | A and B. | |

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| 35. | Which of the following is *not* a typical component of a formal proposal? |
|  | |  |  | | --- | --- | | a. | background information. | | b. | RFP. Pg 337 | | c. | a problem statement. | | d. | a specific title. | | e. | a budget. | |

**CHAPTER 18**

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| 36. | When creating workplace emails |
|  | |  |  | | --- | --- | | a. | incorporate emoticons for greater connection with your audience. | | b. | don't worry too much about proper spelling and grammar, since everyone knows how quickly  email is written. | | c. | apply a overly conversational, informal style. | | d. | use a vague subject line to draw the recipient into the email. | | e. | None of these answers are correct. Pg 353 | |

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| 37. | Before preparing a workplace email, consider |
|  | |  |  | | --- | --- | | a. | which salutation to use. | | b. | whether a more personal form of communication is needed. | | c. | whether files should be attached or sent in hard copy. | | d. | A, B and C. pg 356 | | e. | B and C. | |

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| 38. | Choose the situation in which sending a text message is *most* appropriate. |
|  | |  |  | | --- | --- | | a. | Let another student know you will be late for a team meeting. Pg 359 | | b. | Send a response to a customer who has complaint. | | c. | Ask your professor for an extension on an assignment. | | d. | Draft a new proposal with colleagues. | | e. | A and D. | |

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| 39. | In which of the following scenarios would email be an appropriate way to communicate? |
|  | |  |  | | --- | --- | | a. | resigning from your job. | | b. | sending a colleague a project update. | | c. | saying thank you after a job interview. | | d. | forwarding legal documents. | | e. | All of these answers are correct. | |

**CHAPTER 19**

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| 40. | Internal corporate blogs |
|  | |  |  | | --- | --- | | a. | generally waste employee time. | | b. | never take the place of email. | | c. | support employee knowledge sharing. Ch 19 reading quiz | | d. | should be used as replacements for face-to-face meetings. | | e. | None of these answers are correct. | |

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| 41. | The information on a Web site |
|  | |  |  | | --- | --- | | a. | should never be organized with hyperlinks — all content should be on one page. | | b. | should always follow a chronological sequence. | | c. | will always be read in a linear fashion. | | d. | must be presented so that each chunk of information can stand alone. | | e. | All of these answers are correct. | |

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| 42. | Ways in which Web sites can be unethical include |
|  | |  |  | | --- | --- | | a. | gathering information about visitors without providing a clear privacy statement. | | b. | using slick design strategies to make a quasi-scientific organization appear credible. | | c. | creating a professional appearance by including links to more credible Web sites. | | d. | B and C. | | e. | A, B and C. pg 371 | |

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| 43. | External blogs |
|  | |  |  | | --- | --- | | a. | are most effective when they adopt a formal tone. | | b. | should not be interactive. | | c. | often include a sign-in feature to allow visitors to receive updates. Pg 364 | | d. | are rarely used to address customer concerns. | | e. | A and B. | |

**CHAPTER 20**

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| 44. | Social media are used by |
|  | |  |  | | --- | --- | | a. | companies. | | b. | non-profit organizations. | | c. | individuals. | | d. | A, B and C. | | e. | A and C. | |

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| 45. | The best social media option to use when a situation requires a rapid response is |
|  | |  |  | | --- | --- | | a. | YouTube. | | b. | Twitter. Pg 381 | | c. | a customer review site. | | d. | LinkedIn. | | e. | All of these answers are correct. | |

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| 46. | When posting to a social network that might be viewed by potential employers, |
|  | |  |  | | --- | --- | | a. | include as much personal information as possible. | | b. | write in a breezy and informal style. | | c. | use discretion. | | d. | exaggerate and embellish your qualifications. | | e. | All of these answers are correct. | |

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| 47. | Social media directors should have |
|  | |  |  | | --- | --- | | a. | strong writing skills. | | b. | an ability to determine complex audience needs in an online environment. | | c. | digital technology capabilities. | | d. | A and B. | | e. | A, B and C. | |

**CHAPTER 21**

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| 48. | When using presentation software, |
|  | |  |  | | --- | --- | | a. | have a backup plan in case the technology fails. | | b. | allow the software to shape the content for you. | | c. | incorporate animations as often as possible. | | d. | show slides before you are ready to discuss them. | | e. | A, B and D. | |

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| 49. | When speaking in front of a group and not using a podium, which of the following practices should you employ? |
|  | |  |  | | --- | --- | | a. | Find one spot in front of the audience and be sure not to stray. | | b. | Feel free to move around a bit. | | c. | In a conference room setting, stay seated to mirror your audience. | | d. | Avoid approaching the audience during questions since this may intimidate them. | | e. | Gesture frequently. | |

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| 50. | Extemporaneous delivery style |
|  | |  |  | | --- | --- | | a. | avoids the use of notes and instead involves spontaneously thinking on your feet. | | b. | is the preferred delivery style in the workplace. Pg 395 | | c. | allows strict control to meet time limits. | | d. | is most appropriate when communicating with international audiences. | | e. | is the ideal delivery style for the highly nervous speaker. | |