

(Reformatted)

Hi Class-

You did a good job on your quizzes. The grade spread followed a normal bell pattern and broke down as follows:

grade	number
100%	10
97%	1
94%	27
90%	1
87%	25
84%	1
80%	21
74%	9
70%	1
67%	8
60%	4

Please feel free to e-mail me if you have questions-

LCC3400

Quiz # 1: Memos  
(50 minutes)

Answer all questions on the separate answer sheet.  
(Correct answers will be posted on the 3400 Web site later this week.)

Part 1:

Context

You are an employee of a small package mail business. You've begun to realize that the money you and the other employees spend to make copies at the shop down the block costs more over time than it would to rent or buy a new copy machine for the business. You've noted your discovery to the office manager, who has asked you to write a memo to the owner explaining the issue.

1. As you create the memo, will you date the memo based on:

- a. the date the memo is composed

b. the date at which the problem was recognized

c. the last possible date by which the problem must be resolved

Correct answer is a. Assuming that you submit your memo the date you compose it, this date will reflect the most important date for the reader.

2. Will you create the headings and sub headings as

a.

XXXXXXXXXX

XXXXXXXXXX

• XXXXXXXXXXX

b.

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

c.

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

Correct answer is b. It's preferable to use both upper and lower case letters to aid readability of your document, and headings usually begin with a capital letter.

3. The most effective subject line would be

a. Need for copy machine

b. Request to buy copy machine

c. Economic advantage to copy machine purchase

Correct answer is a or c. The most important information to your reader will be the specific goal of the memo, which is to indicate the need for a copy machine or the reason for the need. The answer in c might actually provide an incentive for the reader to look carefully at the document, but either a or c would be acceptable.

Part 2:

## Context

The owner of the small business of which you are an employee has noted your suggestion for a new copy machine and agrees that the possibility of purchasing or renting a new copy machine should be explored. The owner asks you to evaluate the comparative advantages and disadvantages of purchasing or renting a machine and to compare the different models and service companies. The memo will be used to help the owner make a decision to purchase or rent a machine. Considering the audience's needs, expertise, and motivation the best set of main headings in your memo be:

4.
  - a.
    - History of the Companies
    - History of the Products
    - Delivery Time
    - Recent Reviews of the Products in the Trade Press
  - b.
    - Cost of Comparably Equipped Copy Machines
    - Installation and/or Rental Options
    - Comparative Product Warrantees
    - Comparative Repair and Maintenance Policies
    - Recent Reviews of the Products in the Trade Press
    - Current Uses of a Copy Machine
  - c.
    - Need for Purchase or Rental of Copy Machine
    - Comparative Rent and Purchase Options
    - Comparative Service Options for Rental and/or Purchase
    - Return Policies
    - Recent Reviews of the Products in the Trade Press

Correct answer is b or c. Answer a includes information that is irrelevant to the reader, so b or c would be preferable.

5. It would be most effective to list the subject as
  - a.
    - Product Comparison: Rent or Buy
  - b.
    - Advantages of Renting over Buying a Copy Machine

c.  
Economic Advantage of Rent or Purchase of Copy  
Machine and Comparative Options

Correct answer is c. Answer c will attract the most attention from the reader since it highlights the advantages to renting or buying a machine. Answer a is more vague and answer b highlights a preference that is not the focus of the memo.

6. The type font for this memo should be
- a serif font like Palatino in 12 point
  - a san serif font like Monaco in 14 point
  - 14 point Monaco for the headings, 12 point Palatino for the body

Correct answer is a or c.

Part 3:

Context

You are a lawyer in an international music company. You have been assigned to analyze the latest effects and application of 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: Recent developments in intellectual property law

7. 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.

Changes in the Intellectual Property Law

Need to Adapt to Intellectual Property Law

History of Intellectual Property Law

c.

Summary: Intellectual Property Law in the Year 2000

All State Decisions in Intellectual Property, 1999

What We Should do to Change the Law

Correct answer is a. Answer a is the best choice since it focuses on the developments of intellectual property law in the music industry, the interests of the firm.

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

a.

modified to read: Recent developments in intellectual property law regarding music

b.

modified to read: We must change the current intellectual property law

c.

left unchanged as: Our need to adapt to the current intellectual property law

Correct answer is a.

9. Which would be the most effective heading for the memo?

a. the corporate letterhead

b. no heading (just begin with the date as above)

c. the word "Memorandum" in larger type and boldface

The correct answer is a. The corporate letterhead would be most official and appropriate for interoffice as well as extraoffice communication.

Part 4:

## Context

You are a first semester senior, majoring in Management. The professor in your MGMT 4008 takes attendance, allows each student three cuts, and reduces final grades by five points for each additional cut. You took two of your three allowed cuts 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.

10. The subject line of this memo should be
- a. Why you should not give me a D
  - b. Explanation for having too many course absences
  - c. Explanation for my course absences

Correct answer is c. Answer a is too arrogant, be focuses on your "bad behavior," but c downplays the problem with your absences while still noting the topic of the memo.

11. The best major headings would be
- a.  
Validity of and Explanation for Absences  
Proposed Compensation for Absences  
Assurance of Diligence in Completing All Course Requirements
  - b.  
Why the Absence Policy is Unreasonable  
Why It Was More Important to Miss than Come to Class  
Why I Deserve an Extra Absence
  - c.  
Comparison of this Absence Policy to Others  
Ways I Have Compensated for Absences in Other Courses

## Extra work I will do to Compensate for Absences

Correct answer is a. Answer b has an inappropriate, accusatory tone and answer c includes information that is irrelevant to the reader.

12. 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

Correct answer is a or b. Palatino in 12 point provides a balance between ease of reading and efficient use of space.

### Part 5:

#### Context

You own a condominium in a community in Atlanta. The community was built nearly 14 years ago and the thermal windows in many of the units are beginning to "fog" as a result of age. As a member of the condo board, you're charged with the duty of notifying the residents that they will be responsible for replacing their windows at their own cost and that they must do so by a particular date or be fined.

13. The best approach to major heads for this memo would be:

- a.  
You Have to Buy New Windows  
Fines for Not Replacing Windows  
Where to Buy Your Windows
- b.  
Need to Replace Fogged Windows  
Comparison of Companies that Replace Fogged Windows  
Other Condo Communities' Replacement of Fogged Windows
- c.  
Necessity of Fogged Window Replacement to Avoid Property Devaluation

Condo Board Provision of Information and Aid for  
Replacing Windows  
Reaching the Goal of 100% Replacement to Ensure  
High Community Property Values

Correct answer is c. Answer c provides the most detailed and accurate information and b contains information that would be irrelevant to the reader. Answer a is negative and would be likely to make the readers mad.

14. The best content for the subject line for this memo would be

- a. need for fogged window replacement to avoid property devaluation
- b. replace your fogged windows or pay a fine
- c. making residents buy new windows

Correct answer is a. Answer a provides information that indicates the problem addressed as well as including a motivating factor for replacement.

15. The best format for the subject line for this memo would be

- a. PROBLEMS WITH FOGGED WINDOWS IN OUR COMMUNITY
- b. Problems With Fogged Windows in Our Community
- c. Problems with fogged windows in our community

Correct answer is c. Subject lines are normally set with an upper case letter in the first word and lower case in the others.

Note that there may be more than one appropriate answer to the quiz questions.