

Expository Writing

(SS1014)

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Course Instructor(s)

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Sessional-II Exam

Total Time: 1 Hours

Total Marks: 30

Total Questions: 02

Semester: SP-2024

Campus: Karachi

Dept: Computer Science

Student Name

Roll No

Section

Student Signature

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

Question 1:

A. Revise the following sentences to make them more concrete and specific. [5 marks]

- i. I basically failed the class for many reasons
- ii. I am in the cricket team.
- iii. That movie was awesome.
- iv. The sales proposal was a flop at the conference.
- v. My team was excited when we won the big game.

B. Eliminating unclear wording to make sentences clear, direct, and straightforward. [5 marks]

- i. John asked David to meet him in the café, but he was late.
- ii. Reding down the street, the trees looked beautiful.
- iii. While waiting for the bus, the rain began to pour.
- iv. Sarah gave the book to Jane, but she did not read it.
- v. It might perhaps be said that using a GPS device is something that is a benefit to drivers who have a poor sense of direction.

CLO 4: Display effective communication skills to meet business objectives in meetings, interviews, and small group communication

Question 2:

A. Select the right option [4 marks]

1. The marketing team at a fashion retail company gathers in a conference room with a whiteboard and markers. They are brainstorming ideas for a new advertising campaign aimed at launching the spring collection. Ideas range from influencer collaborations to social media contests and themed pop-up events. **What type of meeting is this?**

A) Brainstorming Meeting B) Sales Meeting C) Team Meeting D) Training Session Meeting

2. It's the end of the month, and the sales manager sits down with each member of the sales team to review their performance, discuss individual targets, and provide feedback on their sales strategies. **What type of meeting is this?**

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A) Brainstorming Meeting B) Team Meeting C) Training Session Meeting D) Performance Review

3. The CEO hosts a company-wide meeting where employees from all departments gather to celebrate the company's anniversary. They discuss the company's journey so far, its achievements, and plans for the future.

What type of meeting is this?

A) Townhall Meeting B) Brainstorming Meeting C) Staff Meeting D) Project Meeting

4. **What is the purpose of this meeting?** The executive team of a software company convenes to strategize the development roadmap for the next fiscal year. They discuss resource allocation, project priorities, and timelines for product releases.

A) Information Sharing B) Planning C) Problem Solving D) Relationship Building

5. The sales team organizes a lunch outing with key clients to foster stronger relationships and discuss their business needs and future collaborations over casual conversation and networking. **Identify the purpose of this meeting?**

A) Information Sharing B) Planning C) Problem Solving D) Relationship Building

6. The marketing team has identified a significant decline in website traffic and wants to address this issue. As the head of the marketing department, **what is the primary responsibility to initiate the process?**

A) Decide who should participate B) Arrange for meeting date, time, and place C) Create an agenda D) Review the problem and determine the precise purpose

7. After the agenda is finalized, the head of the marketing department needs to ensure that all attendees are informed about the meeting details. **What is this step called?**

A) Decide who should participate B) Prepare for discussion C) Arrange for meeting date, time, and place D) Distribute the announcement for the meeting

8. **What is the best practice for formatting an announcement email for a meeting?**

a) Use a variety of font styles and colors for emphasis

b) Include large blocks of text for detailed information

c) Keep the email visually appealing, well-organized, and easy to read

d) Use all capital letters for the entire email to ensure recipients understand the importance of the meeting.

B. Read the following scenario and draft the agenda items in the most logical order: [6 marks]

You are the manager of a marketing team responsible for promoting a new line of eco-friendly products for your company. The team consists of four members, including yourself, and you have regular bi-weekly meetings to discuss progress, address challenges, and brainstorm new marketing ideas. During the last meeting, one of your team members, Sarah, expressed concerns about the effectiveness of the current social media campaign. She suggested that the team explore alternative platforms and strategies to reach a wider audience. You recognize the importance of Sarah's feedback, as reaching the target audience is crucial for the success of the product launch. You decide to organize a team meeting to review the current social media campaign, explore new ideas, and make necessary adjustments to improve its effectiveness. Additionally, you want to use this meeting to discuss upcoming marketing events and ensure that the team is prepared to capitalize on these opportunities.

- C. Given below is a part of a meeting transcript of the board of directors meeting of a renowned software house. The meeting was conducted on March 24, 2024 from 11:00 am to 11:45 am in Board Room #3. The attendees were the CEO (Haris Ahmed), Hamza Imtiaz (CFO), Abid Ali (CTO), Anas Khan (COO), Azeem Karim (Head Development Team), Shahtuman (Marketing Head), and Hira Hassan (Quality Assurance Lead), Thomas (Chief Sales Executive). Given below is the discussion about an agenda item that happened during this official meeting. Read the conversation between the CEO, Haris, and the Chief Sales Executive, Thomas, regarding the 'Finalization of the new marketing strategy for the upcoming game.' **Write a document for the minutes of the meeting following the format taught in the class. In this document, include all information except that you are given the task to write the minutes for only one agenda from the meeting. [10]**

Discussion:

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The CEO, Haris Hasan, initiated the discussion by addressing Thomas, the Chief Sales Executive, regarding the finalization of the new marketing strategy for the upcoming game.

Haris: Thomas, could you provide an update on the progress made towards finalizing the marketing strategy for the new game?

Thomas: Certainly, Haris. Over the past week, the marketing team has been diligently working on crafting a comprehensive strategy to promote the new game. We have identified key target demographics, devised promotional campaigns tailored to various platforms, and strategized on leveraging influencer partnerships to amplify our reach.

Haris: That sounds promising, Thomas. Have we outlined specific timelines for the execution of these marketing initiatives?

Thomas: Yes, Haris. We have established a detailed timeline mapping out the rollout of marketing campaigns leading up to the game's release date. This includes staggered announcements, teaser trailers, social media engagement activities, and pre-order incentives to generate excitement and anticipation among our audience.

Haris: Excellent. How do you foresee the coordination between the marketing team and other departments such as product development and customer support?

Thomas: We've been in constant communication with the respective departments to ensure alignment with our marketing initiatives. Feedback from product development has been instrumental in refining our messaging, and we have streamlined processes for addressing customer inquiries and feedback during the promotional period.

Haris: Thank you, Thomas, for the update. It seems like we're on track with our marketing efforts for the new game.

Good Luck!