

Name: _____ date: _____

Reading to Apply a Diagram

Read the following email message about the diagram below. Complete the email by filling in the blanks. Select the best choice for each blank.

To: 1. _____

From: Natalie Moreau <moreaun@xmail.com>





Date: March 12, 2015

I happen to be shopping for business cards, so I was happy to see your flyer in my inbox this morning! I like the "Dynamic" and "Unique" cards as they both 2. _____. I appreciate the appeal of the "Unique" card, but I worry that it is so unique as to be distracting! So I was leaning towards the "Dynamic" card, but I 3. _____. Bottom line is I'm not too keen on any of the featured templates, and, actually, I'm looking for a 4. _____ card, so I thought I'd check out your other templates (especially since 5. _____). However, when I clicked on the link for your website, I landed on the order form. This happened when I manually input your website address as well. Thought you should know!

Cheers,

Natalie Moreau

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.
<input type="radio"/> (a) University Admissions
<input type="radio"/> (b) B & C Business Cards
<input type="radio"/> (c) Best Business Cards, Inc.
<input type="radio"/> (d) Mr. Andrews, Supervisor | 5.
<input type="radio"/> (a) you don't offer custom design
<input type="radio"/> (b) you accept orders by email
<input type="radio"/> (c) you offer a discount on all orders
<input type="radio"/> (d) you will ship to Canada |
| 2.
<input type="radio"/> (a) allow for substantial descriptive content
<input type="radio"/> (b) are available with raised print
<input type="radio"/> (c) are available in a matte card
<input type="radio"/> (d) feature several eye-catching colours | 6. Moreau is most likely _____.
<input type="radio"/> (a) applying to post-secondary school.
<input type="radio"/> (b) seeking to improve her business presence.
<input type="radio"/> (c) retiring soon from her job.
<input type="radio"/> (d) working for a business card manufacturer. |
| 3.
<input type="radio"/> (a) want a card that is partially black
<input type="radio"/> (b) want my name to be prominent
<input type="radio"/> (c) need to order only 100 cards
<input type="radio"/> (d) prefer a card with a glossy finish | 7. What would best describe Moreau's email?
<input type="radio"/> (a) confused and annoyed
<input type="radio"/> (b) interested and helpful
<input type="radio"/> (c) relieved and grateful
<input type="radio"/> (d) angry and critical |
| 4.
<input type="radio"/> (a) white
<input type="radio"/> (b) durable
<input type="radio"/> (c) one-sided
<input type="radio"/> (d) multi-coloured | 8. Moreau probably received the flyer as which of the following?
<input type="radio"/> (a) a mis-addressed email
<input type="radio"/> (b) a reply to a specific query
<input type="radio"/> (c) an email advertisement
<input type="radio"/> (d) an attachment to an electronic receipt |

<p align="center">B & C Business Cards 1-800-999-9999 www.b&cbusinesscards.com b&cbusinesscards@gmail.com 1 Prosperity Drive Gainesville, GA USA 30540</p>	
	
#1 BASIC	#2 DYNAMIC
<p>Looking for just the basics?</p> <ul style="list-style-type: none"> • Available in glossy or matte finish • Heavy stock for durability • Your choice of geometric backgrounds • Several colours available • 100: \$14.99 / 250: \$18.99 / 500: \$22.99 	<p>A dynamic design for dynamic companies!</p> <ul style="list-style-type: none"> • Available in glossy finish only • Plenty of room for text • Raised print • Available in black/blue • 500: \$29.99
	
#3 UNIQUE	#4 HYBRID
<p>Do you want to stand out?</p> <ul style="list-style-type: none"> • Available in glossy finish only • Substantial space for descriptions • No image substitutions for logo • Strong and lightweight • 250: \$19.99 / 500: \$24.99 	<p>Our hybrid combines a basic design with an emphasis on contact information and custom content!</p> <ul style="list-style-type: none"> • Available in matte finish only • Several colour themes available • High resolution image required • 100: \$14.99 / 250: \$18.99 / 500: \$22.99
<p>FEATURED TEMPLATES – FEBRUARY SALE – 20% OFF!</p>	
<p>Order online (click HERE for order form) or by phone. Please, no email orders. Various shipping options available, including next-day delivery (order must be placed before 2 p.m.). Shipping outside of the US is also available. Custom-designed cards available. Please call to speak to one of our designers!</p>	