

National University of Computer and Emerging Sciences

Expository Writing (SS1014)

Date: 7th April, 2025

Course Instructor(s)

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Sessional-II Exam

Total Time: 1 Hours

Total Marks: 35

Total Questions: 02

Semester: SP-2025

Campus: Karachi

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

Student Name

Roll No

Section

Student Signature

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

Question 1:

Estimated time: 10+5 minutes

(A) Read the given scenario carefully and write a clear, professional email following the principles taught in the class (Word limit 70-80). You can assume the details. [10 marks]

Ensure the email includes:

1. A proper subject line
2. A polite and professional greeting
3. A concise and clear body with relevant details
4. A courteous closing statement
5. A professional email signature

You have an important meeting scheduled with a client, but due to an unexpected commitment, you will not be able to attend at the original time. Write an email to the client requesting a reschedule while maintaining professionalism and courtesy.

(B) Read the memo provided below. Identify and write six errors of formatting.

Note: Do not rewrite the memo or do not provide justification for the errors. [6 marks]

Lisa, a senior manager at a corporate firm, wants to acknowledge David's hard work in successfully completing a complex project. The project involved coordinating a team, managing tight deadlines, and handling client expectations. Lisa is pleased with the outcome and wants to send a formal memo to appreciate David's efforts while providing constructive feedback.

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Subject: Update vague subject + subject written at the top

To: David incomplete names

From: Lisa incomplete names

Date: March twenty third, 2025 date written in words

Thank you for your hard work and dedication. Let us continue striving for excellence in upcoming tasks. Unorganized paragraphs (conclusion, body, and intro)

There are some areas for improvement, particularly in coordinating deadlines and refining communication with stakeholders. These adjustments will help streamline future projects and enhance overall efficiency.

I wanted to take a moment to acknowledge the completion of the project. The team put in a lot of effort and managed multiple challenges throughout. The clients were satisfied with the outcome, and overall, it was a great achievement. Well done!

Cheers! Informal closing

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

Question 2:

Estimated time: 6+5+6+3+6+10

(A) The sentences given below are violating courtesy. Rewrite the sentences to incorporate courtesy following the strategies taught in the course. [3 marks]

1. Every salesman should meet his sales target by the end of the quarter.
2. I did not expect a woman to handle this technical project so well.
You have done an excellent job handling this technical project.
3. That is a stupid question; think before you ask.
That is an interesting question; let us explore it further.

(B) Rewrite the following sentences to add you-attitude. [2 marks]

1. We have decided to implement a new policy, and it will take effect immediately.
You'll notice a new policy is now in effect.
2. We would like to invite you to a meeting to discuss our upcoming project.
You are invited to a meeting to discuss the upcoming project.

(C) Rewrite the sentences concisely while ensuring to keep the meaning same. [3 marks]

1. Candidates who have the ability to communicate effectively in English will be preferred.
Candidates with effective English communication skills will be preferred.
2. It is important to consider the fact that climate change has significant global effects.

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Climate change has significant global effects.

3. The marketing team is currently in the process of developing a new strategy.

The marketing team is developing a new strategy.

(D) Rewrite the following sentences as directed to achieve correctness. [1+2 marks]

1. The report is kinda messy, you know? (Use formal language)
The report appears to lack clear organization and structure.
2. The manager said the reports reports needs need to be submitted submitted by Friday; however, many employees have not completed them yet. (Look for spelling and punctuation errors)

(E) David, a project manager, has successfully completed a challenging project at work that required coordinating a team, managing deadlines, and handling multiple client demands. His supervisor, Lisa, is very impressed with his work and wants to send him a positive message to acknowledge his accomplishment and motivate him for future projects. Considering the scenario, write ONLY ALPHABET of the correct answer. [3 marks]

1. What should Lisa include in the introduction of her message to David?

- A) A complaint about a missed deadline | B) A friendly greeting and the purpose of the message | C) A list of future projects mentioning his achievement | D) A detailed explanation of company policies that help achieve targets

2. In the background section, what should Lisa mention?

- A) David's previous mistakes on other projects | B) The company's overall financial performance | C) The challenges David faced while completing the project | D) The number of employees working in the company

3. How should Lisa present the positive news in the letter?

- A) By listing all the challenges David faced without discussing his success | B) By highlighting David's achievement and recognizing his efforts | C) By discussing future deadlines and ignoring the completed project | D) By telling David he must do even better next time without appreciation

4. What should the benefits section focus on?

- A) A reminder that David still has other pending tasks | B) A request for David to work longer hours in future projects for the salary increment benefit | C) How David's success has positively impacted the team and company | D) An explanation of company rules about project deadlines that will benefit him

5. How can Lisa express gratitude in the letter?

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A) By thanking David for his hard work and dedication | B) By giving David a list of new projects to start immediately | C) By telling David that his efforts were expected and do not need appreciation | D) By mentioning that other employees also work hard, so it's nothing special

6. What would be the best way to conclude the letter?

A) By stating that success is expected, so no further discussion is needed | B) By assigning David another challenging project without appreciation | C) By reminding David about the mistakes that occurred during the project | D) By summarizing David's success and motivating him for future projects

(F) Choose the best answer. [5 marks]

1. Which of the following best describes the formatting of a block-style business letter?

a) Indented paragraphs, left-aligned headings, and a centered closing | b) Left-aligned paragraphs, no indentations, and single-spaced text | c) Right-aligned paragraphs, double-spaced text, and indented closing | d) Paragraphs indented, text justified, and all elements centered

2. Which of the following statements about the inside address in a block-style business letter is true?

a) It is placed at the bottom of the letter before the closing | b) It includes the recipient's name, title, company, and address | c) It is optional and can be omitted if the letter is informal | d) It is placed in the footer section of the letter

3. What is an important rule for writing the dateline?

a) Use the current date; do not predate or postdate letters | b) Always write the date in bold letters | c) Skip writing the date for informal letters | d) Use the recipient's local time zone to determine the date

4. When is an attention line used in a business letter?

a) When addressing a company instead of an individual | b) When writing a casual email | c) When writing to a government office | d) When sending a letter to a close friend

5. Where is the attention line placed in a letter?

a) Below the salutation | b) Above the inside address | c) As the first line of the inside address | d) At the bottom of the letter

6. What does "CC" stand for in a business letter's copy notation?

a) Classified Copy | b) Certified Copy | c) Courtesy Copy | d) Confidential Copy

7. How many spaces should be left between the closing and the sender's name?

a) 2 spaces | b) 4 spaces | c) 1 space | d) No space

8. How is an attachment different from an enclosure?

a) An attachment is physically attached, while an enclosure is included but separate | b) There is no difference | c) An enclosure is always stapled, while an attachment is placed in a folder | d) Attachments are handwritten notes, whereas enclosures are typed

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9. Where is the enclosure notation placed in a formal block letter?

a) Below the reference initials | b) At the beginning of the letter | c) In the middle of the body paragraph | d) Above the letterhead

10. How should an attachment notation be written in a formal block letter?

a) "Signed, the sender" | b) "See below for more details" | c) "Please note additional content" | d) "Attachment: [Document Name]"

Good Luck!