Essentials of Business Communication 10th edition Guffey Solutions Manual

SKU: 9781285858913-SOLUTIONS

CHAPTER 2 SOLUTIONS

Writing Improvement Exercises

Although the solutions to all Writing Improvement Exercises appear in the Annotated Instructor's Edition, we provide them here as well so that instructors may send them to students or use them as handouts.

Audience Benefits and the "You" View (Obj. 4)

16. You may use the enclosed form to report identity theft to your creditors.
17. To have your orders processed more quickly and efficiently, please fill out your customer information on our website.
18. You can now provide your employees and customers with instant technical support through the RapidAssist website.
19. All employees with "A" permits may park in the new company lot.
20. To prevent you from losing money in double-endorsed check transactions, our credit union now cashes only single-endorsed checks.
21. Your warranty begins working for you as soon as you return your product's registration card.
22. To offer you better computer and telephone service, those systems will be down on Thursday afternoon while upgrades are being installed.
23. You can be friendly to the environment by communicating by e-mail and avoiding printing.

Conversational but Professional (Obj. 4)

24. We're pleased that we will be able to participate in the Toys for Tots drive.
25. Your shipment was sent August 14.
26. Hi, Jeff: Please persuade Ramona to take over the budget preparation.
27. By the way, Danika was upset when the manager accused her of stealing office supplies. She may quit.
28. He didn't have the nerve to criticize her to her face.
29. Employees changing their health plans must do so before November 1.

Positive and Courteous Expression (Obj. 5)

30. Employees may use instant messaging as soon as a company policy is established.
31. When our CPA confirms that your work is complete, we will authorize payment of your consultant's fees.
32. Plans for the new health center will move forward as soon as the community gives full support.
33. Please record my October 3 payment of $359.50 to my account. I've attached my previous letters describing the problem.
34. We are sending you a replacement blade for your food processor. Please read page 18 of your operator's manual to learn how to attach this blade to give you effective performance.

© 2016 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part, except for use as permitted in a license distributed with a certain product or service or otherwise on a password-protected website or school-approved learning management system for classroom use.

Essentials of Business Communication 10th edition Guffey Solutions Manual

35. Please begin using new passwords as of midnight, June 15, to protect your personal information and company records.

Bias-Free Language (Obj. 5)

36. All employees must wear their photo identifications on the job. *OR:* Every employee must wear a photo identification on the job.
37. The conference will offer special excursions for the spouses (or guests) of executives.
38. Do all salespeople have their own smartphones loaded with their special sales information?
39. A woman returned this item.
40. Serving on the panel are a veterinarian, a CPA, two businesspeople, and a doctor.
41. Each nurse is responsible for the patient's medications. *OR:* All nurses are responsible for their patients' medications.

Plain Language and Familiar Words (Obj. 5)

42. The salary we are offering is equal to the salary of other managers.
43. To speed approval of this agreement, we urge you to vote yes.
44. In talking with the manager, I learned that you plan to end our contract.
45. Did your car's braking problem appear after our recall effort?
46. As you requested, we will question our agent.

Precise, Vigorous Words (Obj. 5)

47. Government economists predict that employment will stabilize next year.
48. The growing number of consumers with smartphones provides an indicator of economic growth.
49. Although international trade can generate new profits and lower costs, it also introduces a higher level of risk and complexity.
50. The World Bank sees international trade as a vital tool for decreasing poverty.

Activities

2.1 Channel Selection: Various Business Scenarios

a. A wiki is the best channel to maintain a file of digital information and provide a place where team members can add, remove, and edit content.

b. Don't even think about texting him! Although it might relieve your responsibility, texting business messages after hours is bad manners. It forces the receiver to answer and to remember the message the next day. A better channel is e-mail, which enables you to follow up if necessary.

c. When considerable information and data are to be conveyed, the best channel is a report that might be delivered both in writing and in a group meeting.

© 2016 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part, except for use as permitted in a license distributed with a certain product or service or otherwise on a password-protected website or school-approved learning management system for classroom use.

Essentials of Business Communication 10th edition Guffey Solutions Manual

d. When persuasion is required and when you are close to the receiver, a face-to-face conversation is probably best. Face-to-face conversation is considered the richest of channels.

e. If all the team members are online, you could use instant messaging to see whether they are available. Sending an e-mail is also possible, but it may not be answered immediately.

f. If this request is likely to be refused and you wish to be quite persuasive, talk to Amanda in person. Otherwise, use a telephone call. Any other channel would probably be too slow—unless you know that Amanda answers her e-mail or instant messages immediately. Large companies run intranets that integrate all communication channels and make it easy to view coworkers' in-office status and their contact information.

g. Write a letter because it provides a written record of correspondence sent outside of your organization.

© 2016 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part, except for use as permitted in a license distributed with a certain product or service or otherwise on a password-protected website or school-approved learning management system for classroom use.

Essentials of Business Communication 10th edition Guffey Solutions Manual

2.2 Radical Rewrite
Watch Your Tone!

Writing Faults

a. Begins with a negative tone (*I have the decidedly unpleasant task).*
b. Continues the negativity (*you may NOT utilize company computers*).
c. Uses unprofessional, degrading language in addressing employees (*some of you boys and girls*).
d. Employs unfamiliar language (*necessary to amplify and extrapolate that policy*).
e. Fails to employ courtesy; sounds accusatory and commanding (*you must return this form).*
f. Uses biased language (*every employee has had the right . . . but he must use that right carefully).*
g. Does not explain the benefits of the policy, thus failing to develop the "you" view throughout.

Revision

To: All Employees
From: Sybil Montrose <smontrose@syracuse.com>
Subject: Implementing Revised E-Mail and Internet Policy
Cc:
Bcc:
Attached: Revised E-Mail and Internet Policy

Effective immediately, we will be implementing a revised policy regarding e-mail and Internet use. This policy allows you to continue using e-mail and the Internet for work-related business and for essential personal messages.

Our IT managers, however, tell me that our bandwidth has been seriously compromised as a result of employee gaming, blogging, shopping, chatting, and downloading of streaming video. These activities are definitely not work related.

We would like very much to continue to provide e-mail to employees for limited personal messages. To retain that privilege and to be sure you can download your work-related documents and messages quickly, please do not use company computers or bandwidth for anything other than necessary work tasks.

Attached is our Revised E-Mail and Internet Policy. Please read it carefully and return the signature form by March 1 so that our e-mail system can continue to function to the benefit of all employees.

Sybil Montrose
[Full contact information]

© 2016 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part, except for use as permitted in a license distributed with a certain product or service or otherwise on a password-protected website or school-approved learning management system for classroom use.

Essentials of Business Communication 10th edition Guffey Solutions Manual