



## ASSIGNMENT MEMORANDUM

**SUBJECT : INTERNATIONAL COMMUNICATION (IC)**

**ASSIGNMENT : 2<sup>ND</sup> SEMESTER 2011**

References are to the prescribed textbook: Fielding M. 2006. *Effective Communication in Organisations*. 3rd edn. Juta.

### ASSIGNMENT

[90]

#### Task 1

##### 1.1 Format:

ARP Coatings' contact details should be at the top, name and address of recipient should be set out properly, a subject line should be given, the layout of the letter should be attractive and businesslike, Maartens' name and position should be shown at the bottom, the letter should be dated.

##### 1.2 Language style and tone:

- a) This should be relatively formal, because Maartens has not yet met the company, nor had any previous contact with it.
- b) The language should be straightforward and clear.
- c) The greeting 'Dear Mr Sooben' and the complimentary close 'Yours sincerely' would be appropriate.

##### 1.3 Content:

- a) It is important that information is given about the product in a way that arouses interest. The unique properties of the product must be stressed.
- b) The letter should state that the company is already supplying beyond South Africa's borders and that it has capacity to supply additional buyers.
- c) The letter, both in terms of content and tone, should give a clear impression of a businesslike and professional company.
- d) The letter should raise the possibility of H. Sooben becoming ARP's exclusive distributor in Mauritius, but should not make any definite promises at this stage. **(30)**

#### Task 2

The invitation letter to buyers, etc., is assessed on:

- 1.1 Format:
- a) That it is correctly set out, on a printed letterhead with ARP Coating's address at the top.
  - b) A subject line should be included, making it clear that this is an invitation.
  - c) Space should be provided for individual recipients' names and addresses to be inserted.
  - d) It is unlikely that individual names will be known: the letter could therefore omit a greeting and complimentary close entirely and take a promotional style; or the greeting and complimentary close should be general.
- 1.2 Content and tone:
- a) The letter should state first that ARP Coatings will be exhibiting at the Decorex South fair.
  - b) It should move quickly to the unique properties of the company's products.
  - c) It must contain the details of where and when the exhibition will be held and the stand number (not given in the scenario, but students could use their imaginations).
  - d) The tone must be friendly and professional – this is essential in a sales letter. **(20)**

### **Task 3**

The draft copy should include:

- 1.1 Description of the product
- 1.2 Selling features of the product:
- a) Rust-proofing ability.
  - b) Ease of use. Can be used by professional contractors as well as by private home owners.
  - c) Water based.
  - d) Been used successfully for many years and under different weather conditions.
  - e) Emphasis on quality service and reliability.
  - f) Contact details: this is essential because one never knows where a leaflet may end up and business may be lost if contact details are not shown.
- 1.3 Some indication of the type of illustrative material should also be given, such as photographs, other types of illustration, specifications, and so on.
- 1.4 Marks are allocated for originality in this case. **(20)**

### **Task 4**

The display ad is judged on its merits. Points considered:

- 1.1 Appropriate company information
- 1.2 Appropriate job description

1.3 Skills, experience required

1.4 Description of benefits

1.5 Reasons why people should want to apply for the position

1.6 How applications are to be made.

**(20)**

**Textbook reference for all tasks: Fielding 2006: Chapter 18.**

**PRESENTATION**

**[10]**