

# KEYBOARDING PRODUCTION (20)

## Regional—2007

Production Test		Points
Job 1	Letter	_____ (100 pts.)
Job 2	Memorandum	_____ (100 pts.)
Job 3	Table	_____ (100 pts.)
Job 4	Report	_____ (100 pts.)
<b>TOTAL POINTS</b>		_____ ( <b>400</b> )

*Failure to adhere to any of the following rules will result in disqualification.*

- 1. Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.*
- 2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.*
- 3. Electronic devices will be monitored according to ACT standards.*

No more than ten (10) minutes orientation  
 No more than 60 minutes testing/production  
 No more than ten (10) minutes wrap-up

Do **NOT** open test booklet until instructed to do so.

Property of Business Professionals of America.  
 May be reproduced only for use in the Business Professionals of America  
*Workplace Skills Assessment Program* competition.

**GENERAL INSTRUCTIONS**

1. Make certain this test booklet contains Jobs 1-4.
2. Correct all errors. Copy is graded on production standards.
3. For any problem where you would normally use your reference initials, use your contestant number. Your name or initials should NOT appear on any work you submit. **Key your contestant number and job number as a footer in the lower left-hand corner of all work submitted.**
4. If you finish before the end of the 60 minutes of testing, notify the proctor. Time may be a factor in determining the winner in the event of a tie.
5. When turning in your materials, place your scoring sheet on top of your jobs. The jobs should be arranged in numerical order.

**JOB 1—Letter**

Directions: Key the following letter using Professional Business Associates' standards. The letter is from Nancy Wells, Chief Executive Officer, and goes to Ms. Hil Kikkelgaard, Great West Airlines, 1974 Great West Court, Billings, Montana 59102. The subject of the letter is PBA Advertising Campaign. Include any other necessary notations. Use the current date.

Dear

Professional Business Associates welcomes the opportunity to become a member of Great West Airlines' Affiliate program. Through your company's advertising program, Professional Business Associates will continue its goal of expanding our awareness by reaching business and leisure, travelers in the western United States.

Our marketing department has received the advertising information packet and is in the process of developing an effective campaign to best maximize our placement in your airline's magazine *WesternAir*. I will be meeting with them in the coming weeks to evaluate the progress to ensure our first advertisement will be included in the May 2007 issue.

Enclosed are the contracts to establish our affiliation. Professional Business Associates looks forward to a cooperative and prosperous working relationship with Great West Airlines. Please feel free to contact me with any questions/concerns via [nwells@pba.org](mailto:nwells@pba.org), or via phone at extension 101.

Sincerely

**JOB 2—Memorandum**

Directions: Key the following memo using Professional Business Associates' memorandum standards. The memorandum is being sent to Roger Meyer, Marketing Department Manager, from Nancy Wells, Chief Executive Officer. The subject of the memo is *Great West Airlines Affiliate Program*. Include a copy notation to Tom Carlson, Information Technology Department Manager. Use the current date.

The contract for Professional Business Associates to become a Great West Airlines affiliate has been signed and sent to their Affiliates Manager, Hil Kikkelgaard. Based on the terms of the contract, PBA will begin advertising in the May 2007 issue of *WesternAir*.

Therefore, I would like to schedule a meeting the first week of February with your department to see the progress being made and to look at the ideas for the ad. Additionally, our corporate web site will need to be updated to include Great West Airlines as one of your advertising partners.

The contract states their publisher will need to have a final copy by March 15, 2007. To aid in planning the new campaign, I have attached an abbreviated market served by Great West Airlines.

Please e-mail me, [nwells@pba.org](mailto:nwells@pba.org), with suggested dates for the meeting. I will be sure Tom Carlson can attend to help provide additional advice for the web site.

**JOB 3—Table**

Directions: Key the following table with gridlines using the Professional Business Associates' table format. Center the table vertically on the page.

**GREAT WEST AIRLINES SERVICE MARKET**

**Schedule as of Fall 2006**

<b>Hub</b>	<b>Destination</b>	<b>Frequency</b>
Billings	Calgary, AB	2/Day
Billings	Casper	2/Day
Billings	Cheyenne	2/Day
Billings	Denver	3/Day
Billings	Edmonton, AB	2/Day
Billings	Great Falls	2/Day
Billings	Helena	2/Day
Billings	Las Vegas	2/Day
Billings	Minneapolis	2/Day
Billings	Missoula	2/Day
Billings	Phoenix	2/Day
Billings	Salt Lake City	3/Day
Billings	Seattle	3/Day
Billings	Spokane	3/Day
Spokane	Boise	2/Day
Spokane	Calgary, AB	2/Day
Spokane	Denver	2/Day
Spokane	Edmonton, AB	2/Day
Spokane	Great Falls	2/Day
Spokane	Las Vegas	3/Day
Spokane	Missoula	2/Day
Spokane	Phoenix	2/Day
Spokane	Portland	3/Day
Spokane	Seattle	3/Day

#### **JOB 4—Report**

Directions: Key the following report from Roger Meyer, Marketing Department Manager, to Ryan Johnson, Marketing Department, using Professional Business Associates' standards. The title of the report is Great West Airlines Campaign.

The most powerful tool to achieve better advertising effectiveness is a custom tailored advertising campaign. Why? You get an array of services targeting one goal—customers. Only a well-planned strategy, which is based on facts, can bring results to your business.

PBA divides the advertising campaign into four phases:

- **Marketing strategy development**, including: marketing research, consumer needs surveys, customer image exploration. These are the basics.
- **Advertising tactics development:** print media advertisement and web site advertising design.
- **Deployment phase**, which means placing advertisement in the chosen media resources.
- **Advertising campaign effectiveness analysis:** analysis and comparison of tools used, recommendations for the next campaign.

The new affiliation with Great West Airlines will provide Professional Business Associates with the opportunity to reach a new client base. Please keep these points in mind while we all work together to reach new heights in our advertising with Great West Airlines.



# KEYBOARDING PRODUCTION (20)

## *KEY*

Regional—2007

*TOTAL POINTS*                      \_\_\_\_\_(400)

---

***Graders:***

When grading computer-generated problems, refer to the Style and Reference Manual and Production Standards in the *Workplace Skills Assessment Program* Guidelines for further instructions.

Please double-check and verify all scores!

Property of Business Professionals of America.  
May be reproduced only for use in the Business Professionals of America  
*Workplace Skills Assessment Program* competition.



# KEYBOARDING PRODUCTION (20)

## KEY

### Scoring Sheet

<b>Job</b>	<b>Production Standards</b>
<b>Job 1 - Letter</b>	0 errors = 100 pts. 1 error = 90 pts. 2 errors = 70 pts. 3+ errors = 0 pts.
<b>Job 2 – Memorandum</b>	0 errors = 100 pts. 1 error = 90 pts. 2 errors = 70 pts. 3+ errors = 0 pts.
<b>Job 3 – Table</b>	0 errors = 100 pts. 1 error = 90 pts. 2 errors = 70 pts. 3+ errors = 0 pts.
<b>Job 4 – Report</b>	0 errors = 100 pts. 1 error = 90 pts. 2 errors = 70 pts. 3+ errors = 0 pts.
<b>TOTAL POINTS POSSIBLE</b>	<b>(400)</b>





**JOB 1—Letter**

Current Date

**Graders:**

Date begins 2” from the top.  
Left & Right Margins 1”  
Check Style Manual for correct format.

Ms. Hil Kikkelgaard  
Great West Airlines  
1974 Great West Court  
Billings, MT 59102

Dear Ms. Kikkelgaard

**PBA ADVERTISING CAMPAIGN**

Professional Business Associates welcomes the opportunity to become a member of Great West Airlines’ Affiliate program. Through your company’s advertising program, Professional Business Associates will continue its goal of expanding our awareness by reaching business and leisure travelers in the western United States.

Our marketing department has received the advertising information packet and is in the process of developing an effective campaign to best maximize our placement in your airline’s magazine *WesternAir*. I will be meeting with them in the coming weeks to evaluate the progress to ensure our first advertisement will be included in the May 2007 issue.

Enclosed are the contracts to establish our affiliation. Professional Business Associates looks forward to a cooperative and prosperous working relationship with Great West Airlines. Please feel free to contact me with any questions/concerns via [nwells@pba.org](mailto:nwells@pba.org), or via phone at extension 101.

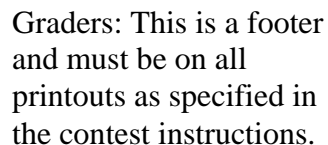
Sincerely

Nancy Wells  
Chief Executive Officer

Contestant Number

Enclosure

Contestant Number  
Job Number



Graders: This is a footer and must be on all printouts as specified in the contest instructions.



## JOB 2—Memorandum

**Graders:**  
Margins: 1”  
Check Style Manual for correct format.

### MEMORANDUM

(DS)

**TO:** Roger Meyer, Marketing Department Manager

(DS)

**FROM:** Nancy Wells, Chief Executive Officer

(DS)

**CC:** Tom Carlson, Information Technology Department Manager

(DS)

**DATE:** Current Date

(DS)

**SUBJECT:** Great West Airlines Affiliate Program

(DS)

The contract for Professional Business Associates to become a Great West Airlines affiliate has been signed and sent to their Affiliates Manager, Hil Kikkelgaard. Based on the terms of the contract, PBA will begin advertising in the May 2007 issue of *WesternAir*.

(DS)

Therefore, I would like to schedule a meeting the first week of February with your department to see the progress being made and to look at the ideas for the ad. Additionally, our corporate web site will need to be updated to include Great West Airlines as one of your advertising partners.

(DS)

The contract states their publisher will need to have a final copy by March 15, 2007. To aid in planning the new campaign, I have attached an abbreviated market served by Great West Airlines.

(DS)

Please e-mail me, [nwells@pba.org](mailto:nwells@pba.org), with suggested dates for the meeting. I will be sure Tom Carlson can attend to help provide additional advice for the web site.

(DS)

Contestant Number

(DS)

Attachment

Contestant Number  
Job Number

Graders: This is a footer  
and must be on all  
printouts as specified in  
the contest instructions.



**JOB 3—Table**

**Graders:**  
 Check Style Manual for correct format.  
 The table should include borders.

**GREAT WEST AIRLINES SERVICE MARKET  
 (DS)  
 Schedule as of Fall 2006  
 (QS)**

Hub	Destination	Frequency
Billings	Calgary, AB	2/Day
Billings	Casper	2/Day
Billings	Cheyenne	2/Day
Billings	Denver	3/Day
Billings	Edmonton, AB	2/Day
Billings	Great Falls	2/Day
Billings	Helena	2/Day
Billings	Las Vegas	2/Day
Billings	Minneapolis	2/Day
Billings	Missoula	2/Day
Billings	Phoenix	2/Day
Billings	Salt Lake City	3/Day
Billings	Seattle	3/Day
Billings	Spokane	3/Day
Spokane	Boise	2/Day
Spokane	Calgary, AB	2/Day
Spokane	Denver	2/Day
Spokane	Edmonton, AB	2/Day
Spokane	Great Falls	2/Day
Spokane	Las Vegas	3/Day
Spokane	Missoula	2/Day
Spokane	Phoenix	2/Day
Spokane	Portland	3/Day
Spokane	Seattle	3/Day

Graders: This is a footer and must be on all printouts as specified in the contest instructions.

Contestant Number  
 Job Number



## JOB 4—Report

Johnson, 1

Roger Meyer (**Sender's Name 1"** from Top)  
(DS)

Ryan Johnson (**Recipient's Name**)  
(DS)

Marketing Department (**Recipient's Department**)  
(DS)

Current Date (**Must be in the format of Date Month, Year**)  
(DS)

**Graders:**

1. Check Style Manual for correct format.
2. Header (name, page #) should be .5" from top.

Great West Airlines Campaign  
(DS)

The most powerful tool to achieve better advertising effectiveness is a custom tailored advertising campaign. Why? You get an array of services targeting one goal—customers. Only a well-planned strategy, which is based on facts, can bring results to your business.

PBA divides the advertising campaign into four phases:

- **Marketing strategy development**, including: marketing research, consumer needs surveys, customer image exploration. These are the basics.
- **Advertising tactics development:** print media advertisement and web site advertising design.
- **Deployment phase**, which means placing advertisement in the chosen media resources.
- **Advertising campaign effectiveness analysis:** analysis and comparison of tools used, recommendations for the next campaign.

The new affiliation with Great West Airlines will provide Professional Business Associates with the opportunity to reach a new client base. Please keep these points in mind while we all work together to reach new heights in our advertising with Great West Airlines.

**(Paragraphs are double-spaced)**

Contestant Number  
Job Number

Graders: This is a footer and must be on all printouts as specified in the contest instructions.