1. What is the ‘elevator pitch” of a research project? (4 pts)
The elevator pitch of a research project is a short description that captures the essence of and motivates interest in the work (and that can be delivered in the short time of an elevator ride).

2. What does a good set of section and subsection headings achieve? (4 pts)
Well-written section and subsection headings give a high level overview of the paper in a way that flows logically. They serve as a guide/roadmap for the paper and assist the reader in understanding the paper.

3. Which of these types of paragraphs are likely to appear in the Introduction section of a research paper? (2 pts)

   __x__ Narration     __x__ Description
   __x__ Definition    __x__ Example and illustration
   _____Division and Classification  _____Comparison and Contrast
   _____Analogy         _____Cause and Effect
   _____Process

Others are possible but more likely to be used later in the paper for more in-depth discussion.