

Letter-Cases

- a) Vivian Davis, who lives at 2939 Cactus in Santa Clara, CA 95054, has invented a new product, the VAST (a voice-activated speaker telephone). This telephone can be “dialed” without the use of one’s hands, simply by saying names or numbers into the system’s speaker. Vivian believes that such a machine could benefit the handicapped, the elderly, the infirm, homemakers, and businesspeople. She can sell this phone for \$25 to electronics stores, hobby shops, general-purpose retailers, and so on, who then can market it for \$50. Write a sales letter for Ms. Davis based on the preceding information.
- b) Mark Shabbot works for Apex, Inc., at 1919 W. 23rd Street, Denver, CO 80204. Apex, a retailer of electronic equipment, wants to purchase 125 new oscilloscopes from a vendor, Omnico, located at 30467 Sheraton, Phoenix, AZ 85023. The oscilloscopes will be sold to a college in Denver (Northwest Hills Vocational-Technical College). However, before Apex purchases these oscilloscopes, Mark needs information regarding bulk rates; shipping schedules maintenance agreements, equipment specifications, and machinery capabilities. Northwest Hills needs this equipment before the new term (August 15). Write a letter of inquiry for Mr. Shabbot based on the preceding information.
- c) Sharon Baker works as a technical writer for prismatic Consulting Engineering, 123 Park, Boston, MA 01755. In response to an RFP (request for proposal), she has written a proposal to the Ocieanview City Council, 457 E. Cypress Street, Ocienvie, MA 01759. The proposal suggests ways in which Ocienvie can improve its flood control. Now Sharon needs to write a cover letter prefacing her proposal. In this cover letter, she wants to call her readers’ attention to key concerns within the proposal: suggested costs, time frames, problems which could occur if the proposed suggestions are not implemented, ways in which the proposal will solve these problems, and Prismatic’s credentials. Once the Ocienvie City Council receives the proposal, Prismatic representatives will schedule follow-up discussions. Write Ms. Baker’s cover letter based on the preceding information.
- d) Bob Ward, a line worker at HomeCare health Equipment, 8025 Industrial Parkway, Ashley, NC 27709, deserves a letter of commendation for his excellent job record. He has not missed a day of work in five years. In addition, his production line has achieved a 5 percent error reading (7 percent is considered acceptable). He has also trained new hires. Most importantly, he made six suggestions for improvements, three of which saved the company money. The company president, Peter Tsui, based at HomeCare’s home office at 4791 Research Avenue, Wasa, MN 55900, wants to award Bob with a plaque at the annual awards dinner on September 7, 2012. Write Mr. Tsui’s good-news letter based on the preceding information.
- e) Stacy Helgoe works as a service technician for EEE Electronic Servicing, 11201 Blanco, Santa Fe, NM 88004. Yesterday, she went to Schoss-McGraw Associates, 1628 W. 18th Street, Taos, NM 88003, to service their computer systems. She billed them \$75 for her time, but she did not bill them for parts since the machinery was supposedly under warranty. However, when

she returned to EEE, Stacy's manager, Marilyn Hoover, informed Stacy that the machinery was not under warranty and that Schoss-McGraw is an excellent client, so Marilyn wants Stacy to be especially tactful in requesting the additional money. Based on the preceding information, write Stacy's bad-news letter.

f) Diane Waisner (who lives at 1439 87th, Monroe, LA 67054) purchased a VCR on August 13 from Smiley's TV Town (8201 Magnolia, Monroe, LA 67056). The VCR came with a "ninety-day warranty against all defects" and a guarantee for "in-home free repairs and labor". On October 30, Diane's VCR showed a horizontal line across the screen when she replayed tapes. She called the store manager, Jill Miller, and explained the problem. Jill said the horizontal lines were caused by a dirty head and told Diane to bring the VCR in for cleaning. Jill also told Diane that she would be charged for this service by the warranty. Diane was angered by this response from the store manager and decided to write a letter of complaint. Based on the information provided, write Diane's letter of complaint.

g) Gregory Peña (121 Mockingbird Lane, San Marcos, NV 87900) has written a letter of complaint to Donya Kahlili, the manager of CompuRam (4236 Silicon Dr., Reno, NV 87601). Mr. Peña purchased a computer from a CompuRam outlet in San Marcos. The San Marcos Tattler advertised that the computer "came loaded with all the software you'll need to write effective letters and perform basic accounting functions." (Mr. Peña has a copy of this advertisement). When Mr. Peña booted up his computer, he expected to access word production software, multiple fonts, a graphics package, a grammar check, and spreadsheet. Mr. Peña wants Ms. Kahlili to upgrade his software to include fonts, graphics, and a grammar check; wants a computer technician from CompuRam to load the software on his computer; and wants CompuRam to reimburse him \$400 (the full price of the software) for his trouble. Ms. Kahlili agrees that the advertisement is misleading and will provide Mr. Peña software including the fonts, graphics, and grammar check (complete with instructions for loading the software). However, she refuses Mr. Peña's other two requests. Write Ms. Kahlili partial adjustment letter to Mr. Peña based on the information provided.

Memo-Questions

- a) Suppose you are the technical writer of a production company that produces AI-powered, motorized Trade Mill with sounds that can be fitted to various altitudes and innumerable speed variation. The company employs about a thousand employees and used to have huge annual sales. The product went to individual customers, hotels and various gym centers and many other recreation centers all over the world. All of a sudden, the company's environment has degraded and is experiencing severe problem problems. (These problems can be about scheduling, layoffs, turnover, production, quality, morale, sexual harassment, etc.) Your boss is highly worried about the dropped down sales of the product. So, he calls you to his office and demands you to make a thorough research about the existing condition of the company and write a report along with suggestions.
- b) Write a reply to the Question No. a.
- c) A major project is being introduced at your work. Write a directive memo informing your work team of their individual responsibilities and schedules.
- d) Your department needs a new piece of equipment to perform work. Write a memo requesting this equipment. Justify the need for the equipment and give the date when the equipment is needed.
- e) You work in the purchasing department and must buy a new piece of equipment. You must first compare bids. You've done so and now must write a comparison/contrast memo explaining why you plan to purchase one piece of equipment versus another.
- f) It's time for your quality circle team to meet again (or any other committee you chair). Write a memo calling the meeting. Provide an agenda.