Chapter 8: Doing Case Studies and Writing Reports

Test your knowledge of Chapter 8: Doing Case Studies and Writing Reports by answering the following multiple-choice questions. You can find the answers to each question at the end of this document.

1. A case study is based on a story that is:
   a. normally written without the use of course concepts.
   b. written using course terminology.
   c. a fictional account of what occurs in ‘the real world’.
   d. written like an essay, with an introduction, body and conclusion.

2. A SWOT analysis:
   a. helps in the analysis of a case by categorising strengths, weaknesses, opportunities and threats.
   b. helps by focussing on what happened, when.
   c. helps identify problems and create solutions.
   d. Both A and C

3. When you create a solution to a case problem, it should:
   a. be an ideal solution from the academic literature.
   b. be an appropriate solution for the particular situation described in the case.
   c. solve all the problems in the case.
   d. Both A and C

4. To develop a systematic solution for a case, you need to:
   a. generate solutions based on criteria relevant to the case, then select the most suitable.
   b. brainstorm all possible solutions, then select the most suitable.
   c. decide on low-cost and high-cost solutions, then select the most appropriate.
   d. use knowledge based on your previous experience in a similar situation.

5. Which types of headings have to be numbered in a report?
   a. All headings and subheadings in the report text and in the preliminary matter
   b. All headings and subheadings in the report text
   c. All headings in the end matter
   d. Both A and C

6. See below for part of a bullet point list.
   The best way to write an academic assignment is to:
   • examine the question or topic thoroughly
   • read widely

   You wish to add a third item to the bullet point list above. Which of the following items is correctly written?
   a. critically assess the literature.
   b. to critically assess the literature.
   c. critically assessing the literature.
   d. the literature needs to be critically assessed.
7 In a report, graphic information needs:
   a a number and a title.
   b a heading in bold.
   c a citation.
   d a title without a verb.

8 A table of contents lists:
   a all items in the preliminary matter except the title page and the table of contents page, all major sections and sub-sections in the report text, and all endmatter.
   b all items in the preliminary matter, all major sections and sub-sections in the report text, and all endmatter.
   c all items in the preliminary matter except the title page, all major sections and subsections in the report text, and all the appendices.
   d all items in the preliminary matter, all major sections and subsections in the report text, and the list of illustrations.

9 An executive summary:
   a is not necessary in all reports.
   b is necessary in all reports.
   c gives the purpose and scope of a report.
   d is the first page of the report as it is the most important item in the report.

Answers
1 A
2 D
3 B
4 A
5 B
6 A
7 A
8 A
9 B