

### Assignment 3

#### Business Communication Workshop (BCW)

#### FA22-BCE-A/B

**Answer the following questions.**

**Instructions:**

- The assignment should be based on your own personal analysis.
- It should be typed/handwritten. A hard copy must be required.
- Follow the standard format and instructions while attempting each question.
- Try to use separate sheet while attempting each question.
- The deadline for the assignment is **5<sup>th</sup> of May 2025**. Late assignments are not considered, and thus resulting in deduction of marks.

#### Question 1

In the past your company offered all employees 11 holidays, starting with New Year's Day in January and proceeding through Christmas Day the following December. Other companies offer similar holiday schedules. In addition, your company has given all employees one floating holiday. That day was determined by a company-wide vote. As a result, all employees had the same day off. Now, management is considering a new plan that involves a floating holiday that each employee may choose. Selections, however, would be subject to staffing needs within individual departments. If two people wanted the same day, the employee with the most seniority would have the day off.

**Your task.** As a member of the human resources staff, write an **e-mail** to employees. This message should provide information as well as ask employees to choose between continuing the current company-wide uniform floating holiday and instituting a new plan for an individual floating holiday. Be sure to establish an end date.

#### Question 2

*The following opening paragraphs to memos are wordy and indirect. After reading the paragraph, identify the main idea. Then, write an opening sentence that illustrates a more direct opening and include a subject line.*

Several staff members came to me and announced their interest in learning more about telecommuting and government telework policies. As most of you know, these areas of concern are increasingly important for most government workers here in Washington, D.C. A seminar titled "Telecommuting and Telework Policies" is being conducted March 22. I am allowing the following employees to attend the seminar: Darrell Walters, Akil Jackson, and Amy Woods.

### **Question 3**

As a summer intern in the Marketing Department at Jovanovic Laboratory Supply, Inc., in Bozeman, Montana, you have been working on the company's annual catalog. You notice that staffers could save a lot of valuable time by copying and inserting images and text from the old edition into the new document. Your boss, Marketing Director Linda M. Trojner, has received numerous inquiries from staffers asking how to copy text and images from previous editions. You know that this can be done, and you show a fellow worker how to do it using a PDF feature called **snapshot Tool**. Marketing Director Trojner decides that you are quite a tech-savvy student. Because she has so much confidence in you, she asks you to draft a memo detailing the steps for copying images and text passages from portable document format (PDF) files.

You start by viewing the **Tools** pull-down menu in an open PDF document. Depending on the Acrobat version, a feature called **snapshot Tool** emerges either under **Basic** or under **select & Zoom**. This feature is represented by a camera icon. To copy content, you need to select the part of the PDF document that you want to capture. The cursor will change its shape once the feature is activated. Check what shape it acquires. With the left mouse button, click the location where you want to insert the copied passage or image. At the same time, you need to drag the mouse over the page in the direction you want. A selected area appears that you can expand and reduce, but you can't let go of the left mouse button. Once you release the left mouse button, a copy of the selected area will be made. You can then paste the selected area into a blank Microsoft Office document, whether Word, Excel, or PowerPoint. You can also take a picture of an entire page.

**Your Task.** Prepare a **memo** addressed to Marketing Department staff members for the signature of Linda M. Trojner. Practice the steps described here in abbreviated form and arrange all necessary instructions in a logical sequence. You may need to add steps omitted here. Remember, too, that your audience may not be as computer literate as you are, so ensure that the steps are clear and easy to follow.

### **Question 4**

You and other members of your staff or organization were entertained at an elegant dinner during the winter holiday season on board a large ship that was cruising the harbor of Marina Del Rey in California. The posh pleasure boat featured a live band, ballroom dancing, and a casino.

**Your Task.** Write a **thank-you letter** to your boss (supervisor, manager, vice president, president, or chief executive officer) or to the head of an organization to which you belong. Include specific details that will make your letter personal and sincere.