

ASSESSMENT # 1

Total Marks: 30

Answer the following questions:

Q: 1: Short Questions (15)

- I. Why is writing proposals important to many businesses?
- II. How would you write a formal business proposal?
- III. Describe the four basic organisational tactics used to organise a business proposal.
- IV. Outline the two basic formats or approaches to writing proposals.
- V. Describe various factors that determine the message communicated by a handshake.

Q: 2: Describe the six principal parts of the informal or letter proposal. (7)

Q: 3: What are the key differences between business writing and other types of writing? (8)