

BUSINESS AND ADMINISTRATIVE
CORRESPONDENCE

MARKING SCHEME

2009

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I. Explanations (Total 5 marks)

① (a) A report / 1 mark

- A statement recording an event or situation or the performance of an organisation for a given period of time.

- A written or oral description about a special event or situation

- A statement describing the financial transactions of a business

- An internal short written message within an organization between employers and employees

(b) A circular letter / 1 mark

- Message / letter / notice / addressed to many people

- A letter which a businessman uses to communicate a message to a large number of customers or suppliers

(c) A courteous style (in writing letters) / 1 mark

- A polite way of writing letters

- Respective way of writing letters

(d) A thank you note / 1 mark

Acknowledgement / Appreciation / Recognition / grateful note or letter.

(e) A memorandum / 1 mark

An internal means of communication within an organisation between employers and employees.

② (a) Radio, TV, INTERNET, Newspapers, Newsletters (periodicals) / 2 marks

(b) E-mail, Fax, Telegram, Magazine / 2 marks

(c) Radio circulars, TUs, ~~INTERNET~~ / 2 marks

(d) Memorandum, Telephone / 2 marks

Invitation, Notice, Invitation letter

O
M
A
R

(a) C: concise / ^{brief but to the point, short and has an clearing} Clear / Complete 1 mark
Smart L: Logical / Legible / Lucid 1 mark
_{readable easy to read} → clear

E: Emphathetic / Easy / Efficient 1 mark

A: Accurate 1 mark
precise

R: Right / Relevant / Readable / Real 1 mark

(b) Explanations for CLEAR (Total 5 marks)

▲ If the explanation is wrong the candidates should get zero

- Clear (C): Use clear and simple language that can easily be familiar words, specific terms and in conversational style. 1 mark

- Logical (L): Develop your points logically and come to a natural conclusion in which you state the action you need from the reader. 1 mark

- Emphathetic (E): Put yourself in the reader's place. If anything is worded badly then change it before you send it. 1 mark

- Accurate (A): Make sure that all the relevant details are included, times, dates, names, facts and figures. 1 mark

- Right (R): Proofread carefully and make sure everything is correct before you send the message. 1 mark

(4) Importance of a good communication in a firm / 5 marks

- There is coordination between the manager, subordinates and staff in general

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Creates a good environment (in the office or organization)

Allows giving clear instructions to other staff

Coordination of work within the organization.

Exchange of ideas between management and employees

Improving the organizational relationship through correspondence or telephone

It helps in decision making

It facilitates a good execution of work

It maintains the good relationship between co-workers

It reduces the cost of transport and the loss of time.

It brings profit to the company

It increases sales in a company

It connects the company to its business and social partners.

It helps in motivating subordinates.

It helps advertising the firm.

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One correct answer receives 5 marks

5) Compose appropriate courteous expression for the following cases (Total 10 marks)

(a) Supplier requests for references

4 marks (i) opening sentences (2 marks each)

Could you possibly ^{send} give me a reference about ----

Could you kindly give ^{us} clear information on ---- kindly enclose a written document ----

Would you mind giving me ^{full} information about ----

It would be better if you send me reference ^{info} about ----

(ii) - We look forward to receiving details
to answers about those references soon.

(2 marks) - Thank ^{very much} you (in advance) for your
1 mark good cooperation with us
each - I look forward to hearing from
your promptly-reply

An early submission of your info will be of great ^{advantage to us}

5 (b) Payment due (customer to supplier)

6 marks (i) opening sentences

- Thank you for the last delivery of
2 answers Could you please send the invoice
2 marks to enable us to pay on time.
1 mark each

the answer May you kindly send me an invoice
from case A or B. for the goods purchased

- kindly forward the invoice for the
goods purchased

- would you mind sending us the
invoice for the last delivery.

- would you mind sending us the proforma invoice
to arrange for payment before delivery
supplier requests for payment

- We remind you about the outstanding
account for the goods you ordered.

- Please note that our invoice number
for the goods sent to you on ... is still
unsettled.

- would you please transfer our money
to our bank account n° ... as agreed
in our contract of sale

- could you possibly pay the last
instalment as it is now the date of
maturity.

- We kindly request to settle your account with us
(ii) Closes before 1st December 2005.

- I look forward to receiving your prompt
reply

- Thanks for your good cooperation
(for) abiding with us.

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We hope this document will be sent
as soon as possible.

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Answers from either case
Supplier to customer

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2 marks
1 mark each
from

Hoping for a positive consideration,
we thank you very much.

We hope that you will take our
consideration into account.

We expect to receive a cheque from
you soon

Payment made

Case (a) Customer to supplier

Answers from either case: opening sentences (two)

2 marks
1 mark each

I am in receipt of your invoice and I have
a pleasure of enclosing the cheque n° ---

We are sending you cheque n° --- in
payment of your invoice n° ---

Thanks for sending me an invoice and
payment is made on account n° x

We have just paid the sum of x in your
bank account n° --- for the invoice
you sent us.

The enclosed cheque is in payment
of your invoice n° ---

Case (b) Supplier to customer

I acknowledge your payment on my
bank account and thank you very
much.

I acknowledge receipt of your payment
for which I thank you.

Your payment for invoice n° --- has
been received with thanks

We are very pleased for having settled
your account with us.

We acknowledge with thanks the payment
for the goods we supplied you last month.

- We have checked our bank account and thus thank you for your prompt payment/reply

- We are grateful for the cheque you sent us last week in payment of invoice no. ---

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DIFFERENT STYLES OF APPLICATION LETTERS

Full/Block/American style

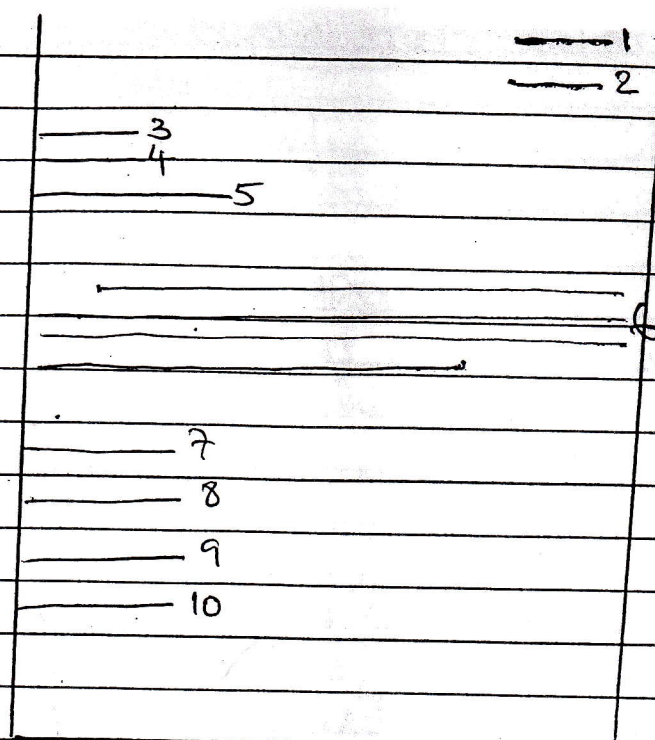
Indented British style

(a)	(b)
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><input type="checkbox"/> 1 - Madam</p> <p><input type="checkbox"/> 2 - sir</p> <p><input type="checkbox"/> 3 - Sirs</p> <p><input type="checkbox"/> 4 - Dear Sir or Madam</p> <p><input type="checkbox"/> 4 - Dear Sir</p> <p><input type="checkbox"/> 4 - Dear Sirs</p> <p><input type="checkbox"/> 4 - Dear Madam</p> <p>— : — 5</p> <p><input type="checkbox"/> 6</p> <p><input type="checkbox"/> 7</p> <p><input type="checkbox"/> 8</p> <p><input type="checkbox"/> 9</p> <p><input type="checkbox"/> 10</p> <p><input type="checkbox"/> 11 (for an applic. letter)</p> </div> <div style="width: 5%; text-align: center; font-size: 2em;">}</div> <div style="width: 45%;"> <p style="text-align: center;">Salutation</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><input type="checkbox"/> 3</p> <p><input type="checkbox"/> 4</p> <p>— : —</p> <p><input type="checkbox"/> 7</p> <p><input type="checkbox"/> 8</p> <p><input type="checkbox"/> 9</p> <p><input type="checkbox"/> 10</p> </div> <div style="width: 5%; text-align: center; font-size: 2em;">}</div> <div style="width: 45%;"> <p style="text-align: center;">Closing</p> </div> </div>
<p>Comp. closes</p> <p>yours truly</p> <p>yours faithfully</p> <p>Faithfully yours</p> <p>Truly yours</p> <p>Semi-Block</p>	<p><input type="checkbox"/> 11</p>

(c)	(d)
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><input type="checkbox"/> 1</p> <p><input type="checkbox"/> 2</p> <p><input type="checkbox"/> 3</p> <p><input type="checkbox"/> 4</p> <p>— : — 5</p> <p><input type="checkbox"/> 6</p> <p><input type="checkbox"/> 7</p> <p><input type="checkbox"/> 8</p> <p><input type="checkbox"/> 9</p> <p><input type="checkbox"/> 10</p> </div> <div style="width: 5%; text-align: center; font-size: 2em;">}</div> <div style="width: 45%;"> <p style="text-align: center;">Semi-Indented</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>— 1</p> <p>— 2</p> <p>— 3</p> <p>— 4</p> <p>— 5</p> <p><input type="checkbox"/> 7</p> <p><input type="checkbox"/> 8</p> <p><input type="checkbox"/> 9</p> <p><input type="checkbox"/> 10</p> </div> <div style="width: 5%; text-align: center; font-size: 2em;">}</div> <div style="width: 45%;"> <p style="text-align: center;">Closing</p> </div> </div>

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(e)



1. Sender's address (1 mark)
2. Date (1 mark)
3. Receiver's address (1 mark)
4. Salutation (1 mark)
5. Subject/Reference (1 mark)
6. Body (3 marks) → Emphasis on:
7. Complementary close (1 mark)
8. Signature (1 mark)
9. Name (1 mark)
10. Enclosures (1 mark)

- i) Use skills (1 mark)
- ii) Qualification (1 mark)
- iii) References to the advertisement (1 mark)
- iv) Motivating sentences (1 mark)

N.B. If included in the body add that half mark it should be put on the part of Encl.
(Total 12 marks)

Nb₂: Each item should appear in its right place

Layout: -/8
Content: -/4
Total -/12

Quote me 23/Nov. 2009

Women
Positively

1. Their basic aim is to produce
2. They are loving
3. They are the mothers
4. They give kindness and consolation
5. They raise our children

Negatively

6. They are the source of crime; men steal in order to please them
7. They have disturbed mankind straight all the way from our grandmother Eve!!
8. Are easily excited and tempted with glittering things including money
9. Are terribly jealous of each other
10. Are too possessive for men.

Tips

11. Men think they are conquerors but inside a woman a man is conquered instead
12. Men think they initiate women in love, whereas it is the women who begin courtship
13. Be aware you man and woman.

Quote me 24th (Nov. 2009)

"I would rather be a hammer than a nail"

"I would rather be a forest than a street"

"I would rather fly to heaven than to hell"

"I would rather be ruled by one lion than be ruled by a hundred rats"

"I would rather chop wood than be ruled by Lafayette"

"I would rather drink water and fly like its vapour than eat food and go down to hell"

"There is one thing I hate that is prison"

and so all my life I lived to set others free"

"People live presents at the altar. I leave my heart there"

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