

Hi Class-

You did very well on your first quiz, which I hope is a continuing trend. The grades for this quiz break down as follows:

100%	57
94%	33
87%	17
80%	10
74%	2

See you for the next quiz in Hightower 115--

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. As you create the memo, will you date the memo based on:
 - a. the date the memo is composed
 - b. the date on which the problem was recognized
 - c. the last possible date by which the problem must be resolved

The best choice is A. The date the memo is composed is the most significant and the only date that would concern the reader. If the other dates are significant in any way, they should be discussed in the memo itself.

5. The most effective subject for this memo is
- a. Need for New Employee
 - b. Comparative Duties, Wages, and Schedule for Employees
 - c. Suggested Duties, Wages, and Schedule for New Employee

The best choice is C. This context specifically points to the need for information regarding duties, wages, and schedule, and this choice reflects all three.

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

The best choices are A or C. Palatino in 12 point font is a standard size and highly legible serif font, easily readable in print, so A would be a good choice. C provides more detail in its choice description and would also contribute to a visually accessible design.

Part 3:
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

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. 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.

8. To be most useful to this audience, the memo's subject line should be
- a.
MP3 and recent developments 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.

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 large bold type

Either A or B is a good choice. Generally, there's no need for more than the standard heading lines for memos, but some companies follow a policy of using corporate letterhead for all correspondence.

Part 4:
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.

10. 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.

11. 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.

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

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 5:
Context

You own a condominium in a community in Atlanta. The city has decided to rent land in your area for a music festival hosting 270,000 people. All residential streets and several city streets surrounding the area are slated to be closed, making residential access difficult. As a member of the condo board, you're charged with the duty of notifying the residents of the upcoming concert and the procedures that they should follow to oppose the location of the concert if they desire.

13. The best approach to major heads for this memo would be
- a.
City's Rental of Our Community for Music Festival
Effects of Locating Music Festival in Our Community
Procedures for Access and Property Protection During Festival Week
Procedures for Registering Opposition to Festival Location in Our Community
 - b.
Why We Have to Oppose Music Festival Location in Our Community
Difficulty of Access to Ours Homes During Festival
Procedures for Opposing Festival Location in Our Community
History of Festival

- c.
 - City's Rental of Our Community for Music Festival
 - Effects of Locating Music Festival in Our Community
 - Comparison of Other Festivals to this Festival
 - List of Bands Performing at the Festival

The best choice is A. C is too unfocused on the pertinent issues to be of much help and B assumes a stance that presupposes residents' responses to the music festival location..

14. The best content for the subject line for this memo would be
- a. City rental of our community for Music Festival and procedures for opposition
 - b. Why we should oppose the Music Festival
 - c. Music Festival

The best choice is A since it focuses on the most relevant issues to this contextual situation.

15. The best format for the subject line for this memo would be
- a. PROBLEMS WITH MUSIC IN OUR COMMUNITY
 - b. Problems With Music in Our Community
 - c. Problems with music in our community

The best choice is C. A subject line requires a cap for the first word in the phrase but is not a title so should not be capped further unless for names or imbedded titles. It's difficult to read lines of text set in all caps, so A is not appropriate.