

- 1.** Give short answers to the following questions:
 - 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?

What is the purpose and value of a vision statement?

- 2.** Create a short example of a business letter from scratch, creating your own scenario and subject.

- 3.** Create an example of a short personal letter, and then explain how and why it is different to your business letter.