

CHAPTER 12 ONLINE EXERCISES

Objective:

These online activities will allow you to learn about writing order letters and comparing credit policies.

Click on Online Exercises. You will see a list of Web site links that will bring you to online electronic mall Web sites and online retail stores. Use these Web sites to complete Activities 12.1 and 12.2.

Activity 12.1

1. Select one of the online electronic mall Web sites to visit.
2. Choose an electronic product to research. Some examples of electronic products are computers, digital cameras, or personal digital assistants (PDAs). Note the price of the product you choose as well as the features offered with it.
3. On a sheet of paper, write an order letter to the electronic store you are visiting. Remember to follow these guidelines:
 - a. Write orders, not just hints.
 - b. Give a complete description of each item.
 - c. Give the order information in a clear format.
 - d. Tell how you will pay for the order.
 - e. Tell where, when, and how you want the merchandise shipped.
4. Write your name on your letter and hand it in to your instructor.

Activity 12.2

1. Select one of the online retail stores to visit.
2. Click on information about the store's credit policy. Make a printout of the credit information.
3. Return to the *Business Communication at Work* Web site and select another online retail store to visit.
4. Click on information about the store's credit policy. Make a printout of the credit information.
5. On a sheet of paper, write a paragraph describing the similarities or differences in the credit policies of the two online retail stores you visited. Some questions you may want to consider in your paragraph include:
 - a. What are the differences in requirements for obtaining credit at the retail stores?
 - b. How do the online stores encourage customers to obtain credit at their stores (e.g., do they offer a free gift)?
 - c. What information is required to obtain credit at the retail stores?
6. Write your name on your paper and hand it in to your instructor.