

CHAPTER

22

Writing for Employment

Part 1: Content Review

Matching

Write the letter of the correct term for each definition on the line provided.

Terms

- | | |
|--------------------|----------------------------|
| A. résumé | F. job interview |
| B. reference | G. mock interview |
| C. keyword | H. employment verification |
| D. portfolio | I. behavioral questions |
| E. job application | J. background check |

- _____ 1. A form with spaces for contact information, education, and work experience.
- _____ 2. A term that specifically relates to the functions of the position for which the employer is hiring.
- _____ 3. A document that profiles a person's career goals, education, and work history.
- _____ 4. The employer's opportunity to review a candidate's résumé and ask questions to see if he or she is qualified for the position.
- _____ 5. A process through which the information provided on an applicant's résumé is checked to verify that it is correct.
- _____ 6. Questions that draw on an individual's previous experiences and decisions.
- _____ 7. A person who can comment on the qualifications, work ethic, personal qualities, and work-related aspects of another person's character.
- _____ 8. An investigation into personal data about a job applicant.
- _____ 9. A practice interview conducted with another person.
- _____ 10. A selection of related materials that an individual collects and organizes to show qualifications, skills, and talents to support a career or personal goal.

Multiple Choice

Place the letter of the correct answer to each question on the line provided.

- _____ 1. A résumé should include your _____.
A. work experience
B. Social Security number
C. credit score
D. All of the above.
- _____ 2. Which of the following is a way to submit a résumé?
A. In person
B. By mail
C. Online
D. All of the above.
- _____ 3. When writing a résumé, a(n) _____ is a summary of the type of job for which the applicant is looking.
A. portfolio
B. reference
C. career objective
D. introduction
- _____ 4. The conclusion of a cover message should _____.
A. provide a reference
B. request an interview
C. show your determination
D. contain no keywords
- _____ 5. Which of the following is *not* a standard part of a résumé?
A. Career objective
B. Work experience
C. Education
D. Salary requirement
- _____ 6. The first step in preparing for a job interview is to learn as much as you can about _____.
A. the job and the company
B. company benefits
C. the company dress code
D. All of the above.
- _____ 7. Good telephone etiquette includes _____.
A. introducing yourself
B. stating the purpose of your call
C. saying "please" and "thank you"
D. All of the above.
- _____ 8. It is illegal for employers to ask job candidates about _____.
A. hypothetical situations
B. salary requirements
C. their religion
D. their education

Name _____

- _____ 9. An employer asks a job candidate to describe a situation when he or she made a mistake. This is an example of a(n) _____ question.
- A. behavioral
 - B. hypothetical
 - C. empathetic
 - D. illegal
- _____ 10. After a job interview, a job candidate should immediately write a(n) _____.
- A. updated résumé
 - B. thank-you message
 - C. cover message
 - D. Form W-4

Completion

In the space provided, write the word(s) that best completes each of the following statements.

- _____ 1. The _____ section of a résumé includes details about an individual's work history.
- _____ 2. A(n) _____ résumé lists information in reverse chronological order, with the most recent employer listed first.
- _____ 3. The _____ of a cover message should demonstrate your positive work behaviors and qualities that make you employable.
- _____ 4. A practice interview conducted with another person is a(n) _____.
- _____ 5. Speaking words to communicate is _____ communication.
- _____ 6. _____ questions require a candidate to imagine a situation and describe how he or she would act.
- _____ 7. _____ questions draw on an individual's previous experiences and decisions.
- _____ 8. After a job interview, _____ your performance so that you improve for the next interview.
- _____ 9. A(n) _____ is used to verify an employee's identity and that he or she is authorized to work in the United States.
- _____ 10. A(n) _____ provides an employer with the information necessary to withhold the appropriate amount of taxes from an employee's paycheck.

Name _____

Part 2: Concept Review

Open Response

*Write your response to each of the following statements or questions in the space provided.
Use complete sentences.*

1. What is a cover message? Why should a job applicant write one?

2. List four possible sources of information to learn about a company prior to a job interview.

3. You go on a job interview but discovered that you were not interested in the job. Explain why the interview was not a waste of time.

Name _____

4. Why can the employment process take a substantial amount of time?

5. You are applying for a sales associate position in a retail store that sells casual apparel for young men and women. Make a list of five questions you would like to ask the interviewer about the company, position, responsibilities, etc.

Name _____

Part 3: Math Skills

Ratios

Many businesses calculate ratios to help analyze their performance. A *ratio* is a mathematical measure that compares two numbers through division. Ratios are often expressed as a fraction. For example, a drugstore sells a bottle of shampoo for \$4 which cost the store \$3. The ratio of the selling price to the cost can be expressed as $\$4 \div \$3 = 4/3$.

Answer the following problems involving ratios.

1. Reynolds Drugstore sells three different brands of vitamin C tablets in 100 count bottles. Calculate the ratio of selling price to cost for each of the following brands. Which brand has the highest selling price ratio?

- a. Nutri-Best

Selling Price: \$12.99

Cost: \$7.50

- b. Vita-Man

Selling Price: \$15.99

Cost: \$8.75

- c. Reynolds Private Label

Selling Price: \$9.99

Cost: \$4.25

2. Adventure Industries manufactures all-terrain vehicles (ATVs). The company started a promotion offering a \$1,000 rebate on three of its ATV models. Calculate the ratio of the rebate to the list price of the following ATVs. Determine which model has the biggest percentage discount.

- a. Sidewinder X200: List price: \$8,300
-
-

Name _____

- b. Sidewinder X400: List price: \$6,000

- c. Sidewinder X600: List price: \$4,900

3. Inventory turnover is a ratio which tells how often a business' inventory is sold and replaced over a time period. The formula for the turnover ratio is

$$\frac{\text{cost of goods sold}}{\text{average inventory}} = \text{turnover rate}$$

Big Dollar Stores sold merchandise at its stores last year that cost \$1,700,000. The average value of the inventory in its stores was \$500,000. Calculate Big Dollar's turnover rate and determine how many times its inventory was sold and replaced.

4. Big Dollar Stores has two departments: Food and Household Supplies. Calculate the turnover rate for each department based on the following figures. Which department had the higher turnover rate?

- a. Food

Average inventory: \$225,000

Cost of goods sold: \$1,100,000

- b. Household Supplies

Average inventory: \$275,000

Cost of goods sold: \$600,000

Name _____

5. Return on equity is a ratio that measures the rate of return the owner is earning on his or her investment in the business. The formula for return on equity is

$$\text{Net Income} / \text{Owner's Equity} = \text{Return on Equity}$$

Martin opens an antiques store with a \$200,000 equity investment. Last year he earned net income of \$20,000. Martin's rate of return on his equity investment is:

$$\$20,000 / \$200,000 = .10 = 10\%$$

Leslie made a \$150,000 equity investment in a business that develops tax preparation software. Last year the business earned net income of \$36,000. What is Leslie's rate of return on her equity investment?

Name _____

Part 4: Communication Skills

Writing

Read the following qualifications. Imagine you have achieved these things and are looking for a job to fit your experience.

- Received a bachelor degree in Marketing
- Worked for another publisher for three years
- Looking for a position with more opportunities and challenges
- Experienced in the education sales market
- Accustomed to travel
- Self-starter

Now read the following job description.

Outside Sales Representative

Publishers, Inc. seeks a career-oriented salesperson to work the North Carolina, South Carolina, and Georgia territory. Previous technical, teaching and/or sales experience preferred. Travel required. The candidate will work independently in their territory while maintaining close contact with management. Some responsibilities include the following:

- Travel to make sales calls to teachers and administrators in middle schools, high schools, career and technical schools, community colleges, private training schools, and four-year colleges and universities.
- Attend state and local career and technical, family and consumer sciences, technology, and trade and industrial conventions and/or in-service workshops within the assigned territory.
- Communicate regularly with the National Sales Manager to provide information on customers, specific issues, sales, product information, and general economic and business issues.
- Provide product and market feedback to our in-house staff to be used when revising existing product and developing new product.

Requirements Include:

- Bachelor degree
- Strong leadership, communication, and group presentation skills
- Microsoft office program skills
- Sales experience preferred
- Must be well-organized, self-motivated, and highly energetic

To apply for this position, please e-mail your cover letter and résumé to publishers@email.com.

Craft a message that you would put in an e-mail to apply for the position. Write your response in the space provided. If more space is needed, attach a separate sheet of paper.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.