

Active Business Communication

Specimen Answers

The answers given here are specimens (eksemplarer) only. Depending upon the exercise, there could be many ways in which an answer could be correctly formulated.

Michael Pierce

Specimen Answers

Book

- publishing Publishers print thousands of books annually.
- legal The police threw the book at the accused.
- leisure I booked the holiday on the Internet.

Drive

- transport Driving a bus is easy, you just have to remember its length and height.
- marketing A marketing drive was needed to launch the new range.
- education I had to drive my students hard to get them exam ready.

Riveting

- engineering The two sheets of metal need to be riveted together.
- entertainment The performance was of such a high standard, I was riveted to my seat.

Disc

- medical The patient had a slipped disc.
- electronic The computer floppy disc is now a part of history.
- music The disc jockey has a fantastic CD collection.

Attack

- medical He suffered a heart attack an hour after the accident.
- military Commandos led the attack on the enemy defences.
- chemical The acid attacked the metal, eating it away.

Conventions - page 27

Specimen answer

Dear

Welcome to the launch of our new web shop with its new and extended range of products. A shop designed to simplify the service offered to you, our valued customers.

As a valued customer, you are invited to preview the new shop; we feel sure you will be pleased with it. To start 'shopping', click on the link below and follow the simple guide lines on the front page; we hope you enjoy the experience. Naturally, your comments on the new shop will be most welcome.

As a special 'thank you' for your help and support, please accept a special 30% discount on all purchases you make before the official launch date.

We thank you for your help and look forward to being of continued service to you in the future.

Yours

The Communication Process - page 36

Specimen answers

1. thoughtful - thinking
2. don't know - don't understand
3. surprised - amazed
4. tired - bored
5. fine - understand

The Presentation - page 46

Specimen answer

Item 4 of the question should provide all the answers that are needed. If further support is necessary, speak with your tutor or refer to one or more of the good textbooks available at your local library.

Specimen answer

Pre-printed letter head paper

M A Jenkins
Danmarksgade 9
1234 Sundby
Denmark

28 March 200X

Dear Mr Jenkins

Ref: Diploma in International Business Management.

I thank you for your enquiry 22 March 200X and have pleasure in providing the following in reply.

The course you have expressed an interest in, is a one year full time course starting in September annually, with examinations the following June. For further information, I have enclosed a course leaflet which explains the course content, examinations and entry requirements more fully. There is no closing date for applications. However, I must point out that the course is always heavily oversubscribed. For this reason, we recommend early applications.

The Academy has its own residential accommodation for course members, based at the hotel itself. Three options are available, full descriptions of which are provided in the enclosed prospectus (please refer to page 4). Special rates for accommodation, where required, are included in the course fees. Please refer to page 6 of the academy prospectus for further information on our all inclusive rates. The prospectus also contains a brief history of the Academy and information on Eidelwise and the surrounding area.

I hope this satisfactorily answers your enquiry. However, should you require further information, please do not hesitate in contacting me again.

Yours sincerely

C Rolf (Ms)
Admissions Tutor

Enc: Course Leaflet
Academy Prospectus

The Facsimile - page 68

Specimen answer

FAX (COMPANY NAME AND ADDRESS ETC.)

To:	Andrew Brown	From:	Julia Deakins
Company:	Acme plc	Fax No:	01234 056789
Fax No:	04321 098765	Tel No:	01234 567890
No Pages:	1 (one)	Date:	12 August 2008

Subject: Confirmation of telephone order

Hi Andrew

As requested confirmation of my telephone order 12 August 2008.

URGENT

Order No. 5371

I x 6 set door handles model No AB 123/09.

6 x Mortise locks with 2 keys per lock, type ML21.

6 x weather proof letter box, model No. LB801.

Please deliver to reception at the above address.

Regards - Julia

The E-mail - page 76

Specimen answers

enquiry

Hello, my name is Peter Jackson, a hair stylist based in the UK. I recently visited the International Hair Stylist Exhibition where I came across your 'Curl 'n Wurl' styler. I was very impressed with the demonstration and am interested in having more details as I feel it will be of great help in my work.

Please supply:

- general information on size, weight, available colours, etc.
- technical specification to include energy usage, etc.
- contact name and telephone number should I need more information.
- delivery times and payment methods.

Regards – Peter Jackson (Mr)

response

Hi Peter

Thank you for your enquiry. In answer to your first two points, the details you require are available on our website – www.curlnwurl.co.jp.

Should you have other questions not covered by our web site, please contact our overseas sales manager, Mr Akito Yamamoto who will be pleased to discuss any point with you. He can be contacted on + 81 (0)321 54 9876.

When we receive your order, we will e-mail confirmation by return together with the full payment required. We accept payment, including p & p, by international bankers transfer, Swift or any of the major credit cards. Delivery is by air freight on receipt of full payment.

We look forward to receiving your order.

Regards - Norito Osaka (Ms)

NB: p&p = porto.

Swift = international electronic banking system for transferring monies.

The SMS - page 80

Specimen answer 1

Weather – dull and overcast, temp 2°, snow depth & conditions - low slopes 700 mm excellent, upper slopes 1.3 m – fresh snow on ice - slide danger, off piste closed.

Specimen answer 2

Hi Showtime member - ticket deals for TV9's Musical Extravaganza, available today from 1200, tickets £2 max. 2 per application on the members forum only.



Volume 1 - No. 3 Spring 200X

oOo

Armchair Shopping is Coming

Shopping without crossing your doorstep? Yes, you will soon be able to do all your shopping on Globe Megastore web shop and have it delivered direct to your door. What could be simpler and more convenient?

Testing, testing, testing!

We want our system to be the best and the most reliable available, so with your help we are going to test it to destruction.

Our web site is almost ready, but it won't be available until we're sure it has all the bugs ironed out of it. Can you help? You don't have to be a computer wizard.

We are looking for 100 volunteers to test our new system to its limits. As a 'tester', can you find any problems, difficulties or snags? We really want you to find them.

It's going to be exciting. Never before have we invited customers to test our services to destruction. That is the importance we place on ensuring our products and services are the best on the market.

Interested?

What is required?

If you are interested you must:

- have access to the Internet via a broadband connection.
- be prepared to spend a minimum ½ hour a day shopping across all departments for 1 month.
- attend a 2 day induction course on the system, and a weekend de - briefing session.
- As a 'Thank you', the names of all testers will be entered in a draw for a luxury weekend in London.
- Every tester will also receive a £100 Globe Megastore Voucher with our compliments.

***We're going to
test it to
destruction***

Don't forget; if you think you can do it, call Ray now on - 09876 543 2100 to get more details on how to be the perfect 'destroyer'.

Don't delay - call now!

You won't regret it!

Specimen answer

FOR IMMEDIATE RELEASE

BEER MUGS OVERFLOWING

Local company plans large expansion programme

Anytown, 30 August 200X. Acme Brewery, Anytown's largest employer is to increase its workforce by 20%. Following two very successful trading years in both the home and overseas markets, Acme, over the next two years, is planning to extend its operation in the town, doubling production of their world beating range of traditional ales in order to meet the new demand. According to Jeremy Barlow, Acme's Press Officer, it is excellent news for the area as there will be a need for more staff in all departments of the company which in turn will bring increased prosperity to the town.

Councillor Alex Kennedy has welcomed the news and promises council support for the company throughout its expansion. "The company has maintained faith with the town over the years, so now it's our turn to support them," he said. "The extra jobs this'll bring are very welcome; it's reversing the trend of the past 5 years."

Building work is to start in early October with a planned completion date for mid 200X. According to Jeremy Barlow, the appointment of new staff will begin in March, giving us time to train the new recruits in readiness for the planned expansion of production. He went on "We are delighted with the response from the council and the community and look forward to the future with eager anticipation."

————— END —————

For more information contact Jeremy Barlow on telephone: 04321 567890 or e-mail: jb@acmebrewery.co.uk.

The Web Log - page 108

Specimen answer

Hi, the problem is not that we don't have good sports and leisure facilities, we do. It's a small group of 14–16 year old kids who think they are 'big guys' who are not interested, "It's kids stuff", they say. They just want to be visible and cause problems. I'm not sure how to solve this, but it's giving us all a bad name.
- Spike - age 14

Specimen answer

Title:

REPORT ON COMPLAINTS ON THE CHOICE & QUALITY OF FOOD IN THE CANTEEN

Terms of Reference:

To investigate the complaints from students on the poor choice and quality of the food served in the canteen, and to make recommendations to Mrs Jennifer Holding (Chairman of Board of Governors) by 30 May 200X.

Procedure:

1. interview with the Canteen Manageress, Ms Amelia Unsworth, 5 April 200X
2. interview with representatives from the students who regularly use the canteen, 7 April 200X
3. questionnaire to all students and staff who use the canteen, issued on 28 March to be returned no later than 8 April.

Findings:

1. Interview with Canteen Manageress
 - 1.1 Staffing: Ms Unsworth has a staff of 2 full time assistant cooks who also serve the meals, and 1 part time lady who washes up. She feels there is too much work for the staffing level currently available, especially when the canteen is open for business.
 - 1.2 Equipment: the kitchen was recently (17 months ago) fully re-equipped and is subject to an on-going replacement programme. The canteen staff is satisfied with this aspect.
- 2 Interviews with three representatives from the student group
 - 2.1 menus for the past month are attached (appendix 1). They show little choice and are of a fast food nature. The current campaign for healthier eating habits is working on young people, who are now demanding better and healthier food.
 - 2.2 Too many people want to use the canteen at the same time, long queues and cold food being the result, they suggest staggered lunch breaks.
- 3 Questionnaire
 - 3.1 there was a 68% response to the questionnaire, a break down of the results and a questionnaire are attached (see appendix 2)

Conclusions

- 1 not enough canteen staff during opening hours.
- 2 current equipment is fine for the menu at present but a healthier menu would require additional items.
- 3 menu is too focussed on fast food.
- 4 lunch and break times are too concentrated.

Recommendations

- 1 a re-appraisal of staffing levels and duties in the canteen needs to be undertaken urgently with appointments made if they are identified.
- 2 Ms Unsworth to be asked to look into healthier menu options and report on their implication for: equipment, staffing, budgeting, pricing, etc.
- 3 Subject to Ms Unsworth's findings,
 - 3.1 a staff development programme to be set up for the canteen staff in new and healthier options.
 - 3.2 re-appraisal of the equipment and fittings in the kitchen and canteen areas.
- 4 School managers to be asked to re-schedule lunch and break times to ease the pressure on the canteen staff.

(signed – by the author)

Jennifer Hopkins (Miss)
(Senior Administrative Officer)

29 May 200X

Attachments: appendices 1, 2,

The Summary - page 120

Specimen answer 1

Mirage – the concert: a Summary

As the distant bells of the town hall struck 8 o'clock, the excited crowd of approx 10,000 people began to stamp their feet. Yes, it was time for the appearance on stage of the giants of rock 'n roll – Mirage.

Suddenly, as if by magic, they appeared on stage striking their instruments at the same time. Classic hit after hit poured out of their vast sound system. It was the signal for the crowd to go wild. Having been packed tight in the arena, there was little space to move, but somehow they found room to dance and sway to the music.

As the concert progressed, it became more and more difficult to hear the band, the sound of the crowd was overwhelming. Nobody seemed to mind, it was as if they were in a trance. Suddenly it was over, but the sound from the crowd continued as it chanted for more. After what seemed like an eternity, the band were back for their finale 'We are the Champions': and who is to say they're not.

As concerts go, this was the most electric I have ever witnessed, the crowd was fantastic, savouring every minute. There was no trouble, just an enormous crowd of humanity that wandered off deliriously happy after a truly memorable evening.

Andy Smart

Specimen answer 2

Ask your tutor or a colleague to check over your work and comment on it.

The CV - page 125

Specimen answer

Please use the example on page 124 of the book as a specimen for this exercise. Check your finished CV with your tutor or other suitably qualified acquaintances.

The application - page 130

Specimen answer

James Matthews
21 Regent Road
Anytown
Lancashire AB1 2CD

The Manager
Eirinn Country Park Hotel
Shamrock Lane
Wexford
Ireland

20 May 200X

Dear Sir/Madam

**Ref: Advertisement in the Hotel and Restaurant Journal, 12 May 200X,
for a General Manager.**

Currently, I am employed as the Assistant Manager at the Hotel Bowland, Lancashire, a post I have held since March 2005 following my studies. Hotel Bowland is a medium sized hotel catering mainly for business clients. It has a well-established conference and banqueting facility, which has been my main area of responsibility. I am also responsible for the hotel during the manager's absence, an aspect that has added to my experience.

Whilst at college, I undertook a 6 month work placement at the Empire Hotel, Brighton; a large hotel specialising on the conference and leisure side of the industry. Whilst there, I was involved in the full range of hotel operations, giving me an all round understanding of the industry.

I now feel the time is right for me to move on. My experience of conference and banqueting operations together with my outgoing personality, where contact with both guests and staff on a regular basis gives me much satisfaction, I consider particularly relevant to the post.

In conclusion, I enclose a copy of my curriculum vitae, which contains supporting evidence plus the names and addresses of referees who are willing to support my application. Should I be successful I can assure you of my total commitment to the post and Eirinn Country Park Hotel.

Yours faithfully

James Matthews (Mr)

Enc: CV