

UNIT

5

Electronic Mail

REVIEW QUESTIONS

PART A

Complete the following sentences by filling in the blanks.

1. Communicating computers use electronic _____ to store transmissions.
2. _____ enables two or more people to conduct a meeting without being face to face.
3. Facsimile transmission is more commonly known as _____.
4. _____ is the protocol that sends blocks of data over the Internet.
5. Do not open unfamiliar e-mail messages, especially those with _____.

PART B

Answer the following questions in the space provided.

1. What is the difference between a PC-fax and a fax machine?

2. Describe two features of computer teleconferencing.

3. What is the main advantage of fax transmission?

4. List four features of a fax machine.

5. Since telephone lines are used to transmit fax messages, what might "sending" operators bear in mind in order to reduce the cost of transmission?

6. List one advantage and one disadvantage of e-mail over telephone.

7. What two pieces of advice would you give to someone who was considering an electronic mail system?

8. List five points of e-mail etiquette/netiquette.

PART C

Indicate your answer by circling True or False in each of the following.

1. Deleting an e-mail message means that it is erased permanently. True or false?
2. Passwords should be changed regularly. True or false?
3. With an electronic message system, you can send the same message to a number of people at the same time. True or false?
4. An intranet is a company in-house network. True or false?
5. jbedford@aol.com is an example of a domain name. True or false?

CALCULATIONS

Insert the answers to the following calculations in the spaces provided.

1. Your own electronic-mail network will cost \$5000 to install and \$2500 annually to maintain. Is this more economical than subscribing to a public service at an annual fee of \$5000? By how much? You anticipate exchanging 4000 messages annually. Each message costs \$0.75?

2. Telephone tag used to waste 40 minutes of your day. Now you save 80 percent of that time by using e-mail. How many minutes do you save each day?
- _____
3. Your company installed a voice mail system and saved \$0.50 per minute, amounting to \$150 000 in one year. How many days of actual time was saved, assuming an 8-hour day?
- _____
4. Fax charges are based on length of transmission time. Today you transmitted for _ hour to France at the rate of \$0.95 per minute, 4 minutes to the Philippines at \$1.35 per minute, and 13 minutes to Russia at \$1.95 per minute. What were the total charges for today?
- _____
5. You want to buy the \$299 fax machine advertised at the local store. The price is certainly right, but you did not realize that you will have to:
- install a second telephone line (\$120) and pay \$34.50 a month for it.
 - buy additional fax rolls at \$1.39 per roll. Each roll lasts about a month.
- How much will you spend for the first year, excluding the fax machine?
- _____

RESEARCH ACTIVITIES

1. Research what communications services are available in your area: Does the postal service offer e-mail services to the general public? What company sends telegrams to areas of the world that do not have fax and e-mail services? What services do Internet Service Providers (ISPs) offer?
2. Contact two local businesses and inquire whether:
 - they use e-mail and/or fax and for what purposes.
 - the use of e-mail and/or fax has changed the way they do business. How?
 - they use any electronic mail services other than e-mail and/or fax.
 Prepare a written report on your findings.
3. You are employed by a small consulting firm. You have been asked to research whether your company should install another computer that can send and receive faxes, or rent or buy a standard fax machine. Research the alternatives and then present your findings in a formal report. Be sure to include your cost figures so that the president can make her decision. She anticipates the equipment will be in place for two to three years.
4. Investigate the cost of obtaining an e-mail address on the Internet. Contact the Internet Service Providers (ISPs) in your area for information about their services. Prepare an oral presentation on your findings.

5. Create a "How-To" document for your office fax machine. You do not have time to train every staff member, but you want to ensure everyone uses it correctly.
6. Research and prepare a written report of the various "nets" available to businesses today. There is the Internet; there are intranets; and there are extranets. Document your findings in a written report.
7. When you send e-mail you cannot express the intonation in your voice. There are, however, combinations of keyboard characters that you can use to express your feelings in a personal e-mail message. Research the possibilities and create a poster board presentation of your findings.
8. Research what hardware and software is required for computer teleconferencing. Present your findings in a written report.
9. Exactly how do networked computers work together? Contact a local company that has an in-house network and, with prepared questions, ask for an explanation of how their system works. Present your findings in a poster board graphic presentation.
10. Research e-mail monitoring software and present your findings in a written report.
11. Surfing the Net these days is very easy. Research the various communications options (modem, cable modem, etc.) and present your findings in an oral presentation. Remember to use pictures and charts in your presentation.
12. Investigate the cost of, and how to register, a domain name. Prepare a short report outlining your findings.
13. Debate the issue "Spamming is an acceptable and ethical business practice."

ON-THE-JOB ACTIVITIES

1. Create a database of address, city/town, country, telephone number, fax number, and e-mail address. Print lists under these headings: (a) name, city, telephone number, e-mail address; (b) country, city, name, province; (c) e-mail address, fax number, name, address.

(1) Miss J. Lanzillotti
40 Water Street
Corner Brook, NF A2H 3E3
Tel: (709) 742-2670
Fax: (709) 742-2134
E-mail: jlanz@netcom.ca

(3) Sarah Hajzadah Furs
3103 Connaught Ave.
Dartmouth, NS B3L 3A8
Tel: (902) 553-4544
Fax: (902) 553-4056
E-mail: shajzadah@aol.com

(2) B. Baliotis Ltd.
9 Main Street
Shubenacadie, NS B0N 2H0
Tel: (902) 222-3916
Fax: (902) 222-3725
E-mail: info@baliotis.com

(4) Morofke and Company
110 Beverly
Mont-Royal, PQ G5C 2C5
Tel: (418) 486-7043
Fax: (418) 486-7128
E-mail: morof@pq.net

- (5) Rodney Guppy Interiors
16 Cameron St.
Takapuna
Auckland 9, New Zealand
Tel: (011-64-9) 489-9612
Fax: (011-64-9) 489-3317
E-mail: rginteriors@quicksilver.net
- (6) Desserts by Dimitra
24 Mountain Drive
Banff, AB T0M 0E0
Tel: (403) 291-8481
Fax: (403) 291-8919
E-mail: desserts@mountain.net
- (7) Nippon Electronics
12 - 10 Nihonbashi 2-chome
Nerima-Ku, Tokyo 176, Japan
Tel: (011-81-3) 3214-5055
Fax: (011-81-3) 3214-6719
E-mail: sales@nippon.org
- (8) Adam's Golf Shop
919 St. David Street
Nanaimo, BC V9S 2H8
Tel: (250) 259-6600
Fax: (250) 259-2916
E-mail: adamsgolf@island.net
- (9) Lesley Baker & Son
40 Bayard St.
Quebec City, PQ G1K 4S5
Tel: (418) 627-5634
Fax: (418) 627-5109
E-mail: lbaker2@royal.net
- (10) The Chang Coloration
205 College Avenue
Winnipeg, MB R2W 1L8
Tel: (204) 468-6595
Fax: (204) 468-6327
E-mail: changcol@prairie.com
- (11) Mr. and Mrs. S. Lefebvre
2620 - 47th Avenue
Lloydminster, SK S9V 1J6
Tel: (306) 549-3375
Fax: (306) 549-3468
- (12) Michelle Marquis Boutique
49 Tamarack Dr.
Fredericton, NB E3B 6V3
Tel: (506) 458-7017
Fax: (506) 458-7543
E-mail: marquis@delcom.nb.ca
- (13) Casselman & Reid Inc.
15-17 Frederiksberg Allé
DK - 1820 Frederiksberg C
Denmark
Tel: (011-45) 31-21-80-42
Fax: (011-45) 31-21-78-03
E-mail: cassreid@findel.com
- (14) Alex Morris
Selkirk Band
Pelly Crossing, YK Y1A 1P0
Tel: (403) 667-0813
Fax: (403) 667-1010
E-mail: amorris@yukon.net
- (15) CV Knitwear
1082 Moira Street
Loughborough, Leicestershire
LE11 2AX
England
Tel: (011-44) 1509-214806
Fax: (011-44) 1509-248195
E-mail: cvknit@supanet.uk
- (16) Paramanathan Motors
525 Waverley Street N.
Oshawa, ON L1J 5W6
Tel: (905) 773-5178
Fax: (905) 773-5702
E-mail: serv@paramanathan.com

- (17) Mr. Yunes Orfanian
#5, Jalan 14/54
46100 Petaling Jaya
Malaysia
Tel: (011-60-3) 775-9928
Fax: (011-60-3) 775-9929
- (18) Maraj Construction Co.
330 Dundurn Street S.
Hamilton, ON L5P 4L6
Tel: (905) 889-5453
Fax: (905) 889-5843
E-mail: info@maraj.com
- (19) Mr. Gaspar Sortino
400 South Hope St.
Los Angeles, CA 90071-2889
U.S.A.
Tel: (213) 236-1874
Fax: (213) 236-9456
E-mail: gsortino@pacificnet.com
- (20) Dixon, Godse and Bergin
1 North River Road
Charlottetown, PE C1A 3K1
Tel: (902) 242-4175
Fax: (902) 242-4280
E-mail: dgberg@island.net

2. Prepare a fax reply to the following letter. Remember to prepare a cover page.

CONCORD COUNTRY CLUB
1473 Powder Point Road
Nanoose Bay, BC V9P 1H2
Tel: (250) 468-1754 Fax: (250) 468-8309
E-mail: info@concord.com

April 24, 20--

The Manager
Thornhill Body Builders
167 Dudley Avenue
Nanaimo, BC V9V 1G2

Dear Sir or Madam

In reply to your inquiry of March 31 about our club facilities, we are pleased to quote you the following prices for an all-day golf tournament followed by dinner. The prices are all-inclusive.

\$85 per person for salad, roast beef, baked potato, green beans, roll, etc.; Dessert: Baked Alaska

\$110 per person for Caesar salad, shrimp cocktail, barbecued strip-loin steak with potatoes, onion rings, mushrooms, asparagus, roll, etc.; Dessert trolley

Please send us a written confirmation (fax or e-mail) as quickly as possible if you have a date in mind for your tournament.

We look forward to offering you the best facilities and services available in this area.

Yours very truly

Gisele Beaupre
Gisele Beaupre
GB/hj

3. You have sent two fax messages. What follows are the transmission reports you retained. Look at transmission reports (1) and (2) and answer the questions that follow.

MAR 16, -- THU 10:46							
TERM ID: MAKE SYSTEMS NANAIMO P-27659							
TELNO: FAX 250 755 8918							
NO.	DATE	ST. TIME	TOTAL TIME	ID	DEPT CODE	OK	NG
053	03-16	10:37	00'09'59	905 299 8845		13	00

Transmission Report (1)

MAR 20, -- MON 13:32							
TERM ID: MAKE SYSTEMS NANAIMO P-27659							
TELNO: FAX 250 755 8918							
NO.	DATE	ST. TIME	TOTAL TIME	ID	DEPT CODE	OK	NG
067	03-20	12:06	00'05'37	804 853 1818		07	01

Transmission Report (2)

- a) What was the day, date, and time of the message transmission in:
 - (1) _____
 - (2) _____

- b) Who was the sending company?
 - _____
 - _____

- c) What was the sender's fax number?
 - _____
 - _____

- d) What was the sequential number of:
 - (1) _____
 - (2) _____

e) What was the start time of the message in:

(1) _____

(2) _____

f) What was the transmission time of the message in:

(1) _____

(2) _____

g) What was the identification fax number of the recipient in:

(1) _____

(2) _____

h) How many pages were transmitted in:

(1) _____

(2) _____

4. Now put your talents of economical expression to work in creating a fax message with cover page for all overseas clients listed in Activity 1. The management seminar organization for which you work (see letterhead below) wants to announce a seminar, November 19-21, 20--, at the Bayshore Inn in Halifax. Management skills for administrative assistants is the focus. Don Ericsson is the keynote speaker and "Setting Your Sights on Success" is the theme. The seminar is probably going to be so successful that early bookings would be a good idea.

Professional Seminars Inc.

2608 - 57th Avenue

Lloydminster, SK S9V 1J6

Tel: (306) 549-8328 Fax: (306) 549-5128

E-mail: [your name]@professionalseminars.com

5. Your organization has an e-mail system. The advantages are numerous. However, an increasing problem is abuse of the system for personal electronic "chit-chats." Write an e-mail to your staff, pointing out that this is a practice that cannot continue for the obvious reasons that you will list.

6. You conduct small business development seminars. You are aware that e-mail offers the possibility of attracting or communicating with customers. An Edmonton sandwich bar, for example, e-mails a menu to its regular customers each morning. Orders are received back by e-mail and are picked up or delivered at noon, thus eliminating the former noon-hour rush.

Prepare a report that could be presented orally on how e-mail might be used creatively by the following businesses:

- a flower shop
- an interior decorator
- a lawyer
- a gourmet catering service

7. Find out where the nearest teleconferencing facilities for public use are located in your area. If possible, arrange to visit the facilities, or talk to someone who has participated in a teleconference. Compare the costs of a one-hour teleconference (audio or audio-video) with the costs of travel from Calgary, Alberta, for six employees to attend a one-day meeting in Winnipeg, Manitoba.
8. Composing e-mail messages on-line is time-consuming. Prepare an attractive notice to staff outlining time-saving methods of composing e-mail messages.
9. You have a voice mail system in your office. Create an attractive list of tips for recording an outgoing message (the one that is heard before someone leaves you a message).
10. E-mail and fax messages should be as brief – but as clear – as possible. Rewrite the following sentences as if they were to be sent by e-mail or fax:
 - Please be so good as to do us a favour of sending our order, No. 392, as quickly as you possibly can.
 - We are wondering if you are really making the best of all possible uses of your extremely valuable and costly office floor space area.
 - Try to imagine what you would do if right at this very moment you were given the oh-so-difficult task of selecting a totally brand-new copier to provide photocopying services for all of the various departments of your company.
 - ALLSEE is a marvellous and quite amazing new computer software package that offers computer users the advantage of permitting nine quite separate and distinct programs to run at the very same time.

WHAT WOULD YOU DO?

In the space provided, indicate what you would do in the following situations.

1. You have a contract that requires the approval of an agent in Beijing, China, and your fax machine is not working.

2. You find it very difficult to talk to the head of your department. You have just found out that you could save the company a large amount of money if faxes were sent during off-hours. You realize that your department head is not aware of this.

3. You have received a confidential e-mail message for the president of your company. It has been routed to you in error.

4. You have faxed a ten-page document to Paris, France. You notice that the transmission report indicates that only nine pages have been sent but you think that all ten were transmitted.

5. Your supervisor tells you that the contract you have just faxed to a client shows a figure of \$50 000 instead of \$5000.

6. You receive a sexually explicit message on your company's e-mail system.

7. You are responsible for sending all faxes in your office and for ensuring that clients are billed for faxes sent on their behalf. One of your co-workers has asked you to send a personal fax and to charge it to one of the clients.

8. Would you take any different action if the situation in question 7 involved your supervisor? Explain.

9. You inadvertently receive a series of personal e-mail messages being transmitted between two employees.

10. You are receiving a deluge of junk faxes each evening at a considerable cost to your company (cost of fax paper).

11. You receive a telephone call from a competing company about an e-mail you sent to it in error.

12. You are alone in the office and the fax machine has just run out of paper. You check the supply cabinet and cannot find any rolls of fax paper.

13. The transmission report prints out and you notice a strange code, not the normal "OK" message.

14. You arrive home from the office and realize that you forgot to put the fax machine into auto-receive mode.

15. A legal document must be transmitted to a law firm in Selangor, Malaysia. The firm does not have its own fax machine or e-mail account.

16. You received an e-mail message which upset and angered you. You immediately sent a scathing reply; you didn't pull any punches. Unfortunately now you realize that you might have made a serious error in judgment.
