

**ENG201 Assignment No 2 Spring 2023**

**Solution**

**Q1.** Writing a piece of bad news in an acceptable way requires the use of certain Techniques. Following is the reservation cancellation email for vendors shared by the event Planner.

**Answer:**

"We regret to tell you that the inaugural performance of the Spring Festival Series has been postponed.

Due to recommendations from the local health department on an outbreak in our area, we decided to postpone the event. Coronavirus.

Although we were excited to see everyone at the event, your personal safety is our top priority.

Vendors that purchased tables for the opening concert of the Spring Festival Series will be reimbursed within two weeks of receiving this notice.

Please get in touch with our office and let us know if you do not receive your entire refund within this time limit.

As soon as the limitations on public gatherings are relaxed, we still anticipate holding the event.

The event planner is Angus McGill.

Cite the passages from the email described above that demonstrate the following strategies.

1. Buffer: "We regret to tell you that the first concert of the Spring Festival Series has been cancelled. Year has been postponed.
2. Arguments in opposition to the decision: "We decided to postpone the event based on recommendations from the local health department due to a coronavirus outbreak in our area."
3. A direct, courteous announcement of the bad news: "The first concert of the Spring Festival Series for the year has been cancelled."
4. A helpful, cordial, and upbeat conclusion: "We still look forward to holding the event once the prohibitions on public gatherings are lifted."

**Q2.** In business writing, a bad-news message is a letter, memo, or email that

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conveys negative or unpleasant information—information that is likely to disappoint, upset, or even anger a reader. It is also called an indirect message or a negative message.

Write a letter to a distributor about the failure of delivery of motor cycles because of lack of raw material by considering the essentials of writing a bad news message.

### **Solution:**

To: [Name of Distributor] [Name of the Distributor's Company] [Address of Distributor]  
State, city, and ZIP Date: \_\_/\_\_/\_\_\_\_

Subject: Motorcycle Delivery Delay Caused by Shortage of Raw Materials

Dear [Name of Distributor], I hope you are well and reading my email.

I'm writing to express my concerns about a recent motorbike delivery from your business to our dealership, [Your Company Name].

Unfortunately, a lack of raw materials has caused us to endure a major delay in obtaining the motorcycles.

We accept that unexpected difficulties can occur throughout the manufacturing process and that you have no influence over the raw material shortage.

However, this delay has hampered and disrupted our business activities.

We have failed to complete customer orders and reach our sales goals.

To manage our consumers' expectations and lessen the impact on our business, effective communication is crucial under these circumstances.

As a result, we respectfully ask that you send us periodical reports on the state of the raw materials and a projected date for the motorcycles to arrive at our showroom.

In order to overcome obstacles and provide our consumers with the greatest goods and services, we cherish our relationship with your business.

To satisfy our clients' needs and sustain our reputation in the industry, it is essential for us to keep a trustworthy supply chain.

We believe you will move right away to resolve the raw material shortage and hasten the manufacturing and delivery of the motorcycles.

We value your consideration of this situation and your dedication to a speedy resolution.

Thank you for your assistance.

Please feel free to contact me directly at [Your Phone Number] or [Your Email Address] if you have any queries or need more information.

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We anticipate a speedy conclusion and your ongoing assistance in upholding our mutually beneficial business relationship. Sincerely, "Your Name," "Your Designation," etc.  
(Name of your business) (Recorded cellphone number)



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