

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