



Section A – Multiple Choice Questions

Question 1[05 marks, CLO1-C1]

Answer the following MCQs on your answer sheet. Do not mark the answer on the question paper. Each question carries one mark.

- i. Which technical writing trait is achieved with the use of transition words?
- a. Clarity
 - b. Conciseness
 - c. Accessible Document Design
 - d. Audience Recognition
- ii. Which of the following pre-writing technique is used to study and explore a topic as a self-contained object, its changes over time and how it fits into a bigger picture?
- a. Free writing
 - b. Brainstorming
 - c. Rapid Sketches
 - d. Tagmemics
- iii. Which of the following is NOT an example of attention getter used in a presentation?
- a. Relevant Anecdote
 - b. A slide having light background with light text
 - c. Gimmick
 - d. Rhetorical Question
- iv. Which C of communication is attained with the use of facts, citing relevant sources and avoiding vague words?
- a. Clarity
 - b. Conciseness
 - c. Concreteness
 - d. Courtesy
- v. Which interview type requires you to respond to each member of the search committee?
- a. Group Interview
 - b. Follow up Interview
 - c. Search Committee Interview
 - d. Screening Interview



Section B – Short Questions

Question 2 [2.5+2.5=05 marks, CLO1-C1]

Answer the following questions briefly.

- i. Define 'information overload' and explain how it becomes a communication barrier.
- ii. What is citation and why is it necessary for survival in academia?

Section C – Long Questions

Question 3 [10 marks, CLO2-C4]

Given below is a poorly composed email. Analyze it with respect to traits of technical writing and seven C's of communication. Identify the traits and give textual examples to justify your point.

To: jane@gmail.com

Subject: Urgent response needed

Hi Jane,

I've sent email and also called you 2 times now and you still haven't answered. Is something wrong with your phone? Maybe you're on vacation. Anyway, I'm sick and tired of waiting for you to do your job. I need that examination information NOW so that I can take care of my business. You promised it days ago. Send it ASAP! You're not a student and you don't know what we go through.

Also, you need to attend the meeting for deciding the pattern of upcoming exams. Be present there timely.

Sincerely,

David Smith



COMSATS University
Islamabad

Registration #: _____

Question 4 [10 marks, CLO3-A4]

Discuss the general structure of a **letter** by comparing it with that of **email**. Outline both **similarities** and **differences** in their structures.

Question 5 [10 marks, CLO4-C3]

Last week your university bus encountered an accident while dropping off students in the evening. The road was slippery due to rain and driver was in a hurry. As the Head of Students Council, compose a **letter of complaint** to your Rector telling him/her all the details. Tell him/her what happened, what were the reasons and what you think is needed to improve the situation. Include all relevant details. Your letter should have at least three paragraphs.

Question 6 [10 marks, CLO4-C3]

Suppose you work as Quality Control Officer at Jazz Head Office. At work, there is very little healthy food to eat in the cafeteria, and you would like that to change. Write a **persuasion** memo to your boss (CEO Jazz) asking for a larger variety of healthy alternatives to the junk food that's currently available. Give reference to an assumed, recent survey that states that healthy employees are more productive and explain that the business would have to spend less on insurance if the employees are healthier. Your memo should have at least three paragraphs with a proper beginning, middle and end.

Good Luck!