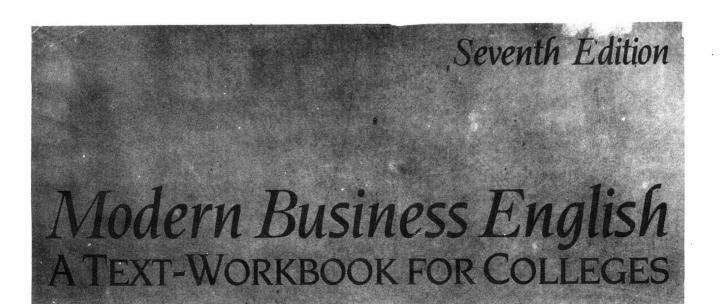
Modern Business English

A TEXT-WORKBOOK FOR COLLEGES Seventh Edition

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PREFACE

Skill in communicating comes closer than anything else to being the universal requirement for entering, performing in, and advancing in whatever career or profession the college student may choose. Information processing, marketing, accounting, secretarial, managerial—all kinds and all levels of jobs in business, industry, and government consist largely of activities that require a thorough knowledge of language and the ability to use it effectively.

Modern Business English provides the study, practice, and evaluation resources needed to develop competence in using language appropriately and effectively for business purposes. Specifically, this Seventh Edition concentrates both on giving the student a thorough, practical grasp of the principles of English grammar, usage, and style that comprise the framework of effective business communication and on developing his or her proficiency in applying those principles.

THE STUDENT'S MATERIALS

The Seventh Edition of the Modern Business English text-workbook gives the student seven types of materials to assist him or her in gaining knowledge and skill in business communication. In addition to those, the Instructor's Edition of Modern Business English includes objective tests for the student's use, under the direction and supervision of the instructor, in evaluating progress at regular intervals throughout the course.

Surveys. The Seventh Edition text-workbook is divided into 8 parts. Each part opens with a survey, or pretest, that the student completes before studying and applying the principles covered within the units comprising that part. Using the results of the survey, the student can identify those principles of language

usage or style which may require special attention as he or she studies the units within the part.

Units. The 8 parts of the text-workbook are divided into 35 units, each covering principles related to a particular topic. Every principle is fully explained and immediately followed by a number of example applications.

Spot Checks. Many of the units in the program include spot-check exercises to give the student immediate practice in applying principles a few at a time. These frequent spot checks—a new feature of the Modern Business English program—provide the student with a means of immediately confirming that he or she has correctly interpreted the principles and examples just studied.

Study Guides. Every unit ends with a study guide that consists of self-checking exercises correlated with the principles covered within that unit. In addition to providing a summary, each of these study guides is designed to help the student apply the principles easily and accurately in the accompanying worksheet.

Worksheets. After finishing the end-of-unit study guide, the student completes a worksheet containing practice exercises correlated with that unit. In some instances, the worksheet contains exercises related to principles covered in previous units.

Reviews. Each of the 8 parts of the program ends with a review containing practice exercises related to the various principles covered in the particular part. This activity makes it possible for the student to discover and eliminate problems before taking an end-of-part test.

The Instructor's Materials

For the first time, a special Instructor's Edition of Modern Business English, Seventh Edition, is available to

classroom instructors using the student's text-workbook in their courses. This component of the Seventh Edition program contains the following materials.

The Student's Text-Workbook. The Instructor's Edition includes an exact duplicate of all pages in the student's edition of the text-workbook. The only difference is that the Instructor's Edition shows the answers filled in on the surveys, spot checks, worksheets, and reviews.

Objective Tests. Also provided in the Instructor's Edition is a set of objective tests that the instructor may either duplicate as shown or modify in any way that he or she wishes. These masters include a course pretest, an end-of-part test for each of the 8 parts of the text-workbook, and a course posttest. Also included is a facsimile key to the tests.

Other Materials. The Instructor's Edition includes a special supplement containing comments and suggestions pertaining to the use of the program. It also includes additional exercise materials.

Acknowledgments

The authors are particularly indebted to the late Kate M. Monro, the author of the first several editions of Modern Business English. In addition, the authors and the publisher extend their sincere thanks to the many instructors and students who assisted them in developing and publishing this Seventh Edition.

Mary Alice Wittenberg Price R. Voiles

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Date		

Part 1 Survey

THE APOSTROPHE AND THE DASH

Before you study Units 1 through 3, complete this survey of nouns and noun usage. These exercises will

- help you identify principles that you may wish to give special attention.

A

In the space provided, write the plural form of each noun shown in parentheses.

1.	The company has three major (subsidiary).
2.	Each of those (carton) has been inspected and sealed.
3.	What advertising (medium) does your company use?
4.	Both (attorney) seemed quite surprised.
5.	Do you find either of those (analysis) acceptable?
6.	How many (Murphy) are listed in this directory?
7.	Someone said the fire started in a pile of (leaf).
8.	The two (witness) gave essentially the same testimony.
9.	What is the current price of a pound of (tomato)?
10.	What organization donated those park (bench)?
11.	There are too many (therefore) in the first paragraph.
12.	Each of the (plaintiff) must appear in person.
13.	Do you think you will need more (shelf) in your office?
14.	I need to write my (6) more carefully.
15.	Are either of their (son-in-law) self-employed?
16.	Marvin and Elaine are (alumnus) of Ashland College.
17.	The store has several (piano) on sale now.
12	How many (glass) are in this set?

19. The old warehouse has two (annex), I think.

20. She was explaining the procedure to a group of (German).

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0	responsibilities of an employer	0. an employer's responsibilities
1.	report by Marvin Welsh, Jr.	1.
2.	clothes for men and women	2.
3.	interest for six months	3.
4.	sales of each day	4
5.	spouses of Jim and Joanne	5



In the spaces provided, write the singular possessive, plural, and plural possessive forms of the following nouns. If a noun should not be used as a singular or plural possessive, write None in each appropriate column.

	Singular	Singular Possessive	Plural	Plural Possessive
0.	lady	0. lady's	ladies	ladies'
1.	gentleman	1		
2.	child	2		
3.	wife	3		
4.	committee	4		
5.	board of directors	5		
6.	staff (of people)	6		
7.	company	7		,
8.	series	8	,	
9.	general manager	9		
10.	boss	10.		

D

If a sentence contains an incorrect plural or possessive, underline the error and write the necessary correction in the space provided. If no correction is necessary, write OK. Note the example.

0.	The negotiators were eager to avoid a similar crises.	0. crisis
1.	Several wharfs on the west side of the river are being repaired.	1
2.	We should discuss the proes and cons of both plans.	2
3.	Alice's and her brother's mother served as a trustee.	3
4.	Did the customers get their moneys worth?	4
5.	It seems that this carpets' color has faded.	5
6.	Lila and Paula are alumnae of Lakeland College.	6.
7.	What are your company's principal advertising mediums?	7.
8.	Field Brother's ads appear in many popular magazines.	8.
9.	We still have at least three weeks work to do.	9
10.	Was anyone else aware of Ms. Henry planning to resign?	10

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Unit 1

Spot Check 1

Nouns

A noun is a word used as the name of a person, place, or thing. Nouns that are the general names of persons, places, and things are common nouns; those that are the particular names of specific persons, places, and things are proper nouns. Unlike common nouns, proper nouns are always capitalized.

citizen country security computer manager state courage efficiency Eleanor Europe tennis January Wendell Memphis aluminum entrance

Nouns that name groups of persons or things are collective nouns.

company family staff herd couple team audience faculty flock jury pair trio

Many words, such as state and staff, may be used as more than one part of speech. The following sentences illustrate some ways that nouns are used.

The entire *staff* will be there to welcome you. (*Staff* is the subject of the sentence.)

The manager will approve your request. (Request is the direct object of the verb phrase—it names the receiver of the action expressed by will approve.)

Arlene gave her assistant an inexpensive gift. (Assistant is the indirect object of the verb gave; assistant tells to whom the gift was given.)

This copy is for *Jerry*. (*Jerry* is the object of the preposition *for*.)

Sharon is the *winner* of the contest. (*Winner* renames the subject of the sentence and functions as the predicate nominative.)

Dictionaries label what part of speech the entry is (noun, pronoun, verb, adjective, adverb, preposition, conjunction, or interjection), usually using some abbreviated form after the main entry. For example, your dictionary may show *splash* with the abbrevia-

tion n (for "noun") and splash with the abbreviation vb (for "verb").

Many nouns have both a singular form (denoting one person, place, thing, or group) and a plural form (denoting two or more persons, places, things, or groups). In general, however, dictionaries do not show the plural of every noun that has one. For example, Webster's Ninth New Collegiate Dictionary, (Merriam-Webster Inc., Springfield, Massachusetts, 1984), which is used as the source for spellings here, usually does not show a plural that is spelled simply by adding s or es to the singular form. In addition to studying the following rules for spelling the plurals of nouns, read the explanatory notes in your dictionary to determine for which types of nouns it indicates plural forms. Note: Like most rules, some spelling rules presented here have exceptions and the exceptions are not always indicated.

Plurals of Nouns

1. Most Nouns. To form the plural of most nouns, add *s* to the singular noun.

asset fuse carton idea record assets fuses cartons ideas records

2. Nouns Ending in *ch*, *sh*, *s*, *x*, or *z*. If the singular noun ends in *ch*, *sh*, *ss*, *x*, or *zz*, add *es* to form the plural.

match wish business wax buzz matches wishes businesses waxes buzzes

Singular nouns ending in a single s or z sometimes require that the final s or z be doubled before adding es. Note: Some of these nouns have two acceptable plural forms: ALSO with the alternative form indicates that the first form is more common, whereas or indicates that the two forms are equally acceptable.

plus whiz bus
pluses also plusses whizzes buses or busses

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Spot Check 1

In the space provided, add the plural ending to each of the following nouns.

1.	alias	9.	claim	17.	byte
2.	branch	10.	tax	18.	chip
3.	office	11.	minus	19.	quiz
4.	pair	12.	myth	20.	wrench
5.	scent	13.	boss	21.	invoice
6.	brush	14.	influx	22.	address
7.	account	15.	pencil	23.	flash
8.	committee	16.	team	24.	tribe

3. Nouns Ending in f or fe. For most singular nouns ending in f or fe, change the f or fe to v and add es.

loaf half thief knife wife loaves halves thieves knives wives

For some singular nouns ending in f or fe, simply add s.

belief tariff cliff safe cafe beliefs tariffs cliffs safes cafes

Note that some nouns ending in *f*, *fe*, or *ff*, have two acceptable plural forms.

dwarf scarf calf dwarfs or dwarves scarves or scarfs calves also calfs

4. Nouns Ending in y. If the y follows a vowel (a, e, i, o, or u), add s.

tray alley buoy attorney guy trays alleys buoys attorneys guys

If the y follows a consonant, change the y to i and add es.

hobby jury policy entry family hobbies juries policies entries families

5. Nouns Ending in o. When the o follows a vowel, form the plural of a noun ending in o by adding s.

stereo studio cuckoo duo folio stereos studios cuckoos duos folios

There is no clear-cut rule for forming the plurals of nouns ending in *o* preceded by a consonant. In some cases, an *s* is added; in others, *es* is added.

logo silo piano veto tomato logos silos pianos vetoes tomatoes

A number of nouns ending in *o* have two acceptable plural forms.

zero motto
zeros Also zeroes mottoes Also mottos

Spot Check 2

In the space provided, write the complete plural form of each of the following words.

1.	facility	
2.	survey	
3.	roof	
4.	shelf	
5.	life	
6.	plaintiff	· · · · · · · · · · · · · · · · · · ·
7.	holiday	
8.	army	
9.	lady	
10.	casualty	
11.	trio	
12.	proviso	
13.	ratio	
14.	echo	
15.	industry	

6. Nouns With Irregular Plural Endings. The plurals of some nouns are formed irregularly, such as by changing one or more internal vowels.

child tooth man mouse woman children teeth men mice women

7. **Foreign Nouns.** Many nouns of foreign origin have both an English plural, formed according to regular *s* or *es* rules, and a foreign plural; sometimes the form used signals a difference in meaning. Some nouns have only one commonly used plural form.

The order in which the plural forms are given in the following list reflects the order in which they are shown in Webster's Ninth New Collegiate Dictionary. Again, words joined by or are equal variants of the plural form. The plural form used is a matter of personal preference. When words are joined by Also, the form preceding Also is more common.

Singular	Plural
addendum	addenda
agendum	agenda* or agendums
alumna (fem.)	alumnae (fem.)
alumnus (mas.)	alumni (mas.)**
analysis	analyses
antenna	antennae (insect) or antennas (TV)
apparatus	apparatuses or apparatus
basis	bases
bureau	bureaus; ALSO bureaux
cactus	cacti; ALSO cactuses OR cactus

curriculum curricula; ALSO curriculums datum data* (for reasoning); datums (for

measuring)

index medium indexes (book) or indices (ratios) mediums (intermediaries) or media

(communication)

memorandum parenthesis

memorandums on memoranda

parentheses

phenomenon

phenomena or phenomenons

sinus

sinuses

stadium terminus stadia (measure) or stadiums (sports)

termini or terminuses

"Alumni is also used to refer to a group made up of both men and women.

In informal writing, when both plural forms have the same meaning, the English plural is used more often than the foreign plural. However, there are exceptions—as indicated above; the best policy is to consult the dictionary when in doubt.

8. Nouns That Are Usually Singular. Some nouns that end in s are plural in form but are usually singular in usage.

civics mathematics politics news

Politics is a subject some people prefer not to discuss at work.

9. Nouns That Are Always Plural. Some nouns that are plural in form are always (or almost always) plural in usage because they have no singular form that conveys the same meaning or, in some cases, because they have no singular form at all.

annals clothes proceeds scissors

Some clothes are imported from various countries.

10. Nouns With One Form for Singular and Plural. The plural and singular forms of some nouns are the same.

chassis trout salmon sheep deer corps series swine

Words ending in silent s do not change for the plural; however, the plural may be indicated by pronouncing the s. The singular of corps is pronounced "core"; the plural is pronounced "cores."

Spot Check 3

Write the plurals of the following nouns in the spaces provided.

- goose
- 2. crisis
- 3. basis
- 4. woman
- 5. carp
- 6. datum
- 7. tooth
- 8. sheep
- 9. cattle
- 10. society

Study Guide 1

The italicized nouns in the following sentences illustrate the rules you have just studied. The rule numbers are shown, in case you wish to refer to any of the rules.

- 1. The consultants1 think that some changes1 should be made in the policies and procedures of both companies.4
- 2. Several attorneys⁴ and their clients¹ were discussing politics8 while waiting for the judges1 and the members¹ of the juries⁴ to return from lunch.
- 3. The alumni⁷ were happy to receive the news.⁸
 4. Several local businesses² manufacture clothes⁹ for men,6 women,6 and children.6
- 5. Some of the data⁷ on those disks¹ was accidentally erased.

- 6. The organizations1 have divided the proceeds9 and purchased various supplies.4
- 7. Some communities4 levy taxes2 on everything from tomatoes⁵ to watches² and pianos.⁵
- 8. The plaintiffs³ have indicated that they will be unable to identify the thieves.3
- 9. The chassis 10 of those buses 2 seem to be in good
- 10. Mathematics⁸ is an easy subject for some students.¹

ASSIGNMENT: Complete the Unit 1 Worksheet on pages 7-8.

Agenda and data are commonly used as singular

Unit 1 Worksheet

Nouns—Plural Forms

A

In the space provided, write the plural of the following nouns. For each noun that has both an English and a foreign plural, give both plural forms. Note the example (0).

0. antenna	0. antennas, antennae	13. entry	13
1. wrench	1	14. radio	14
2. tax	2	15. tooth	15
3. shelter	3	16. motto	16
4. index	4	17. medium	17
5. crash	5	18. child	18
6. jury	6	19. trio	19
7. address	7	20. crisis	20
8. quiz	8	21. meter	21
9. display	9	22. series	22.
10. account	10	23. cloth	23
11. wife	11	24. secretary	24
12. chief	12	25. county	25

For each sentence below, determine whether the italicized noun subject is singular or plural in form and in meaning. If the noun is singular, circle the S and the verb that goes with it. If the noun is plural, circle the P and the verb accompanying it. Note the example.

- 0. The company (?) over a thousand people.
- 1. The news (?) very encouraging to all of us.
- 2. The proceeds of the sale (?) to \$500.
- 3. The chassis of this car (?) in good condition
- 4. The series (?) of three articles by Dr. West.
- 5. Statistics on local business conditions (?) published quarterly.

- 0. S—employs P—employ
 - . S—is P—are
- 2. S—amounts P—amount
- 2 S_ic
- P-are
- 4. S—consists
- P--consist
- 5. S-is
- P-are

6.	It has been said that clothes (?) the person.	6.	S-makes	P—make
7.	The salmon (?) the special on today's menu.	7.	S—is	Pare
8.	Scissors usually (?) only a few dollars.	8.	Scosts	P—cost
9.	I think mathematics (?) a difficult subject.	9.	S—is	P—are
10.	The memoranda (?) lying on your desk.	10.	S—was	P—were
11.	Your analysis of the situation (?) correct.	11.	S—seems	P—seem
12.	The merchandise (?) taken from the display.	12.	S—was	P-were
13.	Sales (?) much higher this month.	13.	S—is	P—are
14.	The formula (?) kept in the vault.	14.	S—is	P—are
15.	What advertising media (?) being used?	15 .	S—is	P—are
16.	The alumni (?) contribute regularly to that fund.	16.	S—does	Pdo
17.	This apparatus (?) to be very complicated.	17.	S—seems	P—seem
18.	The premises (?) been vacated.	18.	S—has	P—have
19.	This crocus (?) very early every year.	19.	Sblooms	P-bloom
20.	Which parenthesis (?) omitted?	20.	S-was	P—were
21.	The agenda (?) ready to be distributed.	21.	S—is	P—are
22.	The sheep (?) wearing a bell attached to a collar.	22.	S-was	P—were
23.	Politics (?) interest some people.	23.	S—does	P—do
24.	The goods (?) been placed in storage.	24.	S—has	P—have
25.	The whole <i>premise</i> (?) rather strange to me.	25.	S—seems	P-seem



Underline each error in noun usage in the following sentences, and write the correction in the space provided. If a sentence is correct, write OK.

- 1. Most business in this area sent withholding statements to their employees before the end of January.
- 2. Several department stores are having sales on cloths for men and women.
- All companies have established policys and procedures for handling complaints from customers and others.
- **4.** The plaintives alleged that their injuries occurred while they were in the warehouse facilities of the defendants.
- Sales personnels wanted the questionnaires to contain questions that would help them determine the attitudes of customers toward various brands of products.
- **6.** The entries in those indices are supposed to be arranged in alphabetic order.
- 7. These memoes are addressed to the members of each of the committees.
- **8.** Dennis and Kim, alumnuses of one of the local colleges, spent the holidays visiting friends and relatives.
- **9.** Some members of the juries overheard the attornies making statements about several different cases.
- 10. Cars and buses full of tourists lined the roads leading to the fields where the flocks of gooses were building their nests.

3.	with the same of t		
4.		 	
5.			
6.		 	
•			
8.			
9.			

Unit 2

COMPOUND AND OTHER NOUNS-Plural Forms

Plurals of Compound Nouns

A *compound noun* consists of two or more words used together as one name. Compound nouns are formed in several ways; for example:

several ways, for example.		
Two Nouns:	payroll seashore	bank note timetable
Adjective Plus Noun:	real estate hardwood	half-truth high school
Noun Plus Descriptive Phrase:	sister-in-law editor in chief	power of attorney jack-of-all-trades
Words Other Than Nouns:	close-up lead-in	makeup tryout

As the examples illustrate, there is no consistent pattern for writing compound nouns. Some are written as solid words; others are written as separate words; and still others are written as hyphenated words. When in doubt as to how a particular compound noun should be written, consult an up-to-date dictionary. Be sure to note what part of speech the word is labeled since a compound may be written one way as a noun (checkoff) and another way as a verb (check off).

1. Compound Nouns Written as One Word. To form the plural of most compound nouns written as one word, change the last element of the compound to its plural form. Follow the rules for plural nouns that you studied in Unit 1. Note especially that the last element may change to form the plural if it is an irregular noun.

checkbook toothbrush strawberry grandchild checkbooks toothbrushes strawberries grandchildren

2. Compound Nouns Written With Spaces or Hyphens. Compound nouns composed of two nouns written as two separate words form the plural on the second word of the compound:

list price price tag title page time sheet list prices price tags title pages time sheets

If the compound noun consists of a noun plus another part of speech or a phrase, the noun element is usually changed to form the plural. Note that some of the following examples are written with spaces and some are written with hyphens.

bill of lading tidal wave brother-in-law bills of lading tidal waves brothers-in-law

To form the plural of a compound noun with no noun element, change the last element to its plural form. Note that these words are usually hyphenated.

also-ran go-between have-not write-up also-rans go-betweens have-nots write-ups

As illustrated below, some compound nouns have more than one acceptable plural form.

attorney general court-martial attorneys general courts-martial or attorney generals ALSO court-martials

Spot Check 1

In the spaces provided, write the plural of each of the following compound nouns.

1.	trade-in	
2.	editor in chief	
3.	sister-in-law	
4.	stepchild	
5.	landlord	
6.	senator-elect	
7.	get-together	

Plurals of Abbreviations, Figures, Letters, Symbols, and Other Words

3. Most Abbreviations. The plurals of most abbreviations are formed by adding s to the singular abbreviations.

```
apt.
        dept.
                 mo.
                                hwy.
                                         pkg.
                         vr.
                                                 mgr.
apts.
       depts.
                 mos.
                               hwys.
                                         pkgs.
                         yrs.
                                                 mgrs.
```

4. Capital-Letter Abbreviations. The preferred form for plurals of abbreviations that consist of capital letters or that end with capital letters adds only an s. Note that many abbreviations consisting of capital letters are commonly written without periods.

```
CPA
       Ph.D.
               YMCA
                        COD
CPAs
      Ph.D.s
              YWCAs
                       CODs (BUT: c.o.d.'s)
```

5. Uncapitalized-Letter Abbreviations. The plurals of abbreviations that consist of uncapitalized letters or that end in uncapitalized letters followed by periods are formed by adding an apostrophe and s.

```
c.o.d.'s f.o.b.'s B.t.u.'s
```

6. Figures, Letters, and Symbols. The plurals of figures, single capital letters, and symbols are usually formed by adding only an s. The plurals of uncapitalized single letters are formed by adding an apostrophe and s.

```
2s
   Bs
        d's
            6s and 7s &s
                            i's
```

For the sake of clarity, the plurals of some single capital letters must be formed by adding an apostrophe and s.

```
A's (to avoid confusion with the word As)
I's (to avoid confusion with the word Is)
M's (to avoid confusion with the abbreviation Ms.)
U's (to avoid confusion with the word Us)
```

7. Words. The plurals of words discussed as words are usually formed by adding s or es.

```
ifs, ands, or buts
                   yeses and noes
ins and outs
                   sixes and sevens
```

However, an apostrophe and s is used when the plural form is unfamiliar or is likely to be misread.

```
or's or nor's that's and which's
```

The plural of a word already containing an apostrophe is formed by adding only an s.

```
can'ts don'ts haven'ts
```

8. Units of Weight and Measure. For metric terms, abbreviations of units of weight and measure are the same for the singular and plural forms. Note that abbreviations of metric terms are always written

m (meter or meters)	1 m	3 m
L (liter or liters)	1 L	5 L
g (gram or grams)	- 1 g	7 g

Abbreviations of many customary terms of weight and measure are also the same for singular and plural. The trend is to write these without periods.

```
ft (foot or feet)
                         1 ft
                                 6 ft
in (inch or inches)
                         1 in
                                 3 in
oz (ounce or ounces)
                         1 oz
                                 16 oz
```

Other customary units have two widely used plural forms, but the trend is to use the form without the s. Also note the trend toward omitting periods.

```
lb or lbs
             7 lb or 7 lbs
gt or gts
             4 qt or 4 qts
yd or yds
            3 yd or 3 yds
```

Single-Letter Abbreviations. A few single-letter abbreviations form the plural by doubling the letter that represents the singular.

p. (page)	p. 25
pp. (pages)	pp. 25-30
f. (and the following page)	pp. 18 f.
ff. (and the following pages)	pp. 12 ff.

10. Nouns With Numbers. When accompanied by numbers, certain nouns use the same form for singular and plural. These terms include hundred, thousand, dozen, and gross.

five hundred	16 dozen	one million
four score	12 gross	one dozen
three thousand	\$10 million	one hundred

Although abbreviations are frequently used in technical writing, tabulations, and business forms, most terms are written in full in letters, memos, and so on. Such terms as Mr., Jr., c.o.d., a.m., and FBI are customarily abbreviated in all types of business correspondence.

Spot Check 2

Write the plural of each of the following items in the space provided.

1.	fig. (figure)	
2.	M.D.	
3.	col. (column)	
4.	Ed.D.	
5.	enc. (enclosure)	
6.	7	•