

## Expository Writing

(SS1014)

Date: February 28<sup>th</sup> 2024

### Course Instructor(s)

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## Sessional-I Exam

Total Time: 1 Hours

Total Marks: 35

Total Questions: 02

Semester: SP-2024

Campus: Karachi

Dept: Computer Science

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Student Name

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Roll No

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Section

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Student Signature

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Vetted by

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Vetter Signature

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***CLO #: 3 Prepare and deliver effective formal and informal presentations/speeches in different business and academic situations.***

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### Question 1:

**A. Select the right option and write only the option number in your copy: [5 marks]**

**1. What does “know your audience” mean in the context of presentation skill?**

- a. Memorizing our entire presentation
- b. Adapting your message to suit the needs and interests of your audience
- c. Ignoring audience feed back
- d. Using complex terminology to impress the audience

**2. What is the purpose of using visual aids in a presentation?**

- a. To distract the audience
- b. To supplement and reinforce key points
- c. To replace verbal communication entirely
- d. To make the presenter appear more knowledgeable

**3. Which of the following strategies can help maintain audience engagement during a presentation?**

- a. Reading directly from your notes
- b. Using a variety of vocal tones and gestures
- c. Speaking in a monotone voice
- d. Avoiding eye contact with the audience

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**4. Which of the following is an example of non-verbal communication during a presentation?**

- a. Using a laser pointer to highlight key points on a slide
- b. Asking rhetorical questions
- c. Using transition phrases such as “next,” “finally,” etc
- d. None of the above

**5. When incorporating images into professional slides, what should you ensure?**

- a. Images should be pixelated for artistic effect
- b. Images should be relevant to the content and high quality
- c. Images should be randomly placed for visual intrigue
- d. Images should be cropped to remove unnecessary details

**B. Match the following presentation steps with their descriptions: [4 marks]**

i. Audience analysis

ii. Content development

iii. Slide design

iv. Rehearsal

- A. Creating the visual elements to support and enhance the presentation
- B. Researching and structuring the information to be presented
- C. Understanding the demographics, preferences, and expectations of the audience
- D. Practicing the delivery and timing of the presentation to ensure effectiveness

**C. What are the key factors to consider when analyzing your audience before preparing a formal presentation?**

**(Write only the name of any four) [2 marks]**

**D: One of your group fellows has shared a few slides with you to review on the topic of “Machine Learning”.**

**Evaluate the given slides.**

- **Identify at least 3 problems in every slide with the reference to the slide number and sentence number.**
- **Write one phrase or sentence recommendation for every mistake [6 marks]**

Slide 1:

**Title: Introduction to Machine Learning**

**Content:**

- *Machine learning* is a subset of artificial intelligence that allows computers to learn from data and improve their performance without being explicitly programmed.
- ML algorithms can be categorized into three types: supervised learning, unsupervised learning, and reinforced learning.
- Machine learning is widely used in various fields such as healthcare, finance, and marketing.

Slide 2:

## Title: Introduction to Machine Learning



- ML algorithms can be categorized into three types: supervised learning, unsupervised learning, and reinforced learning.
- Machine learning is widely used in various fields such as healthcare, finance, and marketing.

**CLO #: 1 Use the theoretical knowledge of communication to accomplish communication objectives efficiently both as a speaker and writer.**

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### Question 2:

**1. Use the strategies taught in the course to concise the given sentences: [ 5 marks]**

- In spite of the fact that our budget for advertising is now higher, our sales figures have not gotten any better.
- Our researchers carried out interviews with several people who are professionals in the health care industry.
- We would like to offer congratulations to all the people who participated in and completed the training program.
- The reason for the delay in the delivery of the goods is primarily due to the fact that there was an unexpected issue with the transportation logistics, which resulted in a disruption of the supply chain and consequently led to the postponement of the shipment.

**2. Rewrite the following sentences to make them courteous: [4 marks]**

- Every doctor must submit his report by the end of the day.
- Each nurse must complete her assigned tasks before leaving for the day.
- You never do anything right.
- Stop bothering me with your questions.

**3. Revise the following for consideration: [1+1+2 marks]**

- Customers are ineligible for the ten percent discount unless they show their membership cards.
- You failed to enclose your check in the envelope.
- We are pleased to announce an arrangement with HP that allows us to offer discounted computers in the student bookstore. **(Conciseness and consideration)**

**4. You wrote an email where you instructed and assigned your group members their tasks, and you wrote: "We should work on the project together." Revise this message for completeness. [5 marks]**