Introduction to Careers in Hospitality and Tourism

Unit 12 – Employment Skills

**Formative Assessment – Key**

Cover Letter Quiz Teacher’s Key

1. What is the purpose of a cover letter? (2 pts.)

A cover letter, through good written communication skills, introduces you and your resume to potential employers or organizations.

1. Please list the four types of cover letters discussed during the lecture. (4 pts.)
   1. Application Letters
   2. Letter of Interest Letters
   3. Networking or Referral Letters
   4. Follow-up Letters
2. Why is it important to research information about the company to which you are applying? (2 pts.)

It allows you to tailor your cover letter and resume to the needs of the specific organization.

1. In what section of the cover letter do you provide your argument, with evidence, as to why you would be a valuable asset to the organization? (2 pts.)

The 2nd Paragraph

1. In what sections of the cover letter do you provide your contact information? (2 pts.)

The Heading

1. In what section of the cover letter do you express your desire to meet with the organization? (2 pts.)

The Conclusion

1. T or F In formatting a cover letter, the body of the letter should be double-spaced. (1 pt.)

F

1. T or F In cover letters it’s okay to use contractions like can’t and don’t. (1 pt.)

F