

Solution of Business and Technical English Writing (Eng201)

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Spring 2022
Assignment No. 1
Total Marks: 20
Lectures: 1-15

NOTE: Scroll down to view the Questions and Instructions

Please provide the answers to Q1 against the image title.

Image 1:

Image 2:

Image 3:

Image 4:

Image 5:

Please restrict the answer of Q2 to 160 words and make use of the given space.

Instructions:

- Upload your assignments in a proper format, i.e. MS word file. Corrupt files will be awarded zero marks.
- The assignments should be zoomed in at 100%.
- Please avoid plagiarism; plagiarized work will be marked zero.
- After the due date, the assignments submitted via email would not be entertained.
- Please avoid submitting copied assignments; otherwise, such a case would be referred to the discipline committee.
- The font color should be preferably black and font size 12 Times New Roman.

Q1. The seven C's of communication is a list of principles that you should ensure all of your communications adheres to. Their purpose is to help ensure that the person you're communicating with understands what you're trying to say. **The seven C's are: *clarity, correctness, completeness, concreteness, conciseness, consideration and courtesy.***

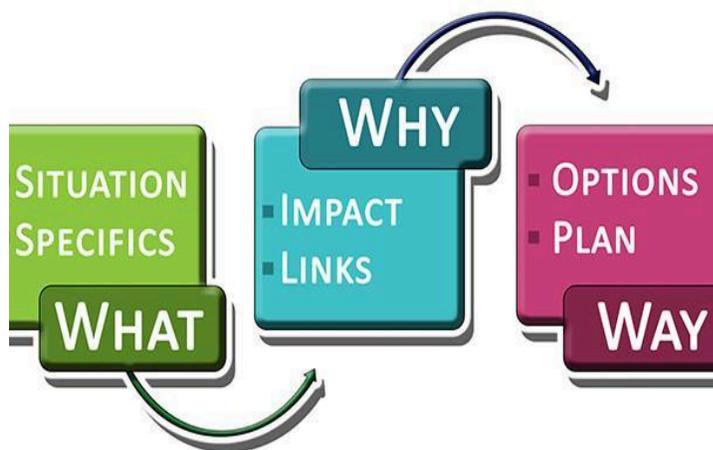
Go through each image carefully and choose the principle it implies. (10 Marks)

Image 1:



- a. Clarity
- b. Courtesy**
- c. Completeness
- d. Concreteness

Image 2:



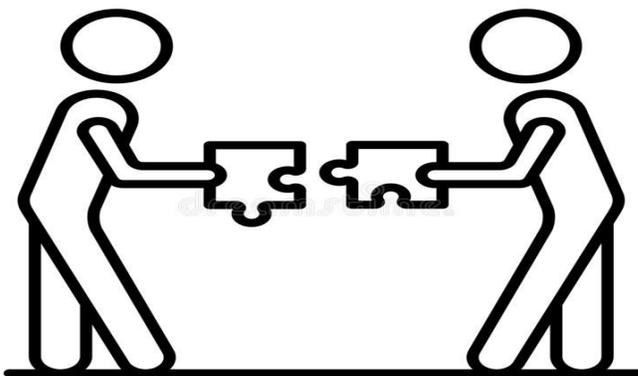
- a. **Clarity**
- b. Courtesy
- c. Completeness
- d. Concreteness

Image 3:



- a. Consideration
- b. Courtesy
- c. Completeness
- d. **Conciseness**

Image 4:



- a. **Coherence**
- b. Courtesy
- c. Clarity
- d. Conciseness

Image 5:



- a. Consideration
- b. Courtesy
- c. **Completeness**
- d. Conciseness

Q2. Imagine you are working as a Marketing Executive in Hilal Foods and from the past few months there has been a decline in sales of the product(s) due to weak marketing campaign. You are supposed to write a business message to the Marketing Manager of the company to convince him to revise the marketing strategy in order to increase the sales of the product(s).

Note: Read lessons No. 12, 13, and 14 to understand how to write a business message. Read some sample business messages from the link <https://studfile.net/preview/5623941/page:40/>. How to write a business message to Marketing Executive in Hilal Foods?

Steps For Writing Effective Business Messages

The process of preparing effective business messages includes the five planning steps which are as follows.

- Defining of the purpose of the message
- Analysis of the audience
- Selection of the ideas
- Collection of all the facts related to these ideas
- Outlining & organizing of the message

Mr. Abc:

Despite of our standardized products, the decline in our sales is happening from past few months. If this situation

Do not cater our company is going to ruin in few months because of low sales.

We have to make a sound solution to this problem by launching a strong campaign of marketing. This will not only help to boost the revenues of the company, but will bring the bonuses and job satisfaction in our workers.

In my opinion, we can strengthen our company by launching the campaign in under-mentioned manners: Print and electronic media's services can be taken

- By giving the attractive discounts to the customers
- By educating our staff and build their emotional intelligence
- By using the snow ball technique. By using the price discrimination technique

By keeping all the instructions in mind, we can apply a stronger approach to cater this problem of low sales.

Your management in this regard will help us to get rid of this problem.

Sincerely,

Organization Name