

National University of Computer and Emerging Sciences

Expository Writing (SS1014)

Date: 21st May, 2025

Course Instructor(s)

Student Name

Roll No

Section

Student Signature

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CLO 2: Demonstrate sensitivity to the audience and the context of communication when listening and interacting with others.

Question 1:

(A) Read the following and choose correct answer. Write only alphabets in your copy. [5 marks]

Emily is a tech enthusiast who recently purchased a new smartwatch, the "FitTracker Pro". She has been using it for a week and is generally impressed with its features and performance. The smartwatch tracks her daily activity, heart rate, and sleep patterns, and she loves the built-in GPS feature that accurately tracks her runs. However, she has noticed that the battery life is shorter than expected, lasting only about 2 days with moderate use. Emily is considering writing a review of the FitTracker Pro on a popular tech blog.

1. What should Emily prioritize when writing her review?

- a) Highlighting the smartwatch's stylish design b) Focusing solely on the GPS feature c) **Providing a balanced evaluation of the smartwatch's pros and cons** d) Recommending the smartwatch to everyone

2. How should Emily address the battery life issue in her review?

- a) Ignore it to avoid negative feedback b) **Mention it as a minor drawback** c) Highlight it as a major flaw d) Suggest not to buy it

3. What would make Emily's review more credible?

- a) **Including comparisons with other similar smartwatches** b) Using overly promotional language c) Focusing solely on the smartwatch's features d) Ignoring the smartwatch's limitations

4. What tone should Emily aim for in her review?

- a) Overly positive and promotional b) **Neutral and objective** c) Negative and critical d) Humorous and lighthearted

Final Exam

Total Time: 2 Hours

Total Marks: 60

Total Questions: 02

Semester: SP-2025

Campus: Karachi

Dept: Computer Science, Cyber Security, Artificial Intelligence, Data Science, Software Engineering

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5. What should Emily include in her review to help readers make an informed decision?

- a) Only the smartwatch's technical specifications b) Only personal anecdotes about using the smartwatch
c) Both the pros and cons of the smartwatch d) All of the above

(B) Write the product review on (i) a smartwatch OR (ii) wireless headphone, list down only 5 features 4 positive and 1 negative about any one of the products. Write in the bullet points. Keep your sentences short and concise. Note: Entire report is not required. [5 marks]

Crystal-clear audio quality
Long battery life (up to 30 hours)
Lightweight and comfortable fit
Quick Bluetooth connectivity
Battery takes a bit long to charge

(C) For each of the following situations requiring a persuasive message, choose the persuasive strategy [Direct, Problem-solving, Sales Pattern] that you feel would work best. Do not copy sentences in the copy. Write only name of the strategy. [5 marks]

1. You are requesting your professor to extend the deadline for a group assignment due to unexpected technical issues. Prob-solving
2. You are inviting customers to a new tech store opening in your neighborhood. sales
3. You are writing to your department head to approve one day leave for a medical appointment . direct
4. You are asking your school principal to allow a motivational speaker from the industry to address the students. Prob-solving
5. You are emailing a company to request a free trial of their premium software for your research project. sales

(D) Your class recently completed a unit on cybersecurity. While the concepts were covered in theory, many students struggled to connect them to real-world applications. You decide to write a persuasive message to your course teacher, requesting approval to invite a cybersecurity expert for a guest session. Write only message following the format of problem-solving strategy. Format of email or letter is not required. Word limit is 150 to 200. [10 marks]

Attention grabber 1marks
Problem defined 2marks
Solution proposed 2marks
Any negative elements 1marks
Additional benefits 1marks
Call for action 2marks
Language 1mark

(E) Identify two missing elements/parts of a negative message. Please note that you do not need to rewrite the whole email, instead (i) just mention the missing parts and (ii) write identified missing parts as Part 1 (word limit: 25 to 30) and Part 2(word limit: 70 to 80) of the negative message. [10 marks]

Subject: Cancellation of Annual Company Retreat

Dear Team,

National University of Computer and Emerging Sciences

While we recognize the value these retreats (a planned event, often held off-site, where employees gather to focus on team building, strategic planning, or other company goals) bring to team morale and collaboration, recent budget assessments and rising operational costs have made it necessary to reassess our spending. After careful consideration, we have decided to cancel this year's company retreat scheduled for April 26, 2025. This was a difficult decision, but it ensures we can prioritize essential business needs and ongoing employee support.

We appreciate your understanding and remain committed to creating meaningful opportunities to recognize your hard work. Please feel free to reach out if you have any questions or suggestions.

Warm Regards,

Muhammad Ahmed
HR Officer
Tech-solution ltd.
Tel.: 021-0000000

Missing part 1: Buffer

Possible answer for part 1: I want to take a moment to thank you for your continued enthusiasm and dedication, especially regarding the upcoming company retreat.

Missing Part 2: Alternative

Possible answer for part 2: In place of the retreat, we will be organizing smaller, department-level team-building activities throughout the year. These events will be designed to foster connection and engagement while being mindful of our current resources.

CLO3: Display effective communication skills to meet business objectives in meetings, interviews, and small group communication.

Question 2 (A):

Describe a moment when you encountered a cybersecurity threat or an AI-related challenge in your personal or academic life. How did this experience ignite your curiosity and passion for the field of AI/DS/CY/CS? **Write a captivating hook paragraph for your personal statement that not only tells the story but also conveys your enthusiasm and determination to tackle complex problems in these areas. Word limit is 100 to 150. [7 marks]**

Engaging hook or story (2 marks)

Connects personal/academic experience to AI/DS/CY/CS (2 marks)

Shows enthusiasm and future vision (2 marks)

Language (1 mark)

(B) Read the following scenarios and choose best answer: Write only alphabets in your copy. [5 marks]

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1. You have faced a significant personal challenge that has shaped your character and influenced your career goals. How would you incorporate this into your personal statement?

A. Avoid mentioning it to keep the statement positive. B. Briefly mention it without explaining its impact. **C. Describe the challenge and its impact on your personal and professional development.** D. Focus entirely on the challenge and how it has affected you.

2. You have faced a significant academic setback, such as a low grade in a key course. How should you address this in your personal statement?

A. Ignore it and hope it is not noticed. B. Mention it briefly without explaining the context. C. Focus entirely on the setback and how it affected you. **D. Explain the circumstances and what you learned from the experience.**

3. You have a diverse cultural background that has influenced your perspective and values. How should you incorporate this into your personal statement?

A. Describe your cultural background and how it has shaped your worldview and goals. B. Mention it briefly without explaining its impact. C. Avoid mentioning it to keep the statement focused on your academic achievements. D. Focus entirely on your cultural background.

4. You have a strong academic record but lack extracurricular activities. How should you address this in your personal statement?

A. Focus only on your academic achievements. **B. Mention your academic record and explain how you have dedicated your time to your studies.** C. Apologize for the lack of extracurricular activities. D. Ignore it and hope it is not noticed.

5. You have worked part-time throughout your undergraduate studies to support yourself financially. How should you address this in your personal statement?

A. Omit it as it is not relevant to your academic achievements. B. Mention it briefly without explaining its impact. **C. Describe how balancing work and studies has developed your time management and resilience.** D. Focus entirely on the financial aspect without mentioning personal growth.

(C) Each scenario describes a real-life job interview situation. Read each case carefully and determine which type of interview is being conducted. Choose from [Stress, Behavioral, structured, working, unstructured, panel, situational, or group]. Write only name of the interview in your copy. [4 marks]

1. You are being interviewed for a Project Coordinator role at a large construction firm, where timely delivery and cross-functional coordination are critical. The interviewer asks:

“Tell me about a time when you had to deal with an uncooperative team member during a critical project milestone.” **Behavioral**

2. During an interview session for a Data Scientist role at a SaaS company that builds AI-powered customer analytics tools, the interviewer says:

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“We would like you to walk us through a 10-minute exploratory data analysis using our platform. You will have access to a customer churn dataset and 30 minutes to prepare your findings. Assume you are presenting to non-technical stakeholders.” **working**

3. You are applying for a Retail Store Manager Trainee program at a nationwide department store. You and four other candidates are told:

“You have 15 minutes to design a customer complaint resolution plan for Black Friday, when customer volume and tensions are at their peak. Present your approach as a team.” **group**

4. You are seated before three panelists: the HR Manager, the Quality Control Head, and the Operations Lead during an interview for a position of Production Supervisor at a manufacturing plant

Each one asks role-specific questions:

HR Manager: “What would you do if your team repeatedly reports burnout and asks for shorter shifts?”

Quality Head: “How do you handle quality deviations in batch production when delivery deadlines are tight?”

Ops Lead: “Can you describe how you’ve implemented lean or JIT (Just-in-Time) methodologies in your prior work?” **panel**

5. For the selection of a Logistics Coordinator at a national retail chain, the interviewer takes a relaxed, open-ended approach.

They begin with, “Tell me about yourself,” then shift naturally into:

“So how’d you get interested in logistics? What do you do outside work? What would your team say about your communication style?” **unstructured**

6. You are applying for a Financial Planning Associate role at a multinational firm. For screening, they provide all candidates the same document and say:

“Please answer the following.

When you read the document, you are asked:

“Rate your financial modeling skills on a scale of 1–10.”

“Describe a time you created a forecast using historical trends.”

“Have you ever missed a budget target? What did you do?” **structured**

7. Midway through the interview for a Financial Analyst position, after a solid answer on debt-to-equity ratios, the interviewer frowns and says:

“That is not a very strong response. Are you even confident in your Excel modeling skills?” **stress**

8. For a Customer Relationship Executive role at a telecom company, the hiring manager presents a hypothetical but plausible case before an interviewee:

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“Let us say a corporate client you have managed for six months calls and threatens to cancel their enterprise plan due to a repeated billing error. How would you handle the situation?” **situational**

(D) Read the following scenario and write only 3 questions that you will ask from the interviewer. [3 marks]

You have successfully completed the main part of a formal interview for a managerial position at a reputable mid-sized organization operating within a competitive industry. The interview panel, comprising department heads and the HR director, has evaluated your qualifications, experience, and technical competencies. Now, as it is customary in professional interviews, you are invited to ask your own questions to the interviewers. This is a crucial opportunity for you to gather valuable insights about the role, the organization's operational culture, leadership philosophy, expectations, and future prospects. The responses you receive will not only help clarify the scope and nature of the position but will also assist you in determining whether this opportunity aligns with your professional goals, working values, and career aspirations.

Current challenges

Development and career growth

Expectations of this position

(E) Read the response from a candidate given in an employment interview. (i) Identify at least 3 problems and write them in bulleted phrases only. (ii) Also revise the response and write appropriate version in your answer copy.

Interviewer: Why do you want to switch your job? [6 marks]

Candidate: Honestly, I am just really bored in my current job. My manager does not appreciate me and the team is kind of annoying. I also do not really like working full-time anymore, so I'm hoping your company will be more chill about deadlines.

Negative tone about current job

Complains about manager and team

Unprofessional expectation of “chill” workplace

Too casual

No mention of career growth

Good Luck!