



## Questions & Responses

in EPC Business Writing

Criteria	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations
	<p><b>1.0: Unsatisfactory/Poorly Understood with major mistakes</b></p>	<p><b>2.0: Satisfactory/Partially Understood with several mistakes</b> <b>3.0: Satisfactory/Mostly Understood with minor mistakes</b></p>	<p><b>4.0: Meritorious/Clearly Understood with few acceptable mistakes</b></p>
<b>Overall</b>			
<b>Professional Business Tone</b>	<p><b>UNPROFESSIONAL:</b> Inappropriate or inconsistent tone; detached from or contrary to situation or purpose</p>	<p><b>BUSINESS STANDARD:</b> Business communication is appropriate; generally meeting needs of situation and audience.</p>	<p><b>PROFESSIONAL:</b> Business communication effectively addresses audience on business and personal levels.</p>
<b>Organization</b>			
<p><b>Follows Common Style:</b> Student organizes ideas logically. <i>(ie. salutation, opening, body, closing, valediction)</i></p>	<p><b>MESSY:</b> Major deviation from suggested organization</p>	<p><b>CLEAN:</b> Few deviations from suggested organization</p>	<p><b>PERFECT:</b> Follows suggested organization completely.</p>
<p><b>Readability:</b> Student expresses ideas fully and clearly using carefully selected words.</p>	<p><b>CONFUSING:</b> ideas appear disjointed, unclear, or disorganized.</p>	<p><b>UNDERSTANDABLE:</b> uses key expressions, phrases, conjunctions, to create understandable ideas.</p>	<p><b>EXCEPTIONAL:</b> uses key expressions, phrases, and conjunctions to deliver an exceptional understood idea.</p>
<b>Mechanics</b>			
<b>Sentence Structure</b>	<p><b>READER STRUGGLES TO GET THE POINT:</b> Overly simple or needlessly complex writing. Poorly chosen or mistaken vocabulary.</p>	<p><b>READER BASICALLY GETS THE POINT:</b> Communicates an adequate message relatively effectively.</p>	<p><b>READER CLEARLY &amp; COMPLETELY GETS THE POINT:</b> Communicates complex ideas concisely. Excellent choice of structure and length.</p>
<b>Grammar, Spelling &amp; Punctuation</b>	<p><b>UNACCEPTABLE LEVEL OF EDITING:</b> Distracts reader with errors of grammar, spelling, or other mechanics.</p>	<p><b>ACCEPTABLE LEVEL OF EDITING:</b> Does not distract reader with errors of grammar, spelling, or other mechanics.</p>	

OVERALL

ENTIRE MESS

PARAGRAPHS

SENTENCES

PARTS OF SENTENCES



# Questions & Responses in EPC Business Writing

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<b>Professional Business Tone</b>
<b>Organization</b>
<b>Follows Common Style:</b> Student organizes ideas logically. (ie. salutation, opening, body, closing, valediction)
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<b>Mechanics</b>
<b>Sentence Structure</b>
<b>Grammar, Spelling &amp; Punctuation</b>

**To:** Mr. [Name] [Title]  
**From:** [Name] [Title]  
**Subject:** [Subject]

**Dear Mr. [Name]:**

I hope you are doing well.

I am reaching you after first having thought of your office in London last week. My company will have a new line of [product] and I am sure that you will be interested in it. I have sent you a copy of the [product] and would like to know if you would like to see more of our products in the UK.

Would it be possible for you to visit our office in London next week? I would be happy to show you our products and answer any questions you may have. I would be happy to discuss any other matters you may have.

Thank you for your response. I look forward to hearing from you.

Sincerely,  
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