



# INTERMEDIATE WORD PROCESSING (205)

## REGIONAL – 2020

### Production Portion:

Job 1: Memorandum \_\_\_\_\_ (100 points)

Job 2: Letter \_\_\_\_\_ (100 points)

Job 3: Speech \_\_\_\_\_ (100 points)

***TOTAL POINTS*** \_\_\_\_\_ ***(300 points)***

**Failure to adhere to any of the following rules will result in disqualification:**

- 1. Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.**
- 2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.**
- 3. Electronic devices will be monitored according to ACT standards.**

No more than ten (10) minutes orientation  
No more than ninety (90) minutes testing time  
No more than ten (10) minutes wrap-up

Property of Business Professionals of America.  
May be reproduced only for use in the Business Professionals of America  
*Workplace Skills Assessment Program* competition.



## MEMORANDUM

**TO:** Nancy Wells, CEO

**FROM:** Roger Meyer, Marketing Department

**CC:** Julie Smith, Human Resources Department

**DATE:** January 30, 2020 (Use Current Date)

**SUBJECT:** Social Media to Boost Sales

PRODUCTION STANDARDS	
0 Errors	100 Points
1 Error	90 Points
2 Errors	70 Points
3 Errors	50 Points
4+ Errors	0 Points

As we discussed, after attending the Social Media Marketing Conference held in New York on September 22 and 23, I am submitting a review of the important approaches presented. As social media is becoming a major focus of large businesses, small businesses can reap the same rewards by implementing a few of the strategies listed below:

1. Understand the power of a hashtag. High-tech equipment is not a requirement to get results with a tweet. Twitter allows users to feature products that link directly to their Amazon shopping carts so that they can purchase the item later. Tweets can include a captivating visual, a promotion code, and a link to purchase.
2. Focus on customer service. Resolve customer complaints immediately! Assign staff to address all concerns within 12 hours. If you have limited staff, look for social media monitoring tools to help prioritize concerns. Unhappy customers spread the word quickly. Be sure to address their concerns.
3. Sell on social channels. The new trend is to buy online; if the business doesn't keep up, customers will be lost. Many online channels offer "buy" buttons allowing customers to purchase immediately. Social media retail sales are currently the fastest growing sales medium. In order to stay competitive, we need to implement this practice.

I truly enjoyed the conference and everything I learned! These are just a few of the strategies I believe we should consider. I look forward to our meeting to discuss the other ideas I believe you will all be impressed with and be excited to implement at PBA. Thank you and PBA for sending me to this informational conference; I hope more will be able to attend next year.

Contestant #



January 15, 2020 (Use current date)

Justin Smith, Manager  
The Print Shoppe  
1600 Madison Street  
Cleveland, OH 32456

PRODUCTION STANDARDS	
0 Errors	100 Points
1 Error	90 Points
2 Errors	70 Points
3 Errors	50 Points
4+ Errors	0 Points

Dear Mr. Smith

Thank you and your staff at The Print Shoppe for your continued outstanding customer service with Professional Business Associates. Your service and quick turnaround is superior.

As you know we are updating our employee manual, and I need you to add the following information about Post Trip, Conference, and Convention Reports in our new manual before printing the final copies for our staff. I do realize we are approaching the print deadline, but I am hoping you will still be able to add this to the updated manual.

#### Post Trip, Conference, and Convention Reports

Employees sent by PBA on trips, conferences, or conventions shall submit a report to the manager outlining the events you attended and what you learned. Keep documentation of money spent during your travel. An outline for trip, conference, and convention reports is below:

- Start by identifying the event (name, date, and location) and preview the topics discussed.
- Summarize main topics that could benefit others at PBA. Use headings and bullets as needed to enhance your report.
- Close by showing appreciation, offering to share pertinent information, and stating the value of the trip, conference, or convention.
- Finally, attach an itemized list of your expenses (if requested).

We appreciate your service and look forward to getting our new employee manuals.

Sincerely

Nancy Wells  
Chief Executive Officer

Contestant #

Contestant #  
Job 2



## PROFESSIONAL BUSINESS ASSOCIATES

### Conference Attendees

I am pleased to announce that Professional Business Associates had three employees who took time out of their schedules to advance their education and help PBA launch our new social media marketing campaign. In September, Roger Meyer, Marketing Department, Julie Smith, Human Resources Department, and Tom Carlson, Information Technology Department attended the Social Media Marketing Conference, held in New York.

Roger, Julie, and Tom came back with some great ideas that will be used to help us begin our newest campaign. In our attempt to stay current and keep up with the market demands, they believe this will be an exciting opportunity for PBA. We would like to award them these certificates of achievement before they share their new ideas. Please give them your attention as they share with all of us the strategies they believe will interest you most!

Contestant #  
Job 3

PRODUCTION STANDARDS	
0 Errors	100 Points
1 Error	90 Points
2 Errors	70 Points
3 Errors	50 Points
4+ Errors	0 Points