



Commercial Correspondance
SBS – BBA AAE
Assignment 2019

STUDENT ID

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UNIT TITLE

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UNIT CODE

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Name (in Full) _____

GENERAL

- All assignments must be submitted online via the [sbs.edu.org](https://www.sbs.edu.org) portal.
- Hard copies of assignments are not accepted.
- If assignment is not submitted on date, will follow with penalty of 10% deduction of marks for every day.
- Similarity between students work is strictly not accepted, any student found with similar work will be graded Zero and fail for the course. However, Plagiarism is an academic offence and will not be tolerated under SBS

PRESENTATION OF ASSIGNMENT

- You should include a title page and list of contents.
- Use headings and sub-headings to organize your report and include supporting material in the document file.
- Number all pages sequentially.
- Any published material you refer to should be properly referenced and included in a reference list at the end of your assignment (see Plagiarism notice overleaf).

Total Marks: _____ / 90

PLAGIARISM

Plagiarism is a form of **cheating**, by representing someone else's work as your own or using someone else's work (another student or author) without acknowledging it with a reference. This is a serious breach of the Academic Regulations and will be dealt with accordingly. Students found to have plagiarised can be **excluded from the program**.

Plagiarism occurs whenever you do any of the following things without acknowledging the original source:

- Copy information from any source (including the **study guide**, books, newspapers, the internet)
- Use another person's concepts or ideas
- Summarise or paraphrase another person's work.

How do I avoid plagiarism?

To ensure you are not plagiarising, you must acknowledge with a reference whenever you:

- use another person's ideas, opinions or theory
- include any statistics, graphs or images that have been compiled or created by another person or organization
- Paraphrase another's written or spoken word.

What are the penalties?

The penalties for plagiarism are:

- ☐ Deduction of marks,
- ☐ A mark of zero for the assignment or the unit, or
- ☐ Exclusion from the program.

Plagiarism is dealt with on a case-by-case basis and the penalties will reflect the seriousness of the breach.

Please note: claiming that you were not aware of need to reference is no excuse.

Answer all the questions

Question 1: (15 marks)

In your words please explain the importance and use of commercial correspondence in business

Question 2: (8 marks)

Read the letter below – choose the correct word or phrase.

^{1.} Respected Sir / Dear Sir or Madam,

^{2.} I am replying to / It is in reference your advertisement in the trade magazine *Homecare* for a buying agent in the UK to represent your group of stores in France.

My company already acts for several companies in Europe and America. We ^{3.} specialise in / known for buying domestic appliances and other household goods for these markets. We have contacts with all the leading brand manufacturers, so are able to obtain heavily reduced export prices for their products. ^{4.} On the other hand / In addition, we can offer excellent terms for freight and insurance.

We can keep you ^{5.} uptodate / well informed of new products that come on to the market, sending you any information or literature that we think may be helpful.

I have ^{6.} enclosed / attached our usual draft contract for you to consider. I hope you will be interested in our terms, and look forward ^{7.} to work / to working with you.

^{8.} Yours faithfully, / Yours sincerely,

Leonard Dobson

Managing Director

Enc. Draft agreement

Question 3: (20 marks)

Your company employs an IT maintenance company to look after the computer systems. However, their service has been unsatisfactory and your boss has asked you to write to the maintenance company to express your dissatisfaction.

Write the letter to the maintenance company, including the following:

- explaining why you are not satisfied
- saying what you expect the maintenance company to do
- informing them what will happen if nothing changes.

Question 4: (15 marks)

You work for a multinational company and are responsible for organising the keynote speaker for your annual management conference in October. This year's theme is 'Innovation and Creativity – Challenging the Usual Ways of Thinking'. Write a formal letter to Malcolm Gladwell (New York, USA), the internationally-recognised public speaker, to ask if he is available to speak. You have a budget of \$5000 for the keynote speech.

Question 5: (5 marks)

Your manager has asked you to prepare the agenda for next week's staff meeting. In addition to the usual segments and the Chairman update, she wants you to include time for a special report from the HR manager on attendance and productivity. It will be held at a nearby hotel in the afternoon.

Question 6: (10 marks)

Explain the purpose and characteristics of Meeting Agenda and Minutes of Meeting

Question 7: (15 marks)

The bar chart below shows the purchase price of three different software packages, the training costs and the estimated annual saving.

- Using the information from the chart, write a short **report** comparing the costs and estimated savings for each software package.
- Write approximately 150 words.

NEW SOFTWARE

