

Hi Class-

You did well on your quizzes. The grades broke down as follows:

100% 47

94% 41

87% 21

80% 9

74% 7

67% 3

60% 1

LCC3400

Quiz # 1: Memos

(50 minutes)

Answer all questions on the separate answer sheet.

(Correct answers will be posted on the 3400 Web site.)

Part 1:

Context

You are an employee of a small package mail business. You've realized that the store is losing business because you're unable to keep up the work load with a staff of only 3 people. You would like to hire a new employee to help with the increased work load you're experiencing as a result of new housing additions in the area; thus, you're preparing a memo for the owner of the business to explain the situation.

1. The store owner will want to be able to see the headings and subheadings easily, understanding their hierarchy quickly, so you create them as

a.

XXXXXXXXXX

XXXXXXXXXX

•XXXXXXXXXX

b.

XXXXXXXXXXXX

XXXXXXXXXXXX

XXXXXXXXXXXX

c.

XXXXXXXXXXXX

XXXXXXXXXXXX

XXXXXXXXXXXX

The most effective choice is B since centering for the level 1 heading, left justification for level 2, and tabbed for level 3 indicates a clear hierarchy.

2. The most effective subject line would be

- a. Problems with the Business
- b. Hiring a New Employee
- c. Need and Economic Advantages for Hiring a New Employee

The best choice is C. This subject line contains content to indicate exactly what you need to convey to your audience.

Part 2

Context

You are a lawyer in an international music company. You have been assigned to analyze the latest effects of the Napster debate over MP3 files on intellectual property law, review your findings with the corporation's other attorneys, and write a memo to your vice president outlining their overall impact on the company. The first part of your memo is as follows:

Date: April 19, 2000

To: Elaine Jones, Vice President

From: JQ Smith, Attorney

Subject: MP3 files and treatment in intellectual property law

3. Which main headings would be most effective in the remainder of the memo?

a.

Summary: Intellectual Property Law Re Music in the Year 2000

Our Current Interpretation of and Responses to the Intellectual Property Law

Assessment of our Interpretation of Intellectual Property Law

Recommendations for Adapting to the Changing Intellectual Property Climate

b.

MP3 and Its Effects on Intellectual Property Law

Current Developments in Intellectual Property Law and their Effect on Our Business

Recommendations for Responding to MP3 and Intellectual Property Developments

c.

How MP3 Files Work

Why We Need to Adapt Music to MP3 Files

How the Intellectual Property Law Works

The best choice is B. A is unacceptable because it's too broad and C does not directly relate to the issues you need to address.

4. To be most useful to this audience, the memo's subject line should be

a.

MP3 and recent developments in intellectual property law regarding music

b.

Our need to adapt to the current intellectual property law

c.

How we need to change the current intellectual property law

The best choice is A. B is too broad and not quite on topic since there's no issue regarding adapting to intellectual property law as a whole. Although there are ways to change the law through social action, lobbying, and other forms of activism, that's not the purpose of your assignment here; therefore, C is not the best choice.

Part 3

Context

You are a student assistant in an academic department. Several faculty have complained that some of the fire doors on one hall have been chained shut, thus creating a safety hazard. The office manager has asked you to write a memo to the maintenance department asking them to fix the problem.

5. You will list the main headings in the memo as

a.

Fire Safety Hazard

Location of Safety Hazard

Suggested Action

b.

Problem and Location

Need for Urgency

Department Contact Person

c.

Introduction

Body

Conclusion

The best choice is A. These headings make the problem and purpose of your document clear and provide information necessary for maintenance to act. B and C are too vague.

6. The most effective subject line would be

a.

Request for door repair

b.

Request for repair of safety hazard

c.

Please remove chains

The best choice is B. B alerts the reader to a more urgent safety problem rather than just repair. C is vague and does not relate to the problem focus.

Part 4

Context

You are a first semester senior, majoring in Management. The professor in your MGMT 4008 takes attendance, allows each student three absences, and reduces final grades by five points for each additional absence. You took two of your three allowed absences for job interviews, slept in by accident one morning and then, this morning, slept in again.

You are carrying a C- in the course; if the prof knocks off .5, you will have a D in your major, significantly reducing your job opportunities. But the prof, who like all profs is not only wise but also kind and forgiving, has offered to let you write a memo explaining why you should not get the grade reduction you so obviously deserve.

You resolve to write a serious, persuasive document.

7. The subject line of this memo should be

a.

Extenuating circumstances regarding my four absences in MGMT 4008

b.

Why I do not deserve a grade reduction

c.

Why I overslept

The most effective choice is A. C focuses on your irresponsible action and B implies arrogance.

8. The best sub-headings would be

a.

The Over-rigidity of the MGMT 4008 Absence Policy

Reasons for My Absences

Request for Another Chance

b.

Effect of the Grade Reduction on My Job Prospects

My Efforts to Maintain a C in a Very Difficult Course

My B Average in Management Courses

c.

The Necessity of My First Two Absence

Steps I Will take to Preclude Any Additional Absence

Extra Work I Do to Compensate for My Fourth Absence

The best choice is C. C focuses on your commitment to take responsibility for your actions and provides (assumed) reasonable explanations for two of the absences. A challenges the professor's judgment about the class, so is not reader-centered. B is also writer-centered and ineffective.

Part 5

Context

You are in the first year of your first job as a designer in a computer software development company. Your participation in a collaborative effort to create a new encryption application is taking longer than you expected and your group will be unable to meet the project deadline. You must write a memo to your supervisor to explain the situation and ask for more time.

9. The subject line of this memo should be

a.

Encryption project progress and request for extension

b.

Explanation for not meeting the encryption project deadline

c.

Why your deadline for the encryption project is unreasonable

The best choice is A. This choice focuses on exactly the topic of your memo without using accusatory language or negative advertising of your failure to meet the deadline.

10. The best major headings would be

a.

Comparison of this Encryption Project Schedule to Others

Encryption Projects in Other Companies

Additional Project Work Necessary for Project

b.

Encryption Project Progress and Explanation for Delay

Proposed Schedule and Project Activity Revision

Assurance of Diligence in Completing Encryption Project

c.

Why the Deadline for the Encryption Project is Unreasonable

Why It Was Impossible to Meet the Project Deadline

Why We Need to Extend the Deadline

The best choice is B. This answer focuses on the information needed for this context and is not accusatory or negative in tone.

11. The type font and size for the body of the memo should be

- a. 12 point Times
- b. 12 point Palatino
- c. 14 point Palatino

Both A and B are good choices. Palatino has a larger X height and is more visually accessible than Times, but for most business circumstances, Times is adequate. A large type size is unnecessary, uses too much paper and could give the document a childish quality if used in a business setting such as this.

Part 6

Context

It has been proposed that beginning with Spring semester 2000, all graduating seniors must take final exams. For this change to occur, it must be approved by a vote of the Georgia Tech Faculty Senate. You have decided to write a memo to the Senate's executive committee asking that the Senate vote against the change.

12. The best subheadings for this memo would be

- a.
 - Final Exams Will Penalize Graduating Seniors
 - Final Exams Will Violate Tech Traditions
 - Graduating Seniors Do Not Have Time to Take Final Exams
- b.
 - Final Exams Will Cause Chaos in Dead Week
 - Excessive Burden on Faculty

Added Difficulty in Exam Location Scheduling

c.

Faculty Should Give Seniors Short Quizzes in the Eighth and Ninth Weeks

Administrators Should Trust that Seniors Know the Material By Now

Seniors Shouldn't Have to Go Through Test for No Reason

The most appropriate choice is B. It is the most reader-centered and even toned.

13. The subheadings should be

a.

numbered and boldfaced.

b.

numbered and underlined.

c.

boldfaced.

The answer is C. Subheadings are rarely numbered and underlining obscures text.

14. The best subject line for this memo would be

a.

Graduating senior finals will destroy a Tech tradition

b.

Finals for graduating seniors: much work for faculty and administration for little gain

c.

Why anger new alumni?

The best choice is B. This most focuses on the interests of the target audience.

15. The document should be printed on

a.

expensive glossy card stock

b.

brightly colored paper to attract attention

c.

standard good quality white paper

The best choice is C. The expense for glossy card stock is not warranted and inappropriate and brightly colored paper detracts from the serious nature of the request.