

English 210F DE – Final Examination

(60 marks total – the exam is worth 30% of your final grade)

PART A: Theory (15 marks)

- 1) List and define three rhetorical principles in order of importance for a company newsletter, and conclude with a short paragraph justifying your ordering. (10 marks)
- 2) Draw and label the inverted pyramid. Explain. (5 marks)

PART B: Internal/External Communications (25 marks)

Scenario:

As part of your job, your responsibility is to manage all online communication from the company to the customer. Your company asks you to send an email invitation to 100 customers within the KW region to attend an online web seminar (a presentation that takes place online) that will outline a new product's features. Within two weeks, all 50 customers reply and register for the online seminar. Many customers like this format because they can ask questions at the end of the seminar.

Two hours before the scheduled online seminar, the main speaker calls you to tell you that he is double-booked (he has scheduled his flight at the same time as the online seminar), and has decided that his flight must take precedence. He cannot run the meeting and does not have any last-minute replacements available. The online seminar must be cancelled.

Write an email to the 50 registered customers explaining to them that the scheduled event will not take place. Take into consideration the following facts:

1. You must try to avoid losing the customers.
2. Registrants did not have to pay to attend this seminar but they have been anticipating the release of this new product.
3. You have been authorized to attach a Frequently Asked Questions (FAQ) Sheet that outlines the new features.
4. You must CC the VP of Customer Marketing in your email—so she is part of your audience.
5. You should not put the reputation of the main speaker at risk by revealing that the cancellation is due to his poor planning.
6. You have *not* been authorized to schedule a replacement speaker or day, nor do you have any other seminars to offer your audience.

Your mark will be based upon:

- Identifying all parts of the email (format) – you must fill out the appropriate parts.
- Writing style, grammar & spelling, professionalism
- Your ability to achieve the rhetorical goals
- (Hint: This is a bad-news letter)

PART C: Proposal – Executive Summary (20 marks)

Cohesion Consulting provides Kitchener-Waterloo (KW) businesses with writing and editing services. For example, a smaller business may hire Cohesion Consulting to produce brochures, articles or advertisements in order to save money (smaller businesses may not have the budget to hire a full-time writer).

As an employee of Cohesion Consulting, you have been asked to approach the Victoria Park Community Center to start a business writing class for adults.

Use the fact list below to compose an **executive summary** (and only an executive summary) for this proposal.

Community Information:

- KW has a population of 1 million, 60% of which are between 18-45
- KW was rated the “Most Innovative Community” in 2007
- KW has two universities: University of Waterloo & Wilfrid Laurier University

Community Center Information:

- Victoria Park Community Center has been opened since 1980
- Other programs within this community center include: Cooking Indian Food for Beginners, Intermediate Knitting, Mechanics 101, etc.

Writing Class Information:

- The writing class will be called “Business Writing for Adults”
- Classes will take place twice a week for three month periods
- Each class will include 30 seats, therefore registration is required
- There is a registration fee of \$100 per person (potential profit: \$3000 / three months, \$12000 / year)
- The class will be run by Cohesion Consulting professionals who will substitute work hours with teaching hours

Cohesion Consulting Information:

- Cohesion Consulting has been around for 10 years, serving the KW community
- Cohesion Consulting’s plans to run the writing class for one year (4 classes) is a marketing strategy to increase exposure around the community, perhaps winning over more small businesses.

Note: When writing your executive summary, you must use the most important and appropriate points from the fact list. You do not need to include every single point and are free to elaborate on the facts above.