



# FUNDAMENTAL WORD PROCESSING (200)

REGIONAL – 2017

**Production:**

Job 1: Letter	_____	(100 points)
Job 2: Memorandum	_____	(100 points)
Job 3: Table	_____	(100 points)
Job 4: Report	_____	(100 points)

***TOTAL POINTS*** \_\_\_\_\_ ***(400 points)***

**Judge/Graders: Please double check and verify all  
scores and answer keys!**

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### GENERAL INSTRUCTIONS

1. Make certain this test booklet contains Jobs 1-4.
2. Key all Jobs according to the instructions given.
3. Correct any errors in formatting. Use formatting shown in the *Style & Reference Manual*.
4. For any problem where you would normally key your reference initials, key your contestant number. Your name or initials should *not* appear on any work you submit.
5. Key your contestant number and job number as the footer in the lower left-hand corner of all work submitted unless otherwise specified.

}}}

Example:

99-9999-9999  
Job 1

6. If you \_\_\_\_\_ finish before the end of the allotted testing time, notify the proctor. Time may be a factor in determining a winner when there is a tie score.
7. When turning in your materials, place your scoring sheet on top of your jobs. The jobs should be arranged in numerical order.

<b>Production Standards</b>	
<b>0 Errors</b>	<b>100 points</b>
<b>1 Error</b>	<b>90 points</b>
<b>2 Errors</b>	<b>70 points</b>
<b>3 Errors</b>	<b>50 points</b>
<b>4 or more Errors</b>	<b>0 points</b>



Current Date

Mr. Phil Smith  
Designs by Phil  
1356 Industrial Avenue  
Columbus, OH 43231

Dear Mr. Smith

How is your business using social media to bring in new customers? Did you know that Facebook has 844 million daily mobile users? Are you using social media to let potential customers know about YOUR business?

Would you be interested in learning more about how to use social media to market your business and or products? If so, register online to attend our next social media breakfast. Our meetings are held the first Thursday of each month at the Community Center on North High Street in downtown Columbus. The meeting begins promptly at 8 a.m. and is done by 9 a.m. A light breakfast is provided. Next month's topic is Reputation Management.

If you have any questions, I can be reached at 773-702-2351. I hope to see you at the NEXT Social Media Breakfast!

Sincerely

Steve Gauser  
Social Media Committee

Contestant Number

Contestant number  
Job #



## MEMORANDUM

**TO:** Liz Anderson, Ardith Andrews, Linda King, Lorna Nelson  
**FROM:** Steve Gauser  
**CC:** Jan Smith  
**DATE:** Current Date  
**SUBJECT:** Social Media Breakfast

The next social media breakfast will be on Thursday morning February 3 at 8 a.m. The location is the Community Center on North High Street in downtown Columbus. As always, a light breakfast will be provided. The topic will be Reputation Management.

It is our company's turn to host this breakfast so I am assigning you the following duties:

- Liz - Work at the registration desk
- Ardith - Work at the food/beverage table
- Linda - Welcome attendees
- Lorna - Provide IT Support for our guest speaker

Please be on site by 7:30 a.m. The food/beverages will be delivered by 7:30 a.m. I plan to be there by 7:00 a.m.

Contact me if you have any questions.

Contestant Number



### EXAMPLES OF HOW BUSINESSES USE SOCIAL MEDIA

Social Media Name	Ways It Can Be Used
Facebook	Staying connected
	Reach large groups of people frequently
	Marketing
	Post updates
Twitter	Build brand awareness
	Customer service
	Engage with customers
	Marketing
Instagram	Give a sneak peek at your products/services
	Show how a product is made
	Show their office
	Show your products



Steve Gauser

Professor Lois Jones

Business Environment Class

Current Date

### Social Media

Many businesses use social media to promote their companies. There are many reasons for this. A major reason is to attract customers. By using social media the business can try to attract followers by having promotions or giveaways. Once the potential new customer walks in your door, there are ways to have this customer promote your business. One way is to encourage them to rate your business. By giving this review, if it is a positive one, you can earn other potential customers who will want to try out your business.

Another way social media can be used is for research. You can check out how your competitors are using social media. You can also find out what customers are saying about your business. You may be getting good reviews or bad ones—if you are receiving bad ones, you could do damage control by responding and letting them know you are sorry that you weren't able to meet their needs and that you would like to talk to them about how you can meet their expectations in the future.

A recent study shows that Facebook has 844 million daily mobile users. Instagram has 300 million monthly users and Twitter has 250 million monthly users.

So if you want to promote your business, consider using Facebook and consider ways that you can get potential customers to like your page and become one of your customers.

Contestant number  
Job #