



## SECTION 22P SEM 1 2021/2022 UHL2422 SAA 3 - Report Quiz (5%)

Total points **36/50** ?

Choose the best answer for the questions that follow based on the videos.

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.....

### Video 1: Writing Recommendations

Week 9 - Writing Recommen...



When you recommend a course of action, you are basically saying: \*

1/1

- ☐ this is what you should believe
- ☐ this is what you should say
- ☒ this is what you should do



From the perspective of the client, the client would be very happy with the following except: \* 0/1

- ☐ you recommend a course of action that is sensible, and fit in not only with research data but also with the product or the company you are making the recommendation to
- ☒ your recommendation is very specific providing the details that show how the action could be be done
- ☐ you recommend that they do more research particularly on the design or features of the product

#### Feedback

*The correct answer is right because x, y, z*

Any relationships between the data and the recommendation, we should say in very clear words that the \_\_\_\_\_ can understand reflecting what the data told us by which we are making this recommendation, and also by applying common sense. \* 1/1

- ☒ the layman
- ☐ the audience
- ☐ the client



If we were oven manufacturers, and after some research we found that if we 0/1  
were designing a new oven especially for families, we would recommend to  
the designers to include the following (you may choose more than 1): \*

- ☒ ads that showcase the child safety features that are already on the product
- ☒ sensors that detect children
- ☒ child locks
- ☒ cool touch glass surface
- ☒ sensors that detect short people so they could climb over the oven

#### Feedback

*Options 1 and 3 are wrong because x, y, z*

Video 2: How to write a recommendation report

How to Write a Recommend...



Choose the best answer. \*

1/1

In professional communication, recommendation reports are used to:

- i. identify issues
- ii. suggest and assess feasible solutions
- iii. recommend the best solutions based on evaluations

- ☐ i and ii
- ☐ i and iii
- ☒ i, ii and iii



Match the component to the headings. \*

	Cover page	Table of Contents	Executive Summary	Introduction	Methods	Results	Conclusion	F
List headings with page numbers	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
An informed decision can be made solely based on reading this	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
This section organises your report so information sought can easily be located.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Analysis of data is presented here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
The benefits of why a change is needed is deccribed here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
This part identifies the subject and purpose of the report.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Rationale for chosen methods used are explained here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Limitations and scope of the report are	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	



discussed  
here.

Methodology  
of research  
employed is  
detailed here.



This section  
is objective  
and  
organised,  
and includes  
illustrations  
where  
required.



Title



The length of  
this feature is  
typically 10%  
of the entire  
report.



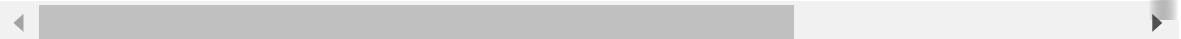
A concise  
interpretation  
of facts  
derived from  
data  
presented  
that can stand  
alone.



Additional  
information  
that is useful



Suggested  
improvements  
for the  
organisation



## Video 3: Presenting to the Board

## Presenting to the board



What are the criticisms that the Board have with Management? There may be 0/2 more than 1 answer. \*

- ☒ Management does not understand what the Board wants.
- ☒ Management does not know to present to directors
- ☐ Relevant details are not available
- ☒ Many important conclusions are missing
- ☒ Too many irrelevant details
- ☐ The Board does not know what to do with the information given during the presentation.

When presenting to the Board, what are the 4 things that need consideration, 0/2 especially when there is a direct correlation between preparation and reputation? \*

- ☒ How will the Board use the information presented whether it is for noting, requesting approval or bringing the board up to speed on a particular matter?
- ☒ How much do directors already know and how much should they know about this subject?
- ☒ To what extent will the issues be covered in the papers during the presentation and to what extent are the directors conversant with the topic?
- ☒ How can managers engage the board in a dialogue during the presentation?





## Video 4: How NOT to present to your CEO

How NOT to present to the C...



What is/are the main takeaway(s) of this video? There may be more than 1 answer. \* 0/1

- ☐ Slides are more important to the speaker than they are to the hearer.
- ☒ An engaged listener is one that has eye contact with the speaker and has more than 1 question.
- ☐ You need slides to be a great presenter.

## Video 5: Presenting to Senior Leadership

10 Tips For Impressive Prese...



Bring the data to life through storytelling by personalising it and connecting it 0/1 to the audience. By doing this, presenters would be explaining the WHY. The example the speaker gave was on a \_\_\_\_\_ whose single mother worked 4 jobs to support her family, and she did not know how to save. \*

- ☐ banker
- ☐ financial accountant
- ☒ financial consultant

Preparation is key and the best number of full rehearsals would be \_\_\_\_\_ 1/1 times to know your content that even if you get derailed, you will be confident. \*

- ☐ 1 to 3
- ☐ 3 to 5
- ☒ 5 to 7

To begin with the end in mind, think of the goals of the presentation in terms 1/1 of what you want your audience to know, feel and do when you are done for them to understand the WHY. The executive from Finance simply presented the numbers and missed the objective of his presentation. What should he have included? \*

- ☐ Why those numbers matter in terms of 'Are we making money?', 'Are we losing money?'
- ☐ What those numbers mean in terms of 'Are there ways we can be more productive?', 'Are there ways we can be more effective?'
- ☒ all of the above



You must be CLEAR and CONCISE so that the busy leadership team don't cut 1/1 you off because you are rambling. You prepare by \_\_\_\_.\*

- ☐ putting your points in the notes section in your powerpoint
- ☐ memorising your content ahead of time
- ☒ reading your content aloud ahead of time in the least amount of time possible

Channel your nervous energy to \_\_\_\_ energy.\*

1/1

- ☒ usable
- ☐ reusable
- ☐ positive

Video 6: How to Present to Win Over Your Board of Directors

How to present to win over t...



Tip no. 3 is "Leaving nothing to chance". It entails \_\_\_\_\_. \*

1/1

- ☐ Making sure that your agenda is aligned with the company agenda and to focus on the strategic interests of the board.
- ☐ Always having the facts to support your recommendations and talking to your company leaders if you don't know what they might ask.
- ☒ Writing down the questions you expect to get and writing down the answers as this is the time to find out what you don't know.

Knowing your company history is important because \_\_\_\_\_. \*

1/1

- ☒ the idea you are presenting may have been tried before.
- ☐ knowing the company's background will help you present better.
- ☐ knowing the company history will show that you are a leader.

Which of these statements are the reality of board meetings? There may be more than 1 answer. \*

0/1

- ☒ The average time you get to present is 7 minutes or less.
- ☐ You will not be interrupted throughout your presentation.
- ☐ Your slides may be the trigger of a long discussion.



## Video 7: Recommendation Presentation

Recommendation presentati...



State if the statement is true or false. \*

	True	False	Score
The 3 determining factor used by the speaker to conduct his analysis were demographics, taxes, and real estate costs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1/1
The population in New York will increase in the next 20 years, household income would decrease.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	0/1
Although Miami has lower tax rates, but there are no subsidies .	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1/1
The company is categorized under Research & Development property.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1/1
A pro for staying in Miami is there is higher likelihood for employees to own a house.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1/1

What was his recommendation? \*

1/1

- ☐ Neither
- ☐ Stay in Florida
- ☒ Move to New York



## Video 8: How to Improve your Skills in Storytelling with Data

HOW TO IMPROVE YOUR SKI...



Match the content to the tips. \*

	Tip No 1	Tip No 2	Tip No 3	Score
Design our communication by sparingly using colour to create contrast and direct our audience where they are meant to look.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	1/1
Design our communication tailored to the audience by giving thought to who they are, what motivates them so that we can get their attention and our message across.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	1/1
Design our communication with words to show the audience why they need to look there and to make the data comprehensible.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	1/1

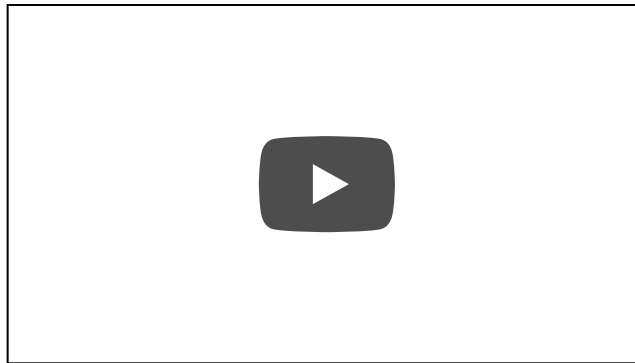




Storytelling is not the typical way of business presentations that are more linear. What is the advantage of using this storytelling approach? \* 1/1

- ☐ Audience is hard-wired to remember stories in the form of plot, tension/conflict, climax, and resolution.
- ☒ The storytelling approach reframes the business presentations and make the existing tension matter to the audience.
- ☐ Storytelling is a way to communicate data-driven findings.

Video 9: Storytelling with data on how to become a data visualization superstar



True or false? \*

	True	False	Score
The difference between tables and ugly graphs is that at least ugly graphs allow the audience to visualise the data.	<input checked="" type="radio"/>	<input type="radio"/>	1/1
Without the data in the table, there would be no graphs.	<input type="radio"/>	<input checked="" type="radio"/>	0/1
Simple graphs are graphs that have been cleaned up from default settings and the changes that are in terms of company design and branding to meet the needs of the given situation.	<input checked="" type="radio"/>	<input type="radio"/>	1/1
By using contrast to direct attention, good graphs enable audience to see what we want them to see without much effort.	<input type="radio"/>	<input checked="" type="radio"/>	0/1
Good graphs can be woven into stories by applying the principle of story and narrative structure to become Data Stories.	<input checked="" type="radio"/>	<input type="radio"/>	1/1
One should immediately take the leap from the organisation corporate culture which is e.g. at ugly graphs to data stories.	<input type="radio"/>	<input checked="" type="radio"/>	1/1



The main idea of this video is to show \_\_\_\_\_.\*

0/1

- ☐ the progression of visuals and what visuals do at each stage
- ☒ how our visuals look different depending on where we are at in our analytics and data visualisation journey
- ☐ how we can thoughtfully use data through visuals and storytelling to make the point immediately visible and meaningful

This form was created inside of Universiti Malaysia Pahang.

Google Forms

