

Assessment 3

Total Marks: 30

Q: 1: Short Questions:

- I. Name various types of business letters and give brief description for each type.?
- II. Describe the general principles that should be considered when writing a letter of recommendation.
- III. 'Persuasion requests are generally more effective when they are indirect'. Why?
- IV. Persuasive appeals fall into two broad groups. What are these? Explain each using examples.
- V. What are the different ways of delivering bad news or writing refusal requests?

Q:2: Identify and discuss various parts of a formal report.