

**ASSESSMENT # 2****Total Marks: 30**

1. Give short answers to the following questions: (15)
  - I. Why are good writing skills important in a business setting?
  - II. Why are personal letters often more difficult to write?
  - III. What are the pros and cons of email communications?
  - IV. What are memorandum reports used for?
  - V. In what instances might a letter report be sent? Give examples.
  
2. What is the purpose and value of a vision statement? (5)
  
3. Create an example of a short personal letter, and then explain how and why it is different to your business letter. (5)
  
4. Create a short letter report to a client informing them of the introduction of a new product or service they may be interested in. (5)