

PRE

COM100 EFFECTIVE BUSINESS COMMUNICATION

Assessment 1: Proof Reading and Editing

Date due: Uploaded by Week 3 – Sunday 27 March
11:59pm

Value: 10%

Student name: _____

Student number: _____

Rationale

Reviewing and evaluating documentation tests a student's ability to assess information, critically evaluate its content, formulate observations and provide communication solutions to address any perceived issues or problems.

Instructions

Students are required to proofread and appropriately edit the two (2) poorly written documents on the following pages;

- a business document
- a science document.

The students are required to amend the documents and use language, grammar and phrasing they believe more effective and appropriate.

Students must use the Review/Track Changes functionality of MS Word to undertake and complete the proofreading and editing processes for this assessment and save the document. The track changes must be viewable and accurately reflect the amendments made to both documents.

Students should also use the Review/New Comment option to identify and comment on any significant changes or amendments they have made to the documents and why they made the changes.

Submission

The student must enter their name and student number above and submit the edited document (with viewable track changes) through the Assessment 1 Study Smart submission point.

Submission Criteria

The following elements will be assessed in this submission:

Criteria	Marks
Document One: Business Document: Very high level of accuracy of proofreading; Very high level of accuracy of editing process; Very highly appropriate amendments made and recorded on submitted document. Appropriate comments on changes and edits made.	5 marks
Document Two: Science Document: Very high level of accuracy of proofreading; Very high level of accuracy of editing process; Very highly appropriate amendments made and recorded on submitted document. Appropriate comments on changes and edits made.	5 marks

Part 1: Business Document

A interesting study by Jacob *et al* (2009) shows primary evidence backing up Oakes and North's (2007) argument as to the marketing benefits that can be made by playing music that is popularly believed to be reflective of the service being given. Jacob *et al* (2009; pp. 75) neatly describes this similarity, "Background music is considered as congruent with a product if a rationale or symbolic information is connected with the product being sold."

Jacob *et al* (2009) did experimental research on the affects of music choices on customer behaviour in a florist. In this revealed study, a lot of ranges of styles of music choices were tested in this service environment. Top 40 chart music (pop music) was tested. Songs that were thought by many people to be of romance and love were also played. And the affects of no music at all were observed.

It is important to highlight that Jacob *et al*'s (2009) methodology, sample size and results reporting were all believable and that this study provides a good insight in to the role of music/service similarity and its marketing benefits in a service setting.

There have been five or six other important studies that back Jacob *et al*'s (2009) findings and the thought of a need for similarity between music selection and service position. One of interest is North, Hargreaves, and McKendrick (1999) research into the role of music in a supermarket wine section. The results of this study very well highlight the persuasion influence music can have in the service environment on positioning. North *et al* (1999) found that playing German music in the wine aisle resulted in

big increases in sales of wines from Germany. Also when french music was played, this had the effect of increasing sales of wines from France.

Part 2 : Science Document

Question 1 (i):

First-order beats occur when two signals of similar frequency are superimposed. Roederer (1995, p.34) defines first-order superposition effects as being: 1) 'mechanical, occurring in the cochlear fluid and along the basilar membrane' and 2) 'clearly distinguishable and of fairly easy access to psychoacoustic experimentation'. Where the difference in frequencies (Δf) is small enough, a beating sensation may be perceived. A linear (coherent) superposition is where both signals are of the same frequency and with the same initial phase. The resulting superposition does not alter the frequency or the phase. However, the amplitude of the superposition becomes the sum of the two signals.

A non-linear (incoherent) superposition occurs when there is a frequency or phase difference between the signals. As the phase difference between the signals changes over time, an interference pattern occurs. The pattern varies from constructive interference (maxima) at 0 rad phase difference, to destructive interference (null) at π rad phase difference.

The frequency at which the beat sensation occurs is the difference between the signals:

$$\Delta f = |f_2 - f_1|$$

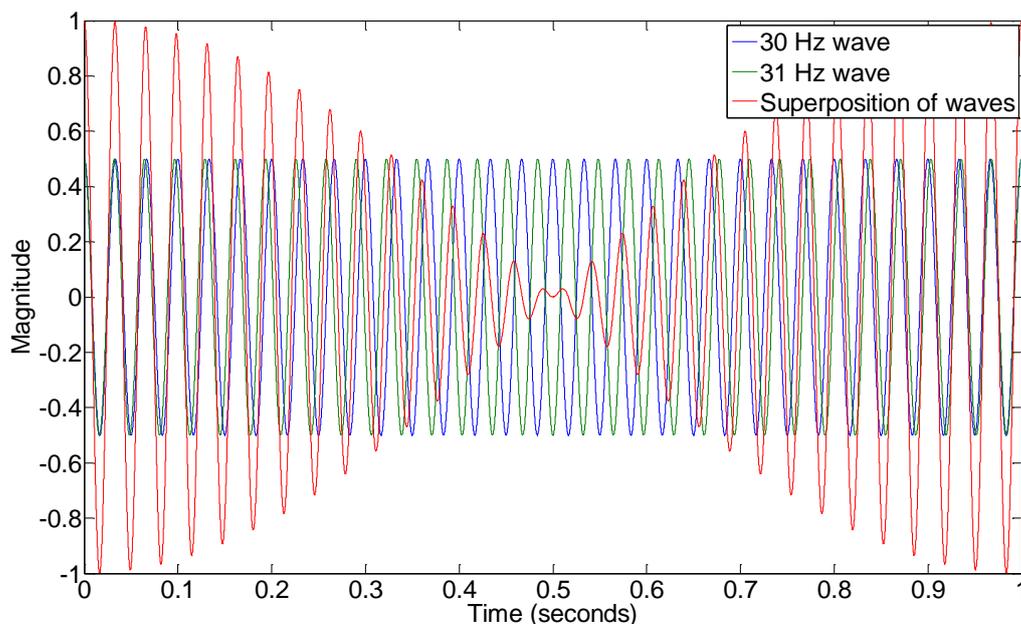


Figure 1.1 – First-Order Beats

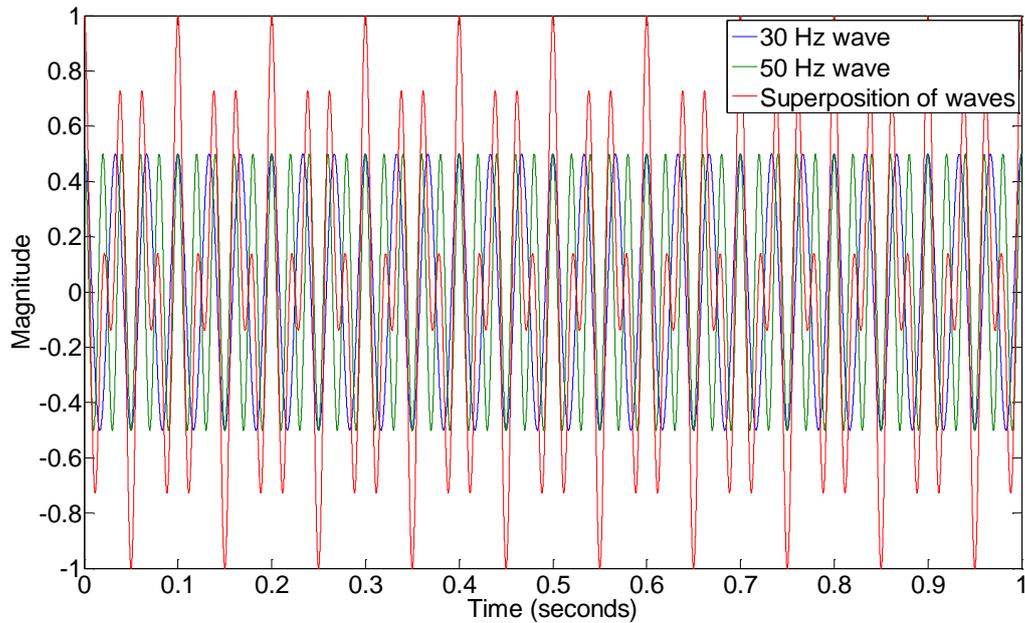


Figure 1.3– Critical Band Exceeded

Figure 1.1 illustrates a graphical representation of first-order beats. It can be seen that the amplitude envelope is modulated according to the frequency difference (1 Hz). Therefore, the period (T) at which the beat occurs is 1 second.

Question 1(ii):

The 'sound' function was utilised in MATLAB to listen to the summed waveform (see Appendix 1). The critical band (Fcb) was observed. As Δf increased, the perceived rate at which beats occurred increased until approximately 20Hz, where frequency discrimination (explained in Q.2(ii)) became apparent. The lower frequency limit of human hearing is widely regarded to be in the region of 20 Hz. Therefore, it may be deduced that beats occurring at a frequency greater than 20 Hz will not be noticeable. It was observed that there was an unpleasant 'roughness' to the sound until Δf exceeded the critical band of approximately 40 Hz, giving way to 'smoothness'.

POST

Assignment

Name of Student

Name of the University

Author's Note

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Jacob et al. (2009) did experimental research on the affects of music choices on customer behaviour in a florist. In this revealed study, a lot of ranges of styles of music choices were tested in this service environment. Top 40-chart music (pop music) was tested. Furthermore, not only the songs that are believed to be romantic by many people are played; however, the effect of no music was also observed.

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There are five or six other important studies agree with the findings of Jacob *et al*. (2009) regarding the thought of a need for similarity between music selection and service position. One of the interests is North, Hargreaves and McKendrick (1999) research into the role of music in a supermarket wine section. The results of this study very well highlight the persuasion influence that music can have in the service environment on positioning. North *et al*. (1999) found that playing German music in the wine aisle resulted in big increases in sales of wines from Germany. In addition, when French music was played, this had the effect of increasing sales of wines from France.

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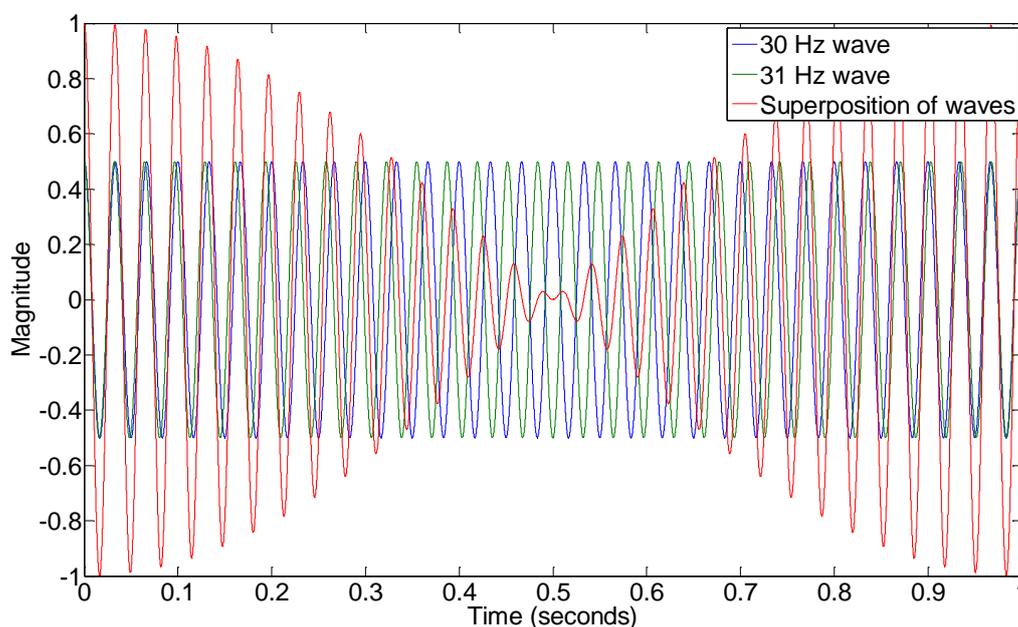


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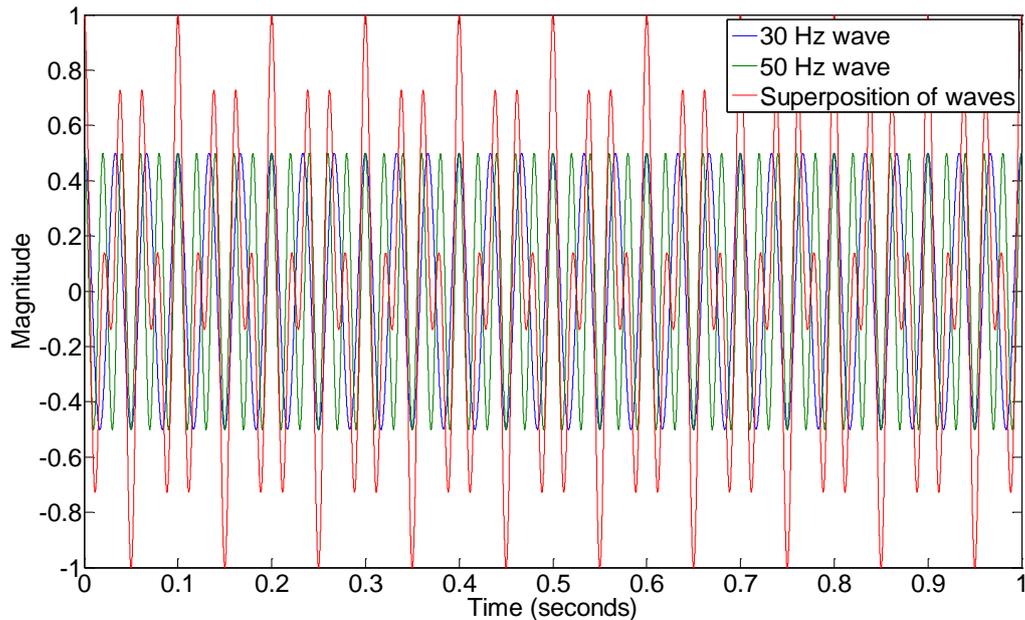


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