

QUESTION -3

- Write an email to your marketing team informing about a radio advertising campaign for one of your company's new products
- You may use the following prompts to write your email
- * Reminding them which new product it is
- * Explaining why you have chosen to advertise on radio
- *Saying what you expect the advertising campaign to achieve

ANSWER 1 :

Subject: Informing about a radio advertising campaign for one of my company's new products

Dear Marketing Team,

Greetings!! I am indeed very excited to share with you about our newly launched product – Ginger Shoda, which is rich in anti-grstric properties. This being a local product requires focused advertising wthin the province. We therefore are seriously considering to advertise on the local FM RADIO for wide reachability.

The main objective of our radio campaign is to promote the product locally and reach to our target customers namely the middle class and the upper middle class. We are expecting a huge response to this campaign. The rest of the process will be updated on time.

Regards

Rahul Kanna

ANSWER 2:

Subject: Informing about a radio advertising campaign for one of my company's new products

Hello team,

I would be glad to inform you all that our company is going to launch a brand new car this month. For that, we would organise a radio advertising campaign this week. We are choosing this way to take the message to the consumer's ears with proper sound design and voice acting. It is also cost-effective.

We are expecting a huge response to this campaign. The rest of the process will be updated on time.

Regards,

Pranay Basu

QUESTION -4

- Your department needs to recruit more staff Your time manager wants you to write a report explaining your requirements and commenting on recruitment methods You may use the following prompts to write your report
- • Explain why new staff is needed
- • What type of staff is needed
- • Suggest possible recruitment methods

ANSWER -1

To,

Production Manager,

Hope that you are well. I am writing this report to highlight the department needs in terms of human resources. In past one year, we have two new packing machines without adding any staff but it's getting too difficult owing to near future continuous production plan. So we need to add at least 5 persons on our line. We can first go for internal hiring and then go for external hiring.

I hope that you will consider my concern.

Regards,

Assistant Manager

ANSWER -2

Dear Mr. Venkat

Vice President - HR,

I am writing to you today because I have identified a need for 10 additional full-time, permanent staff members on the customer service team. We need customer service representatives to help the team better address customer concerns in a timely manner.

Over the past six months, our brand's consumer audience has grown by 40%. This increase in customer base has led to higher call volumes for my customer service team, and I want to make sure my team feels able to qualitatively handle all customer service communication.

Adding additional staff to my customer service team will:

- Help my team handle the daily call volumes we receive - -.*
- Provide more personalized attention to each customer*
- Improve user experiences*
- Increase customer loyalty*

Taking this addition of staff into consideration is important because, without them, our customer service department may experience challenges, like work fatigue. In saying this, I am concerned that this may affect the quality of our service and the satisfaction of our customers.

To offset these issues, I want to make sure my team has the resources they need to keep that satisfaction at a high level. I appreciate your consideration of my request for 10 additional full-time permanent staff members for my customer service team. Thank you, and I look forward to continuing this conversation with you soon.

Sincerely,

Jamie Wiseman

ANSWER -3

Dear Ms. Mike,

I'm emailing you today to make a request for 25 additional temporary part-time employees for our distribution center. I anticipate we'll need them by October to help our company prepare for growing shipment demands in November and December. This need is something I recognized when examining our demand from that time period last year, which was 80%. With large increases in shipment demands, I believe it could be beneficial for our department to prepare for this demand ahead of time.

Adding these seasonal staff members to our distribution center team might help us ensure our customers receive their product in a timely manner. This might help us boost our customer loyalty and prevent our current distribution employees from having to work extensive overtime hours. I have examined our distribution budgets and there's enough money for us to allocate to these additional 25 temporary part-time employees.

As a distribution manager, I feel this is an important option to examine to help our current employees maintain a healthy work-life balance during higher demand months. I appreciate you taking my request into consideration and would be happy to continue this conversation in more detail. If you'd like to set a time to meet, just send me your availability. Thanks.

*Sincerely,
Tom Barnes*