

Communicate

- a practical approach for commerce & industry

Specimen Answers

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

For ease of use each exercise has its specimen answer(s) on its (their) own page together with the section heading and page number.

Michael Pierce. 2009

NB. The following pages contain specimen answers to most of the exercises, those missing will be added to these pages as and when they are finished. I apologise for any inconvenience and assure you of my best endeavours to have a full set in the shortest time possible.

Michael Pierce, November 2009

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Book

- publishing: Publishers commission thousands of books annually.
- legal: The police threw the book at the accused.
- leisure: You can book your holiday via the Internet.

Drive

- transport: To drive 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 floppy disc is now a part of computer history.

Attack

- military: Commandos led the attack on the enemy defences.
- chemical: An acid attack corroded the metal, eating it away.

1.

They met for the first time when the elevator suddenly stopped. The suddenness of the action caused her to fall forward into him, "Whoops! I'm sorry," she said, "have I hurt you?"

"No problem," he replied, "are you okay? Please let me help you; let me take your bags."

"Thank you, it's very kind of you." she replied.

Helping her down to solid ground, they faced each other, their eyes meeting for the first time. She felt a little flustered and he thought she was still shaken by the experience. "Are you sure you're alright? Come on let me get you a cup of tea, a sit down might be the best thing right now."

Her instinct was to say no, but there was something about this man that intrigued her. "Yes, that'll be nice, I do feel a little shaky." Moving across to a little café, they sat down and when the waitress came he ordered tea and cakes for two.

"I'm sorry, I've not introduced myself," putting out his hand in introduction, "I'm Charles, but friends call me Chas." She felt a little embarrassed at what had happened and, giving him a slight glance, she offered her hand which he took gently but firmly.

"I'm Sarah," she replied. "Thank you so much. It could've been quite nasty, had you not been there to stop my fall." Over tea she began to feel more relaxed, he had that sort of effect. It was then that the thought struck her.....

2.

- Whose is the bicycle leaning against the tree?
- Who's going to take responsibility for arranging the party?
 - Your father called whilst you were taking a shower.
 - You're going to miss me when I'm no longer here.
 - Its colour is as good today as when it was made.
 - It's your birthday, so you can choose the restaurant.

3.

- The ball was kept in the opposition's half.
- A calculator must not be used.
 - Frozen food should always be stored at -18°
 - The quality of his work was guaranteed
 - Wasn't she promised a promotion?

1.

From the top clockwise:

thoughtful - thinking
don't know - don't understand
surprised - amazed
tired - bored
fine - understand

2.

After you have listened to your recording and answered the points, discuss your thoughts with a friend or colleague

the basics - page 40

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 and 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 presentation - page 52

6

1.

The last bulleted point 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 excellent textbooks, available at your local library, that specialise on the subject.

2.

Based off your discussions, you should find all the answers you need.

the presentation - page 66

1.

Discuss your answers with colleagues or a tutor for appropriateness

2.

Discuss your answers with colleagues or a tutor for appropriateness

1.

Letterhead
Heading – AGENDA
Notice of meeting
Apologies for absence
Minutes of last meeting
Matters arising
Chairman's report
Secretary's report
Treasurer's report
Ordinary business
Election of committee
Any other business
Date of next meeting
Enclosures
References
Date of agenda

2.

Minutes of the Management Meeting

held on: Wednesday, 21 April 2009
room: Committee Room
time: 0930

Present: Mr A Jones (AJ), Mrs R White (RW), Ms G Smith (GS), Mr T Hardman (TH), Mr W Brown (WB), Ms H Baker (HB), Mr R Green (RG), Mrs M Parnell (MP), Ms C Lewis (CW).

1. There were no apologies.
2. Minutes of the previous meeting were approved.
3. There were no matters arising.
4. Chairman (AJ) - had nothing to report but was looking to the managers' reports in light of the new schools contract.
5. Secretary (RW) - confirmed that arrangements were on schedule for the upgrading of the printing equipment and should be completed by Friday of this week.

6. Treasurer (GS) - was pleased to announce that all membership subscriptions had now been received and that membership is now 12% higher than the same time last year.
7. Field Sports (TH) – was able to confirm that preparations for the new season were well under way and that the ground staff had done a superb job repairing the damage to the cricket wicket. He is satisfied that all will be in place in prime condition for the start of the outdoor season. There are no equipment and material requirements over and above the standard.
8. Indoor Sports (WB) – reported a heavy demand on resources and was looking forward to the closed season so that the necessary maintenance work could be undertaken. He also reported that the increased membership was having its effect on the equipment and that the committee will have to be prepared for additional expenditure.
9. Gymnasium (HB) – the contract with the Local Authority School's Department was working well and the interest in gymnastics is proving to be a very popular option, especially amongst the girls.
10. Water Sports (RG) – gave similar comments ref. schools contract. The upsurge in interest amongst the boys for the plunge has exceeded all expectations and current resources may need to be addressed in the near future.
11. Restaurant & Bar (RG) – was pleased to announce that bookings for the restaurant are at an all time high. The new head chef and his team attracting lots of very positive comments.
12. Social (CW) – reported that the marketing drive to 'sell' the facilities is now showing signs of bearing fruit, several organisations being regular users. The need to maintain the current strategy is essential in order to consolidate its position. It will be necessary to start planning for the Christmas season within the next month.
13. There was no other business.
14. The next meeting will be 20 May 2009
15. Meeting closed at 1130.

CuddlyToy
Co Ltd



Video Conferencing



Information Pack

About the Equipment

The system is an XYZ 'Face-to-Face' 1200 video conferencing unit consisting of:

- 42" LCD flat screen main (receiver) monitor (A).
- 22" LCD flat screen (sender) monitor under the main monitor (A).
- a motorised pan, tilt & zoom (PTZ) camera mounted on top of the monitor with pre-set positions for switching from speaker to speaker quickly and smoothly (B).
- multi-directional table top mounted microphone (C).
- speakers built into the main monitors and under the whiteboard.
- wall mounted camera for whiteboard display (D).
- wall mounted interactive whiteboard (E)
- document camera for the transmission of fine details (F).
- telephone for use in cases of emergency: failure of equipment, break-up of service, etc (G).

A remote control unit controls the whole system, e.g. switching between cameras, pan, tilt & zoom of the main camera, speaker and microphone volumes, etc.

Technical Help

You must NOT adjust, move or interfere with any part of the equipment. All matters of a technical nature are to be referred to the IT Department,

If any problems occur or you need assistance, contact:

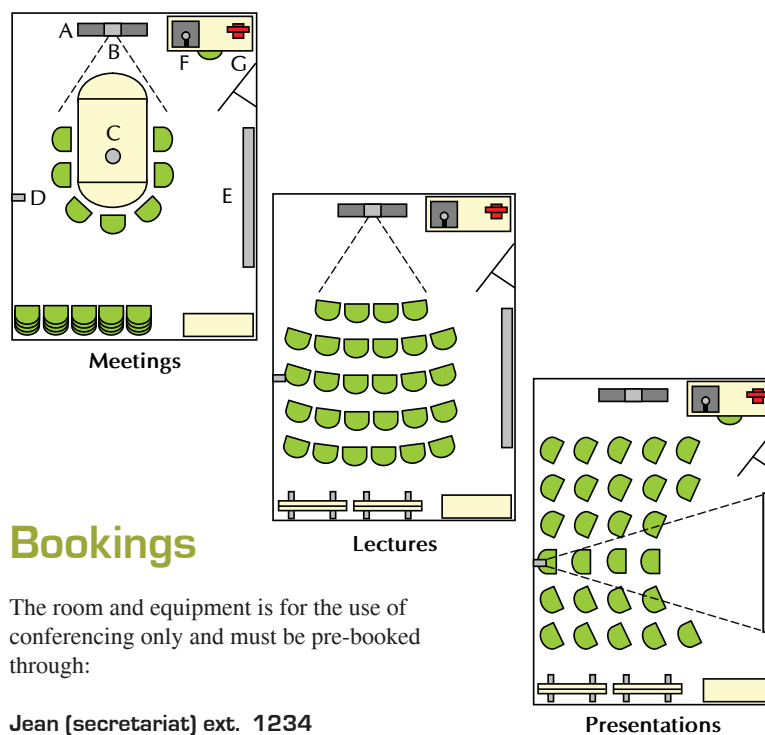
Charles ext. 2345

Room Layouts

The room can accommodate a maximum 28 persons and be set for 3 types of conference:

1. meetings
2. lectures
3. presentations

The following diagrams demonstrate possible layouts:



Bookings

The room and equipment is for the use of conferencing only and must be pre-booked through:

Jean [secretariat] ext. 1234

Before the Conference

Check list:

1. Book the room and layout you require - this will depend on the type of conference and the number of participants.
2. Confirm with all parties the day, date, time (remember for international conferences any time differences).
3. Ensure any materials required for the conference are available or have been sent off in good time.
4. Prepare a seating plan (for meetings) and e-mail it to the other party(s)
5. check the equipment in good time to ensure everything is there and is working properly.
6. ensure all participants are seated with any required information, at least 5 minutes before transmission. Remember, delegates may need to be 'arranged' depending on the content of the conference or the roles of the delegates.
7. if it is a meeting, put name labels on the table according to the participant seating plan.
8. on starting, check to ensure:
 - everyone has all the information required.
 - sound levels for both microphone and speakers are correct.
 - camera angle, zoom, lighting are correct.

During the Conference

Check list, REMEMBER:

1. you are in range of the camera and microphone all the time.
2. when contributing, state your name, speak slowly and clearly and look directly into the camera.
3. do not wear leather, any noise is easily picked up by microphone.
4. if you have drinks available, drink them quietly.
5. do not to 'shuffle' papers or tap the table with your fingers or pencil.

**start on time by welcoming everybody and
finish on time by thanking everybody.**

Company name, address, logo, etc.

M A Jensen
Danmarksgade 9
1234 Sundby
Denmark

28 March 200X

Dear Mr Jensen

Ref: Diploma in International Business Management.

I thank you for your enquiry 22 March 200X and your interest in our programmes.

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

Company name, address, logo, etc.

MEMO

To: all staff
From: Personnel Department
Subject: IMS Workshop Programme

Date: 1 April 200X
Ref.: PD/ab – ims1

Dear Colleagues

As from 1 July 200X an electronic instant messaging service will be operational across the company. Its introduction will make communication more instantaneous and effective as well as reduce the amount of paper 'floating' around the company.

In order to ensure its efficient and proper use, a series of workshops has been arranged for all staff. These will take place on a departmental basis and consist of 2 x 3 hour sessions. Attendance by all is compulsory. Due to the numbers involved the workshops will take place in the canteen between 1400-1700 hours, for departments as follows:

- General office/Finance: 2 & 23 June
- Packing & dispatch: 3 & 24 June
- Production 1: 4 & 25 June
- Production 2: 5 & 26 June

You are required to bring your laptop computer with you; refreshments and all other materials will be supplied.

Thank you for your co-operation.

Company name, address, logo, etc.

FAX

To: Juan Manenez
Company: Andes Wine, Chile
Fax No: + 56 2 987 6543
Date: 5 March 200x
Subject: Confirmation of Travel Arrangements

From: Sven Paulsen
Fax No: + 45 7076 5432
Tel No: + 45 7023 4567
No Pages:: 1 (one)

Hi Juan

Thank you for your kind offer to meet me at the airport on arrival and for booking me in at Hotel Casa Andina.

My travel arrangements are as follows:

- Flight Iberian Airlines No IB1234
- depart Copenhagen 1710 on Sunday 30 March
- arrive Santiago International at 1230 local time on Monday 31 March.

I will fax the hotel directly to confirm the booking and my approximate arrival time.

I look forward to meeting and tasting your excellent wines again.

Regards – Sven

Company name, address, logo, etc.

FAX

To: Reservations
Company: Hotel Casa Andina
Fax No: + 56 2 987 1234
Date: 5 March 200x
Subject: Confirmation of Booking

From: Sven Paulsen
Fax No: + 45 7076 5432
Tel No: + 45 7023 4567
No Pages: 1 (one)

I wish to confirm the provisional booking made by Senor Juan Manenez, details as follows:

- Booking in the name of - Sven Paulsen
- Arrive – Monday 31 March, approximately 1500 hours local time
- Depart – Thursday 3 April

I would very much appreciate it if you could reserve a room on the first floor at the rear of the hotel for me.

Thank you – Sven Paulsen

the telephone pad

TELEPHONE MESSAGE

For _____ time _____
from _____ date _____
of _____ taken by _____
tel no. _____
fax no. _____

message

A CALL CAME WHILST YOU WERE OUT

caller's name _____
company _____
tel no. _____
taken by _____ date _____

message

urgent

telephone

return call

called in

will call again

appointment

made:
at _____
date _____

Delivery

There are many options available here, much depends on the company set-up and whether the pads are at each telephjone station for general use or simply at the main reception.

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 the 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.

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.

2.

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

To: all staff
From: Personnel Department
Date: 1 April 200X

Subject: Instant Message Service (IMS)

The introduction of the instant messaging service (IMS) across the company has brought with it many benefits, including:

- better and more effective communication across the company.
- economies through the reduction in the use of paper.
- improvement in our carbon footprint, to name just a few.

These improvements initially led to an increase in productivity which in turn enabled an above inflation pay increase. Over time however, the use of the system for non-work related use, has reached epidemic proportions and a marked reduction in performance. As a consequence, I have been asked by management to remind all staff of company policy for the use of the system.

The aim of IMS is to ensure effective communication across the company. To enable this, you are reminded of the user guide lines:

1. primary function of the system is work related communication.
2. personal messages, within reason, are acceptable.
3. long 'conversations' of a private nature are unacceptable.
4. the transmission of jokes and other questionable material is prohibited.
5. harassment or insulting behaviour (racism, sexism, ageism, etc) will lead to instant dismissal.

We hope this clarifies the situation and with your support and agreement, will enable us to improve our productivity for the benefit of all.

Thank you



OUR LAND — OUR LIFE

big business

big money

but not for us!

CLIMATE CHANGE
AFFECTS -YOU -TOO

It costs nothing, just a few
minutes of your time

HELP US — HELP YOU?
Contact: Jan — 01234 567890

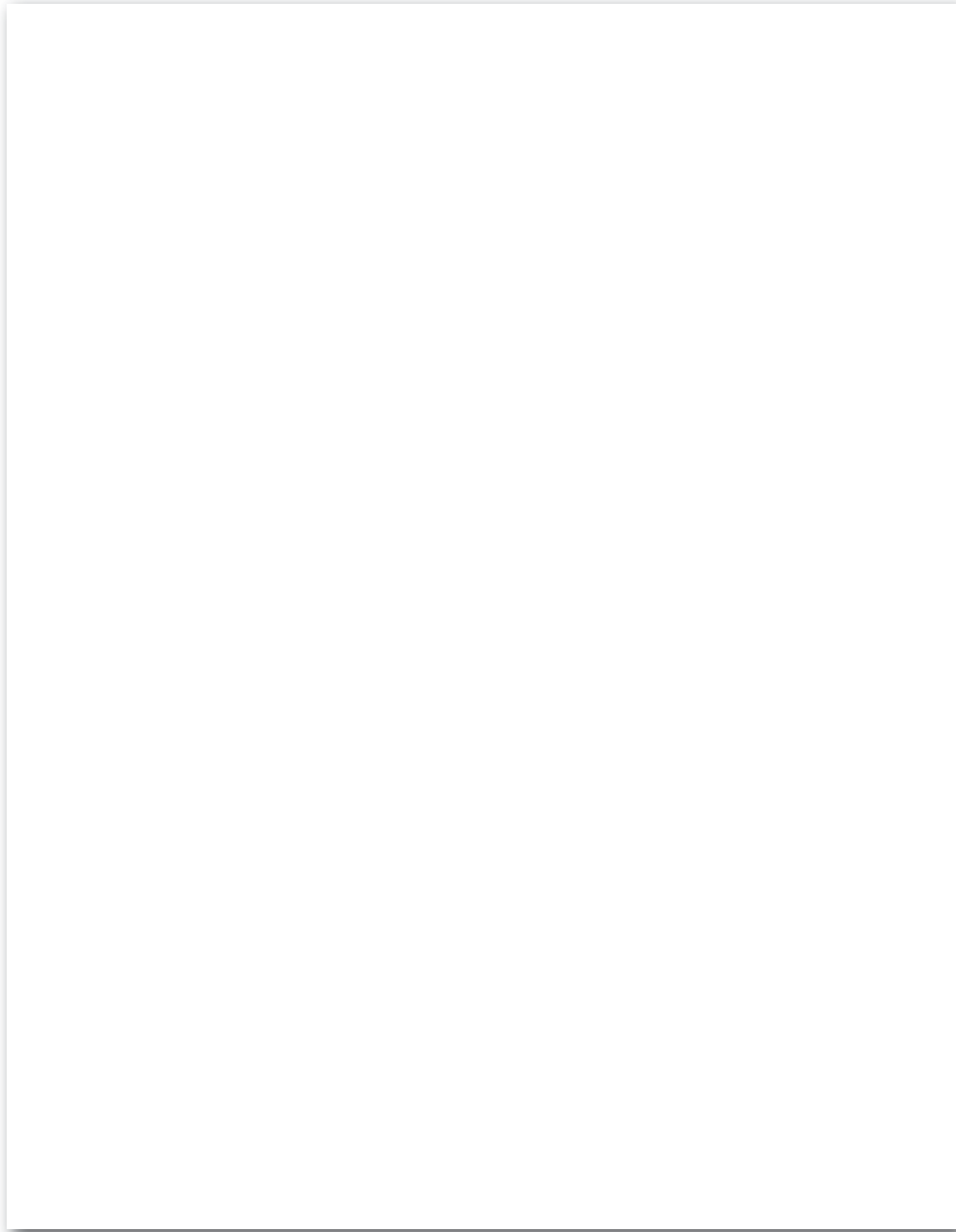
protect your life - protect your neighbourhood

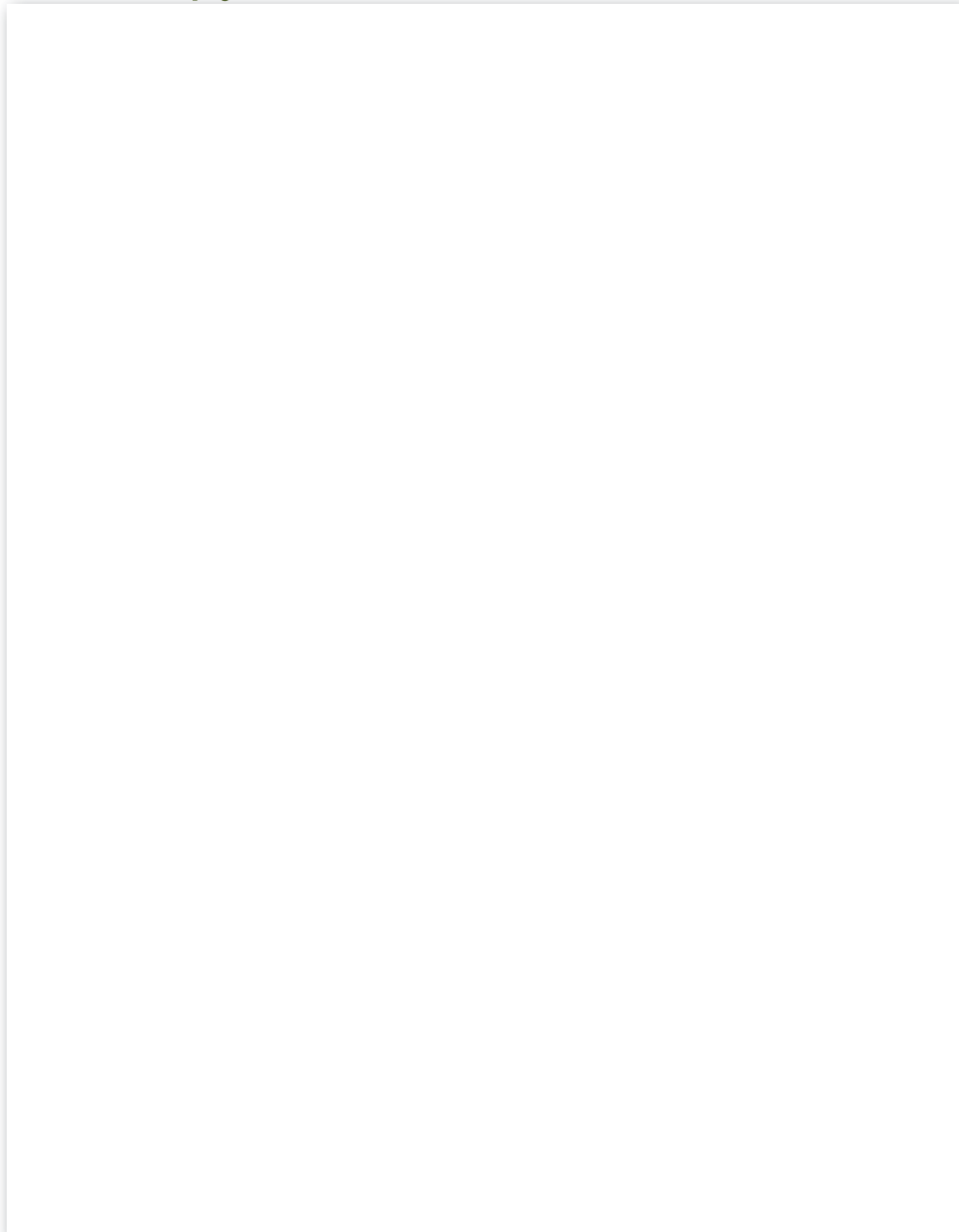


1.

Baby bits & pieces for sale: Easirider
pram silver and black £90 - Slumber Safe
carrycot £15 - Elasto folding high chair £15
- all excellent condition.
Mary, tel: 01234 567890 after 6pm.

2.





Company name, address, logo, etc.

PRESS RELEASE

FOR IMMEDIATE RELEASE

BEER MUGS OVERFLOWING

'Ale & hearty' - 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 promised 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 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 email: jb@acmebrewery.co.uk.

PS. 'Hale & Hearty' is an English idiom meaning – good condition, healthy, etc. It is normally related to people, especially the elderly. Ale (meaning beer) as used above is a typical play on a word often used by the media

news



letter

Volume 21 - No. 3 Autumn 200X

Get paid to be a destroyer?

Yes! you'll soon be able to do all your shopping on CuddlyToy's new 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're 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?

CuddlyToy Co Ltd
101 Dalmation Drive
Midtown MT1 2SE

General Manager: Gordon Donaldson Tel: 09876 5432100
sales@cuddlytoy.co.uk
www.cuddlytoy.co.uk

"we're going to test
it to destruction"

Destroyer potential?

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.

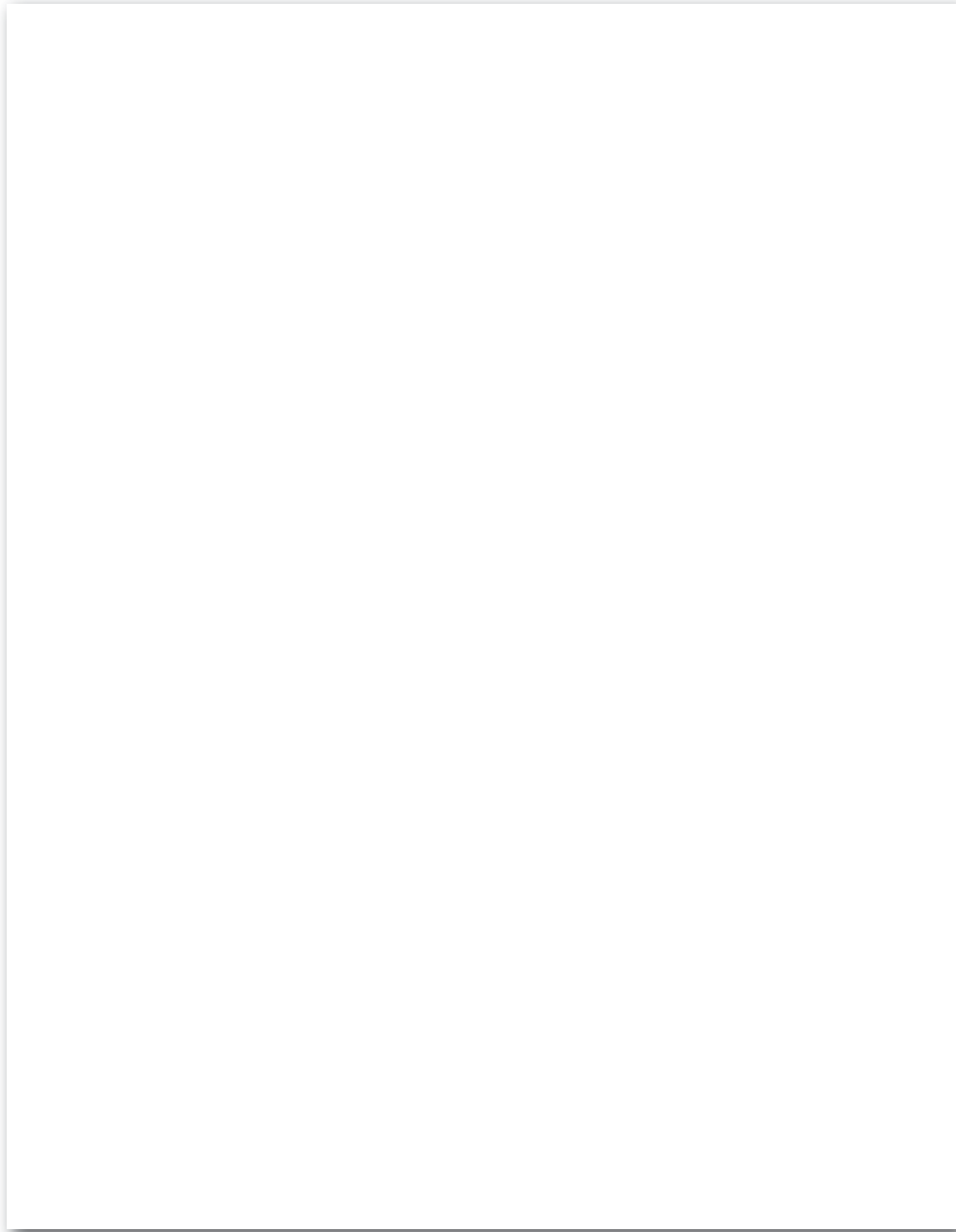
Thank you treats

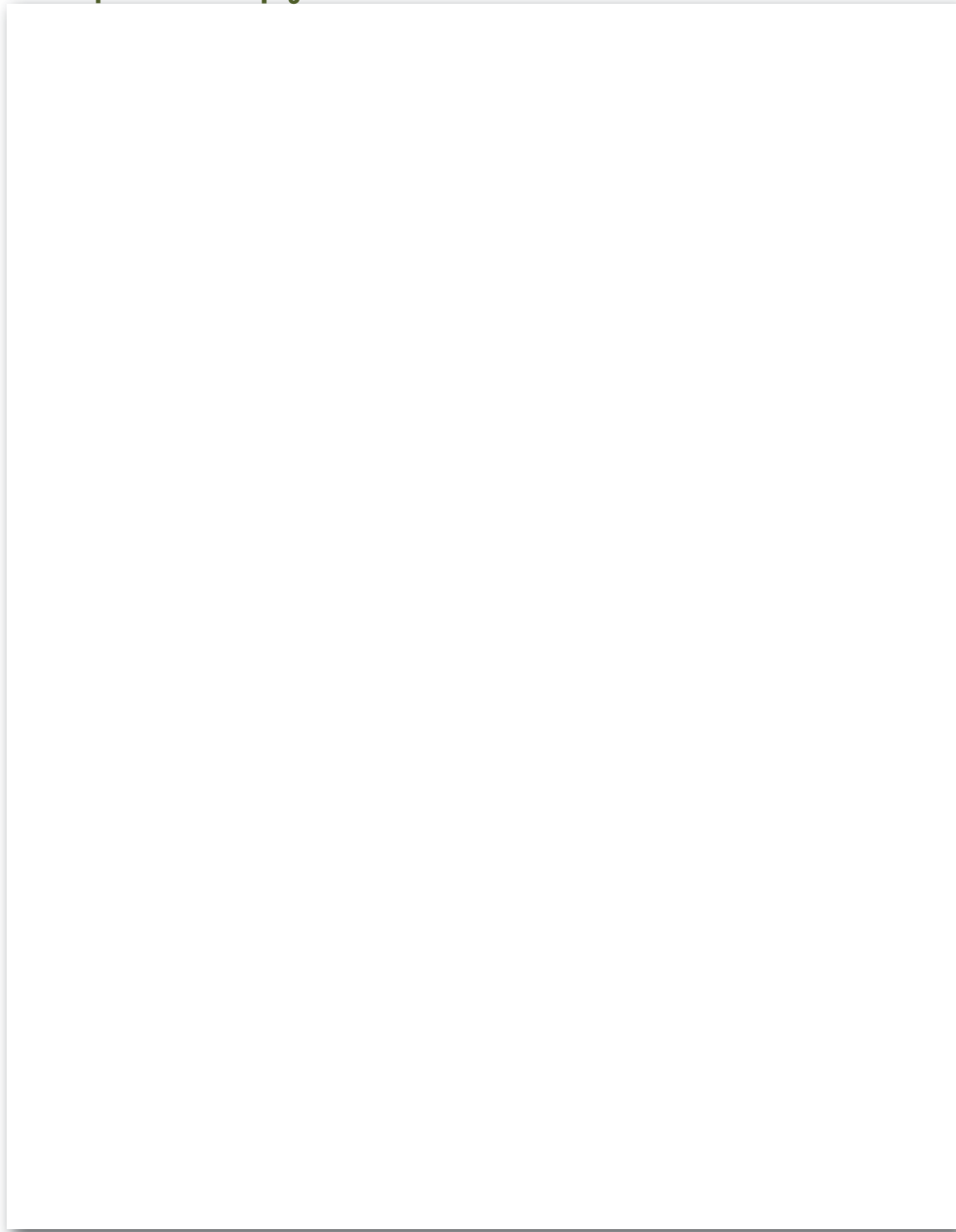
as a 'Thank you', the names of all testers will be entered in a draw for a luxury weekend in London. Every tester will also receive a £100 Globe Megastore Voucher with our compliments.

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 today!
You won't regret it!**

CuddlyToy
your one-stop toy shop





1.

Having done the exercise and reflected over your decisions concerning appropriateness, tastes, interest, etc, discuss your results with others who have done the same. This will enable you to 'see' taste from others' point of view regardless as to whether you agree or disagree with them. In fact where there is disagreement, a discussion as to why would be useful.

2.

A similar exercise could be adopted here however, it might be more appropriate to identify the different techniques adopted by different categories of web sites, e.g. sales - information, formal – informal, young – mature, etc.

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

Company name, address, logo, etc.

REPORT

Ref: 17 March 200X

Title: 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 having a positive effect 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 breakdown of the results and a questionnaire are attached (see appendix 2)

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 – Queen's '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.

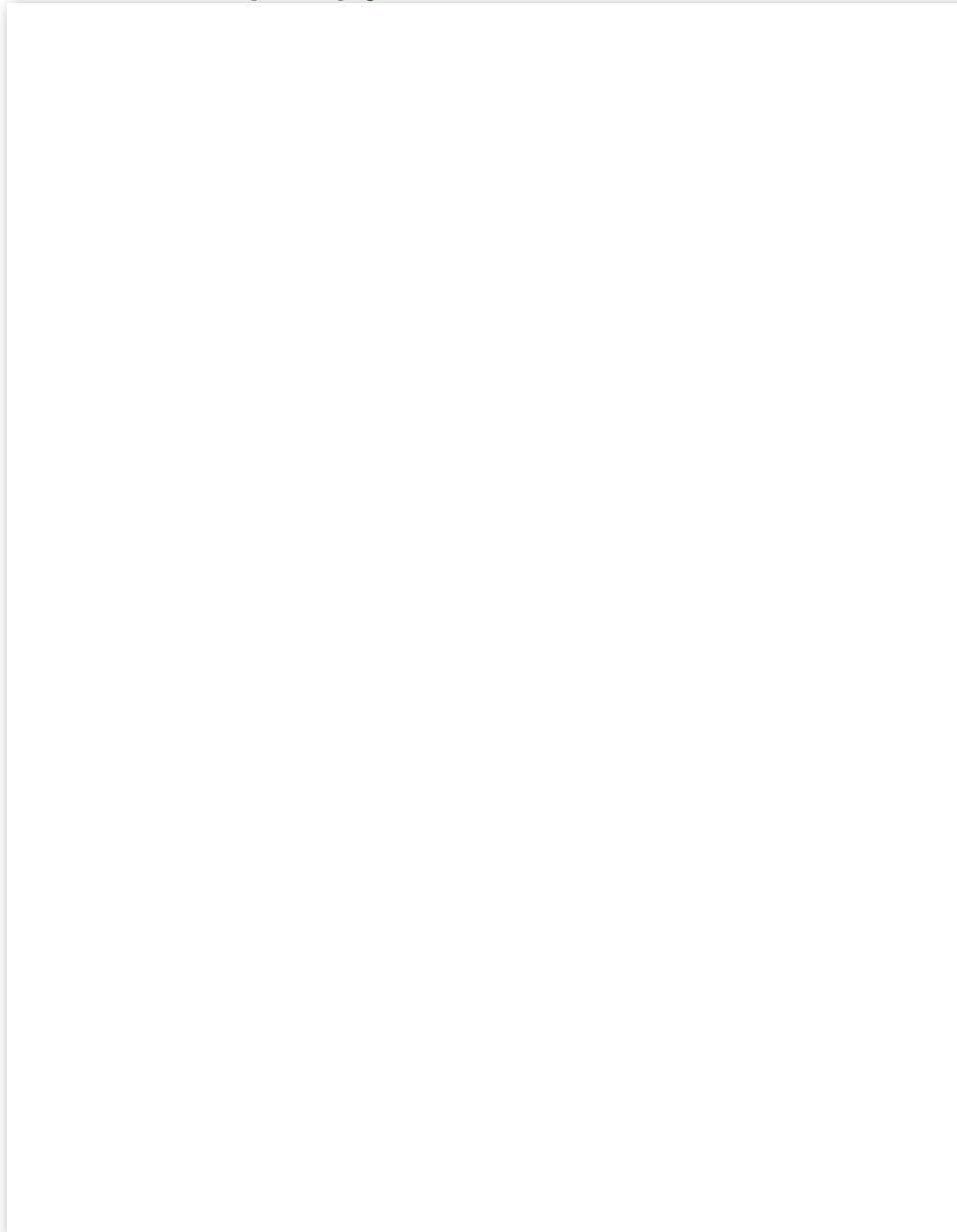
Andy Smart

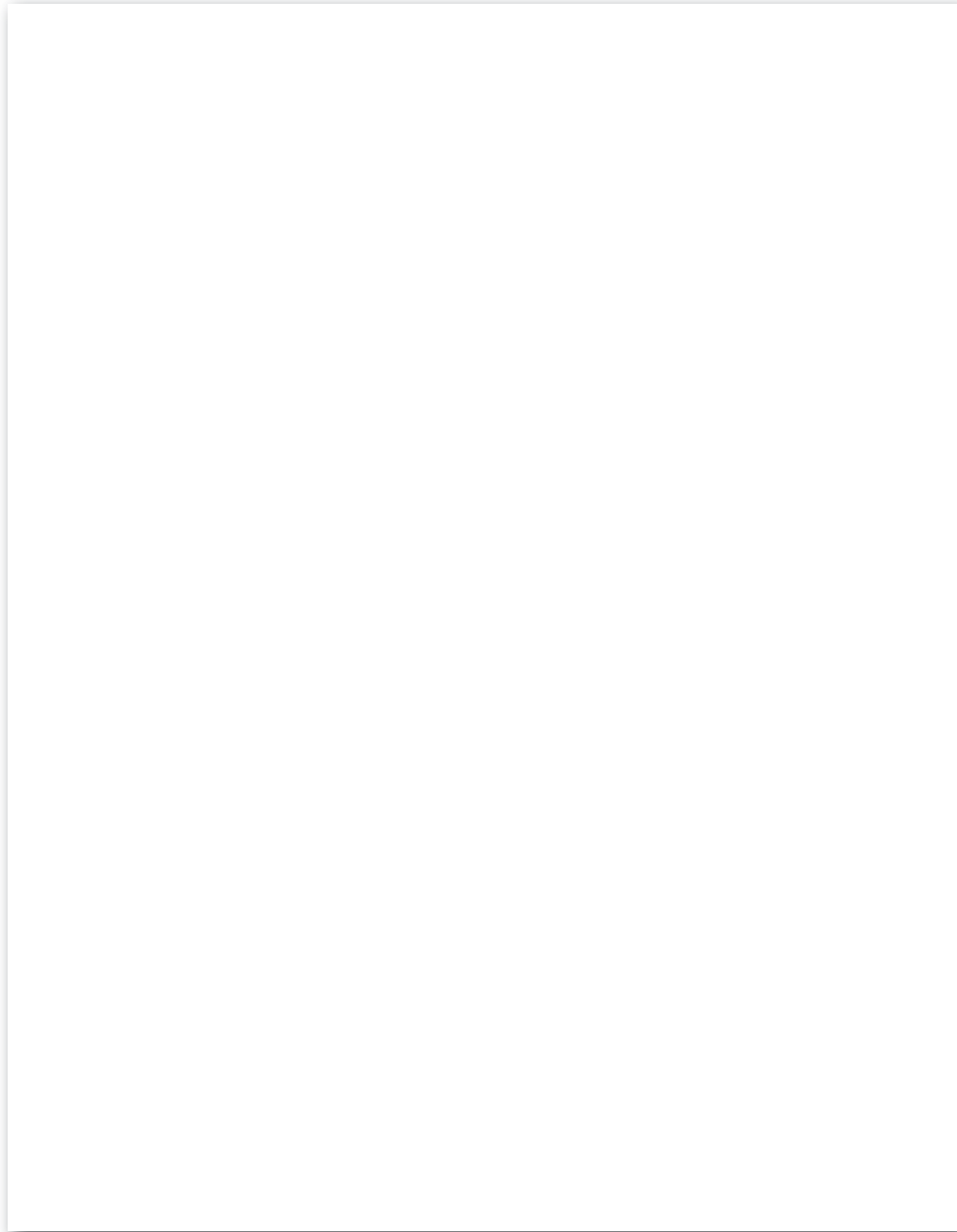
2.

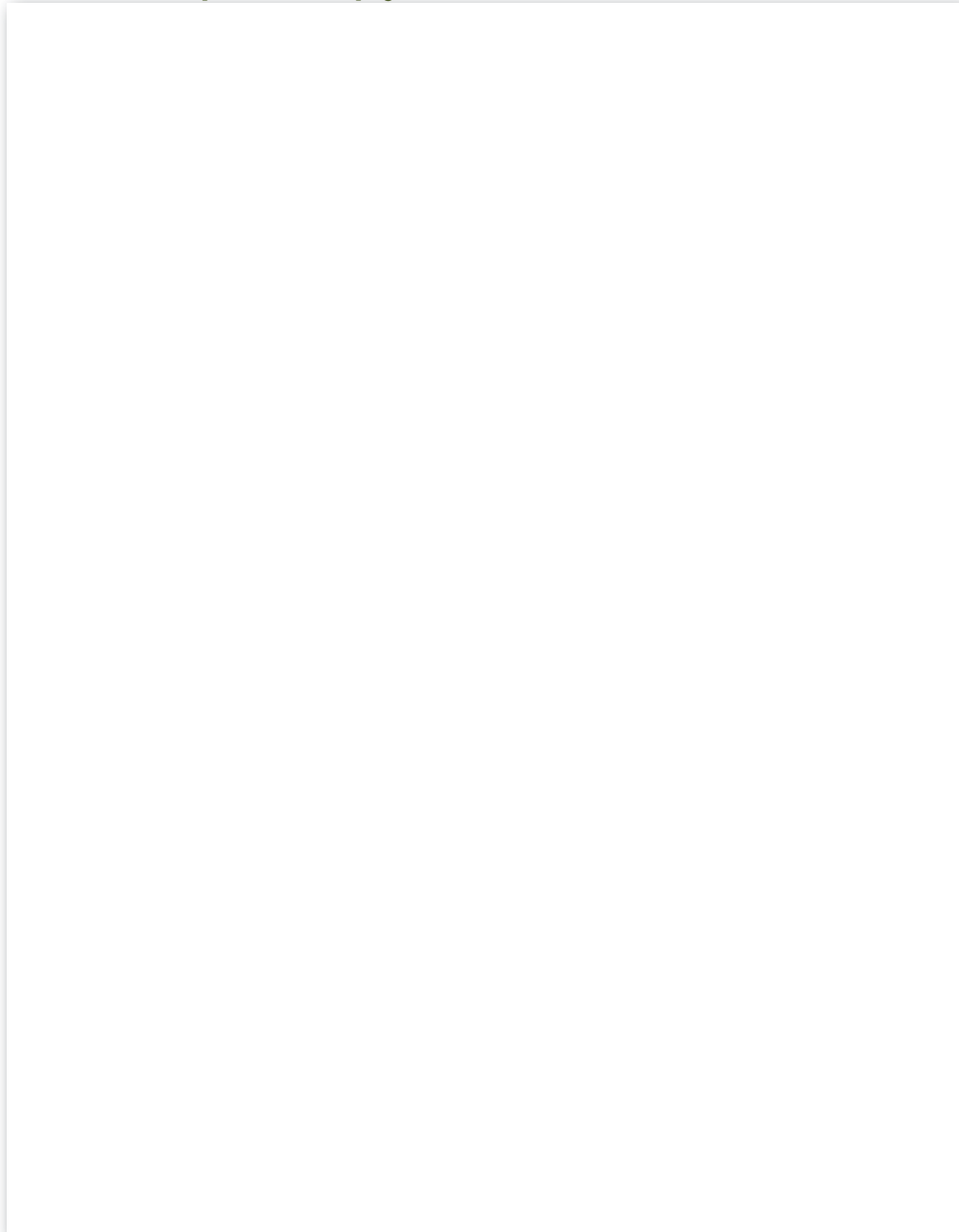
Ask your tutor or a colleague to check over your work and comment on it.

the executive summary - page 226

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







The example on page 250 clearly shows the depth (brevity) required in tasks of this type. As they are very personal items, it is for you to develop a style that you are happy with. As long as the finished product conveys the information in a clear logical way, almost any design or set-up is acceptable – once again think in terms of who is to read it, as this will often provide clues as to suitability.

As a check, please seek the advice of others you know, especially those who deal with recruitment.

the recruitment process – page 265

As the chapter contains detailed examples of each step in the process, there is little point in repeating the exercise here. Reference to the various sections in the chapter should provide all the detail required. What is important however, is to have a qualified person check over your work, your lecturer, an employer, a specialist organisation that offers support for this type of work, for example.



