IMPORTANT INSTRUCTIONS
1. Write the appropriate routing code below in the subject line (for e-mailed assignments) or at the top of your paper (for mailed and hand-delivered assignments).

   If you are in Section 6, write:
   Benfield6 (Your Last Name), (Your First Name).

   If you are in Section 7, write:
   Benfield7 (Your Last Name), (Your First Name).

   If you are in Section 13, write:
   Benfield13 (Your Last Name), (Your First Name).

   If you are in Section 14, write:
   Benfield14 (Your Last Name), (Your First Name).

2. Submit only your answers (not the questions).

3. Please submit only typewritten work.

4. Please do not use e-mail attachments (see course syllabus).

5. To do well on this assignment, make sure that you understand the principles and techniques presented in Chapter 4 (Hynes) and on pages 26-29 of the Resource Book.
Directions: Study the memo below from the perspective of business writing style. Both the subject line and first sentence are effective as written. Select the most appropriate answer for each question. (Except for Questions 1 - 3, all questions are worth four points each.)

TO: All employees

FROM: Amy Hopper, Director of Human Resources

DATE: January 15, 2008

SUBJECT: Bonus vacation day in 2008 for all BusComm employees

(1) All BusComm employees will receive a bonus vacation day in 2008. (2) This decision by management shows our appreciation for your hard work during the past year. (3) Because of you, 2007 was our best year in the company’s past history.

(4) You may schedule your bonus day on most days during this year, with the approval of your supervisor. (5) However, you may not take your bonus day during October, due to our holiday production schedule.

(6) Attached please find a copy of our standard vacation request form. (7) It must be submitted at least one month before your requested date. (8) It is important that you write “bonus day” in the “reason” box.

(9) I am excited about the company’s winter party this Saturday night. (10) I know that you are going to enjoy the entertainment we have provided for you.

1. Describe two different ways that the memo above illustrates reader-centered writing. (6 points)

2. Identify a sentence that uses passive voice. Rewrite the sentence using active voice. (6 points)

3. Identify the main style problem in Sentence 5. Rewrite the sentence effectively. (6 points)

4. The memo illustrates the concept of “emphasis” by
   a. placing the main point in the subject line.
   b. repeating the main point in the first sentence.
   c. underlining text.
   d. (all of the above)
5. The memo saves time for its readers because it

a. uses compound sentences.
b. uses formal wording.
c. uses simple wording.
d. (none of the above)

6. Which of the following would be an effective substitute for Sentence 6?

a. Enclosed please find a copy of our standard vacation request form.
b. Please find a copy of our standard vacation request form enclosed.
c. Attached is a copy of our standard vacation request form.
d. Please find a copy of our standard vacation request form attached.

7. Which of the following would be an effective substitute for Sentence 10?

a. We think that you will enjoy the entertainment we have provided for you.
b. I am certain you will enjoy the entertainment we have provided for you.
c. The entertainment we hired is the most we could afford.
d. You will enjoy the entertainment that we have provided for you.

8. Which sentence in the memo contains a pair of words that are redundant?

a. Sentence 2
b. Sentence 3
c. Sentence 8
d. The memo does not contain redundancy.

9. Which sentence contains an expletive?

a. Sentence 6
b. Sentence 7
c. Sentence 8
d. The memo does not contain an expletive.

10. Which sentence contains an ungrounded superlative?

a. Sentence 1
b. Sentence 3
c. Sentence 6
d. The memo does not contain an ungrounded superlative.

11. Which sentence uses an abstract noun as its simple subject?

a. Sentence 2
b. Sentence 4
c. Sentence 9
d. The memo does not contain an abstract noun used as its simple subject.