

ANSWER KEY

PRE-TEST

1. The characteristics of language used in business writing are conciseness, completeness, effectiveness, and positiveness.
2. The main parts of a business letter are the heading, the date line, the inside address, the salutation, the message, the **complimentary** closing, the signature parts, and reference initials.
3. The most frequently used styles of business letters are full-block, semi-block, and block styles.
4. The punctuation styles practiced in business writing are standard and open punctuation.
5. Examples of letters are credit letters, collection letters, sales letters, etc.
6. A memo has only 3 main parts: the heading, the subheadings and the message.
7. A formal invitation is in a card form inviting a person or persons to attend a particular event. An informal invitation is in a letter form.
8. An agenda is a detail of the subjects to be discussed in a meeting.
9. The essential parts of minutes are the name of the company, the place and date of a meeting, the name of a person presiding, names of persons attending, names of people absent, name of person taking minutes, time of adjournment, time and place for next meeting.
10. News releases are written for an announcement of a new product or series, the promotion of a major executive, a retirement, a death, an honor awarded to an

employee, the election of employees to civic posts, company celebrations, and so on.

11. It is important that a good business writer master basic skills in mechanics and grammatical usage in order to convey a message effectively and accurately.

CHAPTER 1

Activity 1

1. A detailed cross-examination is not considered necessary.
2. This is a report of the sales representative's findings and recommendations.
3. Please contact us if we can help you in the same situation.
4. We haven't received your payment yet.
5. We believe that **the** present system is good and that the area for change **concerns** financial regulations and interest rates.

Activity 2

1. You are invited to hear Mrs. Parks speak on Society's Need of Female Brains at the Company Auditorium, 2nd floor, Thaniya Building, at 10.00 a.m., Wednesday, 19 September 1996.
2. Where did you buy a new plant for manufacturing microcomputer chips?
3. Please send me some samples of your new quality paper for photocopiers.
4. Can you attend the Annual Meeting of **the** Association of Rice Exporters, **at** 10.00 a.m., 20 January 1997, in Room 212, Jitra Building?
5. Please send me a copy of The National Geographic, volume 10, September, 1996.

Activity 3 A

1. You will **find** many discount items in our Spring sale.
2. I believe my experience and expertise in this field will qualify me as a **beneficial** asset to your company.
3. Please order promptly, so you will receive a consignment before Christmas.
4. You will enjoy our new magazine filled with various kinds of information for travelers, when you send us only \$5.
5. For your convenience, we are opening a new branch in your area.

Activity 3 B

1. Please give us more information about the type of sweaters you need.
2. We apologize for you not being able to claim for any discount since our program ended on 18 March 1996.
3. It is our policy to grant credit to customers who have lived in the area for at least one year.
4. We have somehow misplaced your letter, please write to us again.
5. Please take the washing machine to your local store or call our service department for a free repair.

Activity 3 C

1. We have sent you a copy of our latest catalog today.
2. We will send the shipment from our factory on March 1.

3. We returned you the canceled check by registered mail on Friday.
4. We will deliver the goods to you in three days' time.
5. I've made a comment on a company's buying practices in this report.

Activity 4

1. Please send my order on time.
2. We will deliver your order by train as soon as the strike ends.
3. Please explain your credit policy again.
4. Please maintain the quality of your products.
5. Please spend more time on your customers.

Activity 5 A

- | | |
|-------------------|--------------------------------|
| 1. a, a, a | 6. The, the, the, the |
| 2. the, an | 7. a, -, the |
| 3. a, a, the, the | 8. The, a, the, the, -, the, - |
| 4. a, a | 9. a, a |
| 5. a, a, the | 10. the, a, a |

Activity 5 B

- | | | |
|--------|---------|---------|
| 1. the | 6. the | 11. the |
| 2. a | 7. an | 12. the |
| 3. the | 8. • | 13. the |
| 4. an | 9. a | 14. the |
| 5. the | 10. the | 15. a |

CHAPTER 2

Activity 1 A

Payson Supplies
78 Denton Drive
Denton, TX 76201

October 21, 19..

Registered

Franklin Supermarket
100 Frank Street
Hampton, Massachusetts 84321

Attention: Mr. Thomas Karlyle

Dear Sir:

Subject: Account No. 67543

We have waited for you to pay the balance of \$575 which is three months overdue. We have written to you several times without any reply. We have also tried to contact you by other means, but again without success.

If we do not receive the total of \$575 due on your account by 10 November 1997, we shall have to ask our lawyer to collect it through legal action.

We prefer to avoid legal action, but you leave us no choice unless you pay the entire amount due of \$575.

Sincerely,

Payson Supplies

George Jones

George Jones, Manager

GJ: mcs

cc Mr. Alexander Pettit

P.S.

Activity 1 B

The letterhead and the logo may vary according to your imagination and fantasy. However, the following is an example:

Activity 2 A

A. Full-blocked style

**World Supplies
726 Square Park
Arlington, TX 78843, USA**

18 February 19..

Lawan Furniture Inc.
830 Asia Building
Nongmon, Cholburi 20 130
Thailand

Attention: Mr. Paul Simpson

Dear Sir:

Subject: Order No. 7845 BA

Thank you very much for your order of February 15, 1997 for 50 cabinets model MK 405.

We will ship your order on February 16 by ABC Marine Lines and you may expect it to arrive at Cholburi seaport within 20 days. We will send the shipping documents to you promptly.

We also enclosed a catalog for a complete office automation system for your consideration. We are looking forward to having your next order soon.

Yours sincerely,
Don Donald
Don Donald
Sales Manager
arw
Enc.

B. Blocked style

**World Supplies
726 Square Park
Arlington, TX 78843, USA**

18 February 19..

Lawan Furniture Inc.
830 Asia Building
Nongmon, Cholburi 20 130
Thailand

Attention: Mr. Paul Simpson

Dear Sir:

Subject: Order No. 7845 BA

Thank you very much for your order of February 15, 1997 for 50 cabinets model MK 405.

We will ship your order on February 16 by ABC Marine Lines and you may expect it to arrive at Cholburi seaport within 20 days, We will send the shipping documents to you promptly.

We also enclosed a catalog for a complete office automation system for your consideration. We are looking forward to having your next order soon.

Yours sincerely,

Don Donald

Don Donald

Sales Manager

arw

Enc.

C. Semi-blocked style

**World Supplies
726 Square Park
Arlington, TX 78843, USA**

18 February 19..

Lawan Furniture Inc.
830 Asia Building
Nongmon, Cholburi 20130
Thailand

Attention: Mr. Paul Simpson

Dear Sir:

Subject: Order No. 7845 BA

Thank you very much for your order of February 15, 1997 for 50 cabinets model MK 405.

We will ship your order on February 16 by ABC Marine Lines and you may expect it to arrive at Cholburi seaport within 20 days. We will send the shipping documents to you promptly.

We also enclosed a catalog for a complete office automation system for your consideration. We are looking forward to having your next order soon.

Yours sincerely,
Don Donald
Don Donald
Sales Manager

arw
Enc.

Activity 3 A

Miller Enterprises
30 Oakland Park
Detroit, Michigan 54781

18 May 19..

Mr. Thomas Wood
85 Fairleigh Avenue
Detroit, Michigan 56832

Dear Mr. Wood:

Thank you very much for your interest in our adding machine model A 375/90.
Enclosed are the price list and the terms of **payment** you requested.

We would be very pleased to send Mr. John Simpson, our sales representative, to meet you at your office to demonstrate the effectiveness of the machine on 25 May 1997 at 9.30 a.m. if it is convenient to you.

We hope to serve you soon.

Sincerely yours,

Paul Power

Paul Power, Manager

Activity 4 A

- | | | | |
|-----------|----------|--------------|--------------|
| 1. was | 6. stand | 11. is | 16. agrees |
| 2. were | 7. is | 12. are/take | 17. were |
| 3. are | 8. Was | 13. are | 18. is |
| 4. work | 9. was | 14. is | 19. consists |
| 5. attend | 10. is | 15. like | 20. tires |

Activity 4 B

I. Board meetings are usually held monthly. The board of directors meets under its chairman (or perhaps we should say chairperson) to discuss the major affairs of the company, and plan its future development. There will usually be present, with the chairman, the managing director and a number of full time executive directors, including the marketing director, the production director (factory manager), the chief accountant and the personnel director. Finally, there will usually be a number of part-time non-executive directors. The term 'non-executive' implies that they play no part in the actual operations of the company but are present to give advice to the board on matters within their field of expertise. Thus there might be a banker, a lawyer, or a technical expert to do with the company's

activities. Very often one of the non-executive directors will act as deputy chairperson, should the chairperson be absent for any reason.

II. The basis of the meeting is the ‘agenda’, drawn up beforehand by the secretary after consultation with the chairperson. There are certain items that form the framework of the agenda. These are explained later in more detail, but we may just mention one or two. An agenda always begins with ‘apologies for absence’ to let members know who is not able to be present and why. This is followed by the ‘minutes of the previous meeting’. In theory these are read out, but to save time, especially if the minutes have been circulated to members beforehand someone will move that ‘the minutes be taken as read.’ If this is agreed, we pass on to ‘matters arising,’ i.e. ‘matters arising from the minutes.’ For example, members might ask whether the family of a member of staff whose death in an accident had been reported at the last meeting had been taken care of. A short report of the action taken would then be given.

CHAPTER 3

Activity 1 A

12 North Avenue

Paramus, New jersey 07090

15 July 19..

The Big Indian Mountain Club

25 West 45th Street

New York, NY 11236

Dear Sir :

I have read from The New Yorker on 10 July 1997 about your booklet on summer homes. I am very interested in **haring** our sent to me **free** as advertised.

I will appreciate receiving it soon.

Sincerely your,

Paul Ankara

Paul Ankara

Activity 1 B

St. Benedict School
174 Elm Street
Cleveland, OH 44113

28 November 19. .

The Chamber of Commerce
223 Corder Avenue
Cleveland, OH 4416

Dear Sir :

The chamber of Commerce's announcement in its annual meeting on Saturday, October 20 to support all levels of education in the Cleveland area prompted me to write to you.

St. Benedict School has served the community for more than 50 years. With the vastly growing number of student body each year, we feel that our students need more facilities to facilitate then leaving. The immediate need which will be tremendously beneficial to all students is a literary expansion.

Since the project requires a large amount of funding, we believe that the Chamber of Commerce would take an initiative in organizing a fund-raising project. With your

kind cooperation, we are certain that all businesses in the Cleveland area would strongly support this just cause.

We will highly appreciate your prompt action and look forward to hearing from you very soon.

Sincerely,

Andrea Garciano

Andrea Garciano

Headmaster

Activity 2 A

The Chamber of Commerce
1172 Tiensin Street
Opaque Square, Chinese Taipei

8 May 19..

Mr. Thomas Jones
The President
Alpha speedometers, Inc.
115 Elliot Close, Market street
Azusa, California 91702

Dear Mr. Jones :

Thank you very much for your letter of 2 May 1997 asking our advice on the location for your industry expansion, #We would be pleased to say that our country has a very good location for setting up a plant such as yours. Besides, transportation and facilities are easily accessible and in many ways. The labor cost, moreover, is a very desirable one.

We have enclosed our city guide, the city map as well as useful information relating to he settlement of business and industry for your consideration.

We would be glad to supply more information it need be and look forward to hearing from you soon.

Sincerely,

John F. Young

John F. Young,

Director

Activity 2 B

Pleasant Magazine

1340 Sunrise highway

Charlottesville, Virginia 22903

5 May 19. .

Ms. Lucretia Shaw

18 The Oaks

Fry Street

Denton, TX 76201

Dear Ms. Shaw :

Thank you for giving me an opportunity to read your short story, "Country Rebels." I have to admit that it is very well written. Ms. Shaw, the policy of our magazine is to

publicize stories with non-violent and non-political issues since our target reader is young kids. Your short story strongly suggests some violence as well as political unrest which will create some disturbance to our accedes. As you can see then, ms. Shaw, we must unfortunately return your manuscript to you.

Your writing style is interesting and lively, and we are certain that some other publishers will agree. Therefore, we encourage you to submit your story to other magazines. We wish you success with “Country Rebels.” We hope that you consider us again when you write your next story.

Sincerely,

Linda Stuart

Linda Stuart,

Editor in Chief

Activity 3 A

- | | |
|---------------------|---------------------|
| 1. miss | 6. is demonstrating |
| 2. comes; is taking | 7. are negotiating |
| 3. are discussing | 8. doesn't believe |
| 4. goes | 9. wait; is having |
| 5. attend | 10. is preparing |

Activity 3 B

1. have worked / have been working
2. haven't made
3. has been trained
4. are
5. has been decreasing
6. have been discussing
7. has been dealing
8. has prospered
9. has offered
10. have expressed

Activity 3 C

1. owe
2. is spinning
3. are examine
4. has been used
5. has been working
6. hold
7. has left
8. has been announced
9. are
10. drop; launches

CHAPTER 4

Activity 1 A

Great Furniture Inc.
830 James Street
Waterville, ST 21270

1 December 19..

Asia Supplies
726 Square Park
Arlington, TX 74832

Dear Sir/Madam:

Referring to your quotation of 20 November 19.. of the cabinet model **MK** 405 which is \$430 each, we would like to order five of them.

We would appreciate having our merchandise shipped to us within 40 days after the receipt of this order letter.

As agreed, our terms of payment are 60 s/d. We are looking forward to receiving the letter of acknowledgment soon.

Sincerely,

John Michael

John Michael

Purchasing Manager