

A. Accepting or Declining an Invitation 40%

Mark "✓" for the accurate things to do and "×" for the inaccurate things to do when responding an invitation.

- ✓ You should convey a sense of warmth throughout your letter.
- ✓ Avoid unnecessary expressions of modesty or indifference while writing.
- × Explain why you cannot wear a suit to the event.
- × Describe the latest development of your firm.
- × Respond to the invitation at your convenience.
- ✓ Explain the reason why you can't attend the event.
- × If you are unable to attend the event, just ignore the invitation.
- ✓ The format of the acceptance letter should reflect that of the invitation.
- ✓ Repeat the important details.
- ✓ R.S.V.P. means "please reply", and phone number and deadline to confirm will be listed.

B. Establishing Business Relation 20%

Based on the framework we learned in Chapter 6, match sentences 1-4 to sentences a-d to make four paragraphs.

- The Chamber of Commerce has introduced your firm to us.
 - We have been in this line of business for more than twenty years.
Our company is considering extending our range.
 - We are certain that if your prices are competitive,
 - Your early reply
- We would like to know whether your firm will be interested in expanding your market to Taiwan.
 - It would be very helpful if you could send us statistics on your sales.
 - will be greatly appreciated.
 - we will come to a very good business relationship with your company.

ANS: 1._a_, 2._b_, 3._d_, 4._c_

C. Asking for a Letter of Recommendation 20%

Read the following letter. Then choose the best answer for each question.

Dear Dr. Lin,

I am writing to you in the hope that you will be able to furnish me with a letter of recommendation. I am seeking a new position at Yurong Motor in Taichung as an executive secretary. The HR Department has asked me to provide a letter of reference from someone who has known me in a professional capability and can testify my abilities to perform in the job they are considering me for. Since I have taken two of your courses, "Business English Conversation" and "Intercultural Communication," I am hoping you can shed some light on my adaptable nature, diligent and responsible attitude toward learning.

In this new job my responsibility will be quite similar with the work I did for this current job, but will take more supervision on other departments' secretaries, including give them some training, especially for enhancing their English-speaking proficiency. This letter is due by the end of this month. Do send it to the following address:
YURONG MOTOR CO., LTD.

Attention: HR Department

4-4FL 165 Sec. 5 Sanmin Rd., Taichung, Taiwan

背面尚有試題

Please let me know if you will be able to write this letter of recommendation for me. If you have any questions or require additional information, you can reach me by phone at 04-7871801#2923. Thank you in advance for your time, consideration, and assistance.

Sincerely,
Tris Chang

D 1. What is the purpose of this letter?

(A) For a complaint (B) For an invitation (C) For the negotiation (D) For a request

B 2. In this letter, what style is used?

(A) full block style (B) indented style (C) modified block style (D) modified indented style

D 3. What position is Tris applying for?

(A) chief executive officer (B) chief finance officer
(C) chief human resource officer (D) executive secretary

C 4. Which of the following courses has Tris taken?

(A) Accounting (B) Business English (C) Intercultural Communication (D) Statistics

D 5. What does "HR" stand for in this letter?

(A) honor (B) hour (C) honour (D) human resources

D. Writing a Letter to Promote Business 20%

Read the following letter. Then choose the best answer for each question.

Dear James,

Recalling our pleasant discussion at the Int'l Sports and Recreation Leisure Show, we would like to remind you of our quoted best offer and hope we may begin our business relationship in the near future.

Concerning the foot massager you were interested in at the fair, please see attached picture file as well as our price list. This particular product has met with great success in the Southeast Asia market. We have received an overwhelming response for new orders. With this in mind, please place your order as soon as possible, or you may miss this excellent opportunity.

In expectation of your favorable response, we thank you for your consideration.

Truly yours,
Erica Chang
Sales Manager

D 1. What is the purpose of this letter?

(A) For a complaint (B) For an invitation (C) For the negotiation (D) For a reminder

A 2. In this letter, what style is used?

(A) full block style (B) indented style (C) modified block style (D) modified indented style

B 3. What product was James interested in at the Int'l Sports and Recreation Leisure Show?

(A) the back massager (B) the foot massager (C) Facebook Messenger (D) an instant messaging app

D 4. Which of the following areas has Erica's product met with great success?

(A) Northeast Asia (B) Southeast China (C) Southeast Europe (D) Southeast Asia

B 5. What does "Int'l" stand for in this letter?

(A) Intel (B) International (C) Intelligence (D) Interior