**Tutorial Worksheet Week 7**

**EFFECTIVE BUSINESS WRITING**

Step 1:

Work in groups

Calculate the Simplified Gunning Fog Index for the below passage of writing.

Write a sentence that explains the meaning of the SGFI calculated.

Ans:

"Teaneck Department Store will refund a customer's money in the event that the customer is dissatisfied with his merchandise. If the merchandise is being returned by the customer, it should be accompanied by a sales slip. The merchandise should be examined by the salesman for potential abuse, and subsequent to merchandise inspection, the salesman should fill out a retail credit form and acquire an appropriate approval (in the form of a signature) from his supervisor. The customer should be asked to sign the credit form and refund the money. The credit form should be placed beneath the cash drawer."

Analyzing the Passage we can get -

**Total Sentences**: 5.

**Identify Hard Words:-**

**Hard Words (3+ syllables)**:

1. Refund (3 syllables),
2. Dissatisfied (4 syllables)
3. Merchandise (3 syllables)
4. Accompanied (4 syllables)
5. Examination (4 syllables)
6. Potential (3 syllables)
7. Subsequent (3 syllables)
8. Inspection (3 syllables)
9. Appropriate (4 syllables)
10. Approval (3 syllables)
11. Signature (3 syllables)

**Total Hard Words**: 11.

**Calculate the SGFI:-**

Using the formula: SGFI=Number of Hard Words/Number of Sentences  
**SGFI=11/5=2.2**

**Explanation of the SGFI Calculated:-**

The Simplified Gunning Fog Index (SGFI) of 2.2 indicates that the passage is suitable for business writing, as it falls within the recommended range of 2 to 3 for clarity and readability. This means the passage is appropriate for business writing and does not require significant editing for clarity.

Step 2:

In your groups

Rewrite the passage to improve its readability using the principles of plain English.

Recalculate the SGFI for the revised passage.

Ans:

**Revised Passage**

Teaneck Department Store will refund a customer's money if they are not satisfied with their purchase. If a customer returns an item, they must include the sales slip. A salesperson will check the item for any damage. After inspecting the item, the salesperson will fill out a retail credit form and obtain approval from their supervisor by getting a signature. The customer will then sign the credit form to receive their refund. Finally, the credit form will be placed under the cash drawer.

**Total Sentences**: 6

**Hard Words (3+ syllables)**:

1. Refund (3 syllables)
2. Satisfied (3 syllables)
3. Merchandise (3 syllables)
4. Inspection (3 syllables)
5. Appropriate (4 syllables)
6. Approval (3 syllables)
7. Signature (3 syllables)

**Total Hard Words**: 7

Calculate the SGFI for the Revised Passage

**SGFI=7/6≈1.17**

The Simplified Gunning Fog Index (SGFI) of approximately 1.17 indicates that the passage is very easy to read and suitable for a wide audience, including business writing.