

Solutions to Chapter 9 Checkpoint Questions

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1. What is another term for layout?

Answer: Another term for layout is format.

2. What function do headings serve?

Answer: Headings are words and phrases that introduce sections of text.

3. What is another term for typeface?

Answer: Another term for typeface is font.

4. What is the maximum number of fonts that should be used in a document?

Answer: It is rarely necessary or desirable to use more than two or three different fonts in one document.

5. What is the purpose of a parallel structure?

Answer: Parallel structure is used to show that similar sections or elements are of equal level.

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1. What style of letter formatting has all elements flush with the left-hand margin?

Answer: The block-style letter is formatted so all lines are flush with the left-hand margin.

2. Whose initials are the reference initials?

Answer: The reference initials are of the person who keyed the letter.

3. If cc appears at the bottom of a letter, what does this mean?

Answer: The cc notation means that a carbon copy (or courtesy copy) of the letter has been sent to the people listed.

4. For what is a postscript generally used?

Answer: In business letters, the postscript is no longer used to represent an afterthought. Occasionally, however, a writer uses a postscript to emphasize or personalize a point. Sales letters often use postscripts for special effect.

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1. What guide words appear at the beginning of a memo?

Answer: The guide words that appear at the beginning of a memo are *to*, *from*, *date*, and *subject*.

2. List the five elements of a memo.

Answer: To: line, From: line, Date: line, Subject: line, and the body.

3. In addition to the standard elements, what else may appear on a memo?

Answer: A memo may also include notations of confidential, attachments, and enclosures.

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1. What does the header of an e-mail contain?

Answer: The header of an e-mail contains the names of the recipients you want a response from or who have a primary interest in the topic (in the To: line), the names of those who are receiving the information as secondary recipients (in the Copy: or Blind Copy: line), and the subject of the e-mail (in the Subject: line).

2. What is the general rule used to determine if you can address somebody by their first name in an e-mail?

Answer: If you address the recipient by first name in person, it is usually correct to do the same in written communication.

3. Why should you alert a recipient that an e-mail you will be sending will contain an attachment?

Answer: You should alert a recipient that an e-mail you will be sending will contain an attachment to ensure the recipient can handle the size and type of file. It is standard practice in business to delete, without reading, any e-mail that has an attachment unless the attachment is expected because viruses can also be spread through attachments.

4. In addition to following netiquette, what should you do in an e-mail?

Answer: You should also use Standard English and the spelling check feature before sending.