

EW Theory: Assignment 2 (Key)			
Topic	Positive Messages	Section	
Student 1		Student 2	
Obt. Marks		Max. Marks	52 Marks

Task I: Below is an improperly formatted email. Identify and correct three formatting mistakes.
[10 marks]

Subject: URGENT!!! HELP ME NOW!!!
Hey, can u pls extend my deadline? I was busy. thx
Bye

Mistake 1: Unprofessional Subject Line
Mistake 2: Informal Language
Mistake 3: Missing Proper Complementary Closing & Signature

Subject: Request for Deadline Extension

Dear [Professor's Name],

I hope you are doing well. I am reaching out to request an extension for my EW assignment deadline due to family emergency. I sincerely apologize for any inconvenience this may cause and would appreciate any consideration. Please let me know if an extension is possible.

Thank you for your time and support.

Best regards

[Full Name]

[Student ID]

Task II: Rewrite the following business letter introduction to make it more concise and considerate.
[5 Marks]

I am writing this letter to let you know that I am very happy to inform you that we have chosen your application for our annual scholarship program, and we are extremely pleased to extend this opportunity to you.

Criteria For Marking

Conciseness & Clarity	2 Marks	The message is rewritten clearly and concisely, removing unnecessary repetition.
Consideration & Positive Tone	2 Marks	The response conveys warmth and appreciation appropriately
Grammar & Sentence Structure	1 Mark	The sentence is grammatically correct and well-structured

Possible answer:

We are pleased to inform you that your application has been selected for our annual scholarship program. Congratulations on this achievement!

Task III: Choose one of the following scenarios and draft a positive message in the appropriate format. Choose the format as per the scenario wisely.
[25 marks]

- Scenario 1: The university's financial aid office is informing a student, Sarah, that she has been awarded an academic scholarship. Write a positive message in the appropriate format (Memo/E-mail/**Business Letter**) congratulating her, outlining the details of the scholarship, and explaining the next steps for claiming the award

2. Scenario 2: The University's Student Affairs Office wants to recognize a student leader, Jamie, for their outstanding contributions in organizing a campus-wide event. Write a positive message in the appropriate format (Memo/E-mail/Business Letter) to the student body announcing this recognition and encouraging student involvement in future events.
3. Scenario 3: You are a professor approving a student's request for a letter of recommendation for an internship. Write a positive message in the appropriate format (Memo/E-mail/Business Letter) confirming your support, providing details about when they can expect the letter, and offering encouragement for their application.

Provided Rubrics will be followed to evaluate your draft.

Criteria	5 Marks	4 Marks	3 Marks	1-2 Marks
Format & Structure	Correct format used (Memo, Email, Letter). Organized layout.	Minor structural errors.	Some structure issues but mostly understandable.	Incorrect format or disorganized layout.
Clarity & conciseness	Message is clear, concise, and well-structured.	Mostly clear with minor wording issues.	Some unclear or awkward phrasing.	Lacks clarity; difficult to understand.
Tone & Professionalism	Message is polite, respectful, and considers the recipient's perspective.	Mostly courteous with slight inconsistencies.	Somewhat polite but could be improved.	Lacks courtesy; too direct, and impersonal.
Grammar & Mechanics	No grammar or spelling errors.	Few minor errors that do not affect readability.	Some errors that slightly impact readability.	Multiple grammar/spelling errors affecting clarity.
Completeness	Fully addresses the scenario with all necessary details.	Mostly complete with minor missing details.	Some missing information or unclear sections.	Lacks important details; does not fully address scenario.
Marks obtained: _____/25				

Task IV: Choose the most appropriate answer for each of the following statements

[12 marks]

1. Memos are a much more formal means of communication than business letters.

a) True	b) False
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2. Memos sometimes contain subheadings to signal a shift in topics.

a) True	b) False
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3. What purpose does the first sentence of the body of a memo serve?

a) Introduces the writer of the memo	b) Serves as a formal greeting
c) Tells the audience who to contact if they have questions	d) States the purpose of the memo and/or what action the reader needs to take

4. Which two adjectives best describe a memo?

a) Lengthy and in-depth	b) Short and concise
c) Detailed and formal	d) Wordy and concise

5. Emails are always more formal than business letters.

a) True	b) False
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6. Emails sometimes include bullet points to improve readability.

a) True	b) False
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7. What purpose does the subject line of an email serve?

a) Acts as a greeting for the recipient	b) Contains the sender's contact information
c) Summarizes the purpose of the email	d) Provides detailed background information

8. Which two adjectives best describe an effective email?

a) Lengthy and detailed	b) Clear and concise
c) Complex and rigid	d) Informal and vague

9. A business letter follows a structured format, including a sender's address, date, and recipient's address.

a) True	b) False
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10. Business letters sometimes include enclosures at the end.

a) True	b) False
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11. What purpose does the opening paragraph of a business letter serve?

a) Lists all the points to be covered in the letter	b) Introduces the purpose of the letter clearly and professionally
c) Provides background details about the sender	d) Summarizes the conclusion of the letter

12. Which two adjectives best describe a business letter?

a) Informal and friendly	b) Professional and structured
c) Short and vague	d) Casual and flexible