Strand: Computer Concepts and skills
Sub strand: Document Processing
Content Learning Outcome: At the end of this unit students should be able to:

- List five steps of transmitting bad news.
- List four Steps for effective 'PERSUASIVE.
- Know the steps in transmitting 'good news' and neutral letters.

LETTER STRUCTURES

1. **List five steps of transmitting bad news.**

   1. First paragraph should start with a neutral comment, indicating some form of agreement.
   2. Second paragraph should present an explanation in a positive manner.
   3. Third paragraph should state clearly the bad news.
   4. Next paragraph should offer an   alternative solution.
   5. Last paragraph should end the letter on a positive note.

2. **List four Steps for effective 'PERSUASIVE' or sales letters – the [AIDA] principle**

1. A]   Attention - First paragraph should attract the reader's attention.
2. [I] Interest - Second paragraph should   stimulate the reader's interest.
3. [D] Desire - Next paragraph should develop a desire within the reader to do what you want them to do.
4. [A] Action - Last paragraph should encourage the reader to take specific action you want them to take.

4. **Action.**
   - In the last paragraph, you have to make sure that your customer buys your product.
   - Always follow up a persuasive letter by:
     1. Telling your client you will telephone on a specific day.
     2. Making a special offer of a discount with their first purchase.
     3. Giving the customer a gift with their first purchase.

5. **How can you attract attention and interest of customers?**

   - Using graphics and illustrations and different fonts and colours.

6. **Steps in transmitting 'good news' and neutral letters**.

   - Begin the first paragraph with the good news.
   - Provide the details of good news in the second paragraph.
   - Close on a friendly note.

LETTER AND MEMO LAYOUT

1. Name three basic common letter
   Layout styes
   i). Blocked style [indented style].
   ii). Fully blocked style
   iii) Semi-blocked style

5. **Explain and illustrate the above four AIDA principle**.
  1. **Attention.**
  - How would you like to cut your water-heating expenses by 30 per cent?
  - Do you worry about repairs you don't have time to do?
  - What would happen to your family if you were injured at work? How would you like to cut your medical bills in half?
  2. **Interest.**
    - In the second paragraph, show your readers how you can cut their water-heating expenses or carry out repairs for them at a very competitive rate or,
    - How your insurance product can help to protect their family or reduce their medical bills.

  3. **Desire.**
    - In the third paragraph, convince your readers that you can meet their needs.
    - Make them feel that your product is exactly what they need.
    - Give few details of the product.

Describe the three types of letter layout.
Blocked or Indented style.
- Date starts at the centre of the page.
- Complimentary close start at the centre of the page. [Yours faithfully]
- First line of every paragraph is indented 5 spaces away from the left-hand margin.

Fully blocked style.
  - All lines begin at the left-hand margin.

Semi-blocked style.
  - Same as blocked or indented in all parts of the letter.
  - Except of the body is fully blocked.

REVISION
1. In order to save an existing document with a different filename in Microsoft Word, the user will need to
   A.   retype the document and give it a different name.
   B   click on the Save As command and save with a different name.
   C.   copy and paste the original document to a new document and then save.
   D.   use windows explorer to copy the document to a different location and then rename it.

2. Which of the following keys is used for indenting paragraphs?
   A.   Caps Lock key   B.   Control key
   C.   Insert key   D   Tab key

3. Which of the following paragraph styles has its first line of sentence from the left hand margin while the rest of the lines are indented?
   A.   Semi-blocked   B.   Blocked
   C.   Indented   D   Hanging

THE END

Strand: Computer Concepts and skills
Sub strand: Document Processing
Content Learning Outcome: At the end of this unit students should be able to:

- Explain Internal Memorandum
- How to calculate speed accuracy
- Explain posture and Ergonomics

Form letters (mail merge)

Form letters are standard letters that can be written and used many times. A letter can be prepared on a word processor and merged with a list of customers' names and addresses.

Internal Memorandum

- Internal memos are used for communication between staff within an organisation.

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Speed Calculation

- Simply count all typed entries and divide by five to get the number of words typed.
- To give an example, if you typed 200 characters in 1 minute, your net wpm (words per minute)**typing speed** would be (200 characters / 5) / 1 min = 40 WPM.
- If you typed 200 characters in 30 seconds your net **speed** would be (200/5) / 0.5 = 80 WPM

Keyboarding Skills

- Type where you see the cursor or Insertion Point.
- When typing practice using the correct fingers as this will enhance your typing skills.
- The home keys in keyboarding are **asdf jkl;** and the home fingers are shown below.
- The guide fingers are the two little fingers (small left finger and small right finger.

    The guide finger keys are **; and a .**

Speed Accuracy

- When typing accuracy and speed is very important. However, accuracy is necessary.

- With confidence users need to have a high speed in typing.

- In most of the career, typing skill is a must.

- To be proficient in your job typing speed should be improved.

Steps for accuracy and speed

1.Type with both hands- This will ensure a fast typing speed. Using two fingers will slower your typing. The home keys for left hand fingers are A,S, D, F and right hand home keys are J,K,L, ;

2. It is very important to have a good sitting posture to be comfortable and focused. Being comfortable will enable typing for long periods.

_____

3.Practice typing to be familiar with keyboard layout.

4. Try to avoid looking at the keyboard when typing. Try to practice typing with memory.

5. Use the typing –speed test regularly, this will not only improve your typing speed but let you know of your typing progress as well.

Posture

- Users can adjust furniture to avoid back pain. The chair height should be adjusted in a manner so the users can use keyboard with their wrist and forearms straight.
- A footrest can be used so that feet is flat on the floor.
- The screen and keyboard should be placed directly in front of the user.
- Use an anti glare screen on your monitor
- Frequently used object should be easily reached

Ergonomics

Deals with the work, tools used and the working environment. The goal is to get a good working environment. Example:

- Adjust the position of the keyboard to avoid carpal tunnel syndrome. Carpal tunnel syndrome is found among heavy computer users that mainly damage the nerves and tendons the hands.

- The height of the furniture should allow the user's feet to rest on the floor.

- Lifting heavy objects in a way that it avoids back pains

- Taking frequent breaks when using the computer for long.

- Using special gloves or handle coatings to avoid vibrations from power tools.

    The goal of every job is to have a safe, comfortable and less prone to work related injuries.
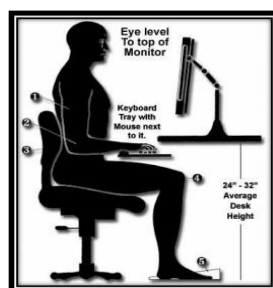
ACTIVITY QUESTIONS

1. What is Internal Memorandum
2. Write down the steps of accuracy and speed
3. Explain two keyboarding skills

Strand: Office Administration
Sub strand: Office Roles and Functions
Content Learning Outcome: At the end of this unit students should be able to:
- Differentiate public sector from private sector
- Explain the three areas of production

ORGANISATION SECTORS

DIFFERENT ORGANISATION SECTORS AND OWNERSHIP IN THE WORK ENVIRONMENT

Function and Structure of Organization

- **Is determined by**:
  1. Type of ownership in the business
  2. Size of the business

In Small Business
- Contact between owner and staff is simple

In a Large Business
- Organization structure is centered on:
  1. Chains of command,
  2. Authority and responsibility and
  3. Formal communication network

Goals and Objectives

- Essential for an organization to operate effectively.
- Primary goal of business in a private sector of industry is to make profit.
- If it is not making a profit – it will go out of business.
- In an effective organization:
  1. Clear goals and objectives outlined to all personnel in the organization so that everyone in the business is working towards the same goal.
  2. Functions necessary to achieve goals have been determined from the objectives.
  3. Staff and resources necessary to perform the functions have been established.

DIFFERENTIATE BETWEEN PUBLIC SECTOR AND PRIVATE SECTOR

Public Sector

- Business is operated by three levels of government:
  1. Commonwealth
  2. State
  3. Local
- Each of these levels of government provides essential services for public.
- These services are funded from taxes, revenue and grants.
- Many of these services provided to public are slowly being privatized. E.g. FEA, PWD, Water Rates.

Types of Business in the Public Sector
- Capital Invested in the Business: taxation and revenue from public and business.
- Profits: Capital and revenue used for public services.
- Regulating Documentation: Laws passed by parliament.

This refers to three levels of Public Sectors:
1. Commonwealth- Public Services such as Fiji Post, Customs.
2. The State – Public Services such as Police Force, government schools and hospitals
3. Local government.

Private Sector

- Business operated by private individuals.
- Business which are large, organizations employ hundreds of staff
- Small companies employ two or three staff or individuals working alone.
- Business are financed with personal funds or by shareholders in the company.

Comparison – Structure of Public and Private Sector

PUBLIC SECTOR	PRIVATE SECTOR
Owners: electorate [voters]	Owners: Shareholders of the company
Parliament	Company
Prime Minister	Chain of Board
Cabinet	Directors
Minister for……	Managing Director
Government Departments	Company Departments
Head of Department	General Manager
Divisional Directors	Executive Managers of Sections
Aims: Welfare of community	Aims: Profit
Accountability to: Taxpayers	Accountability to: • Shareholders, Board of Directors, government
Promotion: • Based on merit, when two people have same qualifications on seniority	Promotion: • Based on demonstrated ability
Administration by: • Minister and departmental heads	Administration by: • One or two individuals [small organizations], board of directors. Administration department [large organization]
Security of Employment: • used to be the case, but changing at present.	Insecurity of Employment: • Depends on profit.

ACTIVITY QUESTIONS

1. Write two goals and objectives of a business.
2. Write one type of business in the private sector
3. Name three levels of public services