

Final exam-Answer Key

TBW-Fall 2024

10,

1. A technical writer is tasked with creating an instruction manual for a new software tool. Which of the following organizational patterns should they prioritize for clarity?
 - A. Chronological order
 - A. Problem/solution format
 - A. Cause/effect analysis
 - A. Descriptive narration
2. To enhance readability and user comprehension in technical writing, which technique should be used when structuring sentences?
 - A. Maintaining passive voice to sound formal
 - A. Placing the main idea at the beginning of the sentence
 - A. Using abstract language to demonstrate knowledge
 - A. Lengthening sentences to ensure thorough explanation
2. A team's technical report was rejected due to "wordiness and redundancy." Which approach should be prioritized to revise the document?
 - A. Increase the use of jargon to display expertise
 - A. Simplify sentences by removing nominalizations and redundant words
 - A. Replace technical terms with general language
 - A. Add more examples to clarify the points
2. Why is audience recognition crucial in technical writing?
 - A. To ensure the writing sounds authoritative
 - A. To maintain uniformity in all documents regardless of audience
 - A. To limit the depth of information provided
 - A. To align the technical details with the knowledge level of the audience
2. A manager needs to send out a negative message regarding delayed project timelines. Which communication channel is most appropriate to balance formality and directness?
 - A. Text message
 - A. Formal letter
 - A. Email
 - A. Company-wide memo
2. A progress report for an ongoing project should primarily include:
 - A. Milestones reached and upcoming deadlines
 - A. An extensive history of the project's origin
 - A. Only positive aspects to maintain morale
 - A. Confidential internal critiques
2. When designing a LinkedIn profile for a professional audience, what aspect should be most emphasized?
 - A. Including detailed personal stories
 - A. Highlighting achievements with quantifiable data
 - A. Using casual language to appear friendly
 - A. Avoiding endorsements for privacy
2. While composing a formal report on environmental impact, what type of data presentation should be prioritized for stakeholder understanding?
 - A. A mix of anecdotal evidence and infographics

- A. Lengthy text sections detailing statistics
 - A. Personal opinions supported by minor evidence
 - A. **Charts and graphs with clear labels**
- 2. When drafting a technical proposal for a new project, which factor is most crucial for securing stakeholder approval?
 - A. The aesthetics of the document
 - A. Persuasive language focused solely on financial gains
 - A. **Clear explanations of how objectives will be achieved**
 - A. Elaborate introductions
- 2. What is the primary benefit of using bullet points in technical documents?
 - A. They reduce the overall length of the document.
 - B. They highlight critical information for quick comprehension.**
 - C. They replace the need for detailed explanations.
 - D. They add visual complexity to the content.
- 3. What is the primary advantage of using a process analysis format in technical writing?
 - A. It helps to showcase the writer's expertise.
 - A. **It enables readers to understand complex steps sequentially.**
 - A. It adds length to the document, making it appear thorough.
 - A. It reduces the need for visual aids.
- 2. You are drafting an email to inform your team about a change in company policy regarding remote work. The policy change has both positive and negative implications. How should you structure your message?
 - A. **Use a neutral tone and present the policy changes clearly, balancing pros and cons**
 - A. Begin with the negative aspects to show transparency
 - A. Avoid mentioning any negative details
 - A. Use technical language to downplay the negative aspects
- 2. During a technical presentation, you notice the audience is becoming disengaged. The content is accurate but dense. What adjustment would best capture their attention without losing the key information?
 - A. Skip to the conclusion to save time
 - A. Increase the pace of your speaking
 - A. **Integrate visuals like charts and simplify explanations**
 - A. Continue as planned, assuming they will catch up
- 2. You need to prepare a short progress report on a long-term project for a team that includes senior management. What should you prioritize in your report to ensure its effectiveness?
 - A. Detailed personal achievements related to the project
 - A. A comprehensive history of the project's challenges
 - A. A list of team member responsibilities
 - A. **Concise updates on completed milestones and upcoming tasks**
- 2. You are tasked with writing technical instructions for assembling a complex piece of machinery. Which feature would be most helpful to include to ensure clarity for first-time users?
 - A. A single, long paragraph detailing each step
 - A. A flowchart summarizing the steps
 - A. **Simple illustrations alongside each step**
 - A. Technical terms without visual aids

2. Your company has received feedback that its business correspondence, particularly emails, often leads to confusion. What should be prioritized to improve the clarity and effectiveness of these emails?
 - A. Including more industry jargon for clarity
 - A. Using concise sentences, active voice, and a clear structure
 - A. Writing in a passive voice to maintain a formal tone
 - A. Adding multiple attachments for comprehensive information
2. While drafting a feasibility report for a proposed project, you realize that there is insufficient data to support some of the project's benefits. What is the most ethical approach to handle this?
 - A. Exaggerate the data available to make the proposal more compelling
 - A. Clearly indicate the areas where data is lacking and propose methods for obtaining it
 - A. Remove the unsupported sections from the report
 - A. Add speculative data that is likely to be true
2. A client has pointed out that the marketing materials sent by your company are difficult to follow. What adjustment should you make to improve these documents?
 - A. Use bullet points and subheadings for better organization
 - A. Use larger paragraphs with detailed explanations
 - A. Include more visuals with minimal text
 - A. Add testimonials to strengthen credibility
2. When analyzing an audience for a business proposal, you should:
 - A. Assume they are already familiar with the topic
 - A. Write in a complex style to impress them
 - A. Focus solely on your company's achievements
 - A. Assess their needs, preferences, and level of expertise
2. In routine correspondence, which of the following should be avoided to maintain a positive tone?
 - A. Clear, concise language
 - A. Direct requests without cushioning
 - A. Providing context and explanation when needed
 - A. Ending with a courteous close
2. Which tone is most appropriate for a customer support email addressing a technical issue?
 - A. Neutral tone
 - B. Personal tone
 - C. Informal tone
 - D. Forceful tone
3. Which of the following is a primary benefit of using reader profiles in technical communication?
 - A. They ensure that the document is focused solely on technical details.
 - A. They reduce the time needed for writing.
 - A. They help in tailoring content to meet the audience's needs, values, and attitudes.
 - A. They prevent the need for visuals in documentation.
2. Which is the best strategy for conducting start-up research for a new technical project?
 - A. Begin with quick searches online for an overview and identify key terms.
 - A. Use only formal, peer-reviewed sources.
 - A. Interview experts before collecting any written data.
 - A. Focus solely on one source to save time.

2. What principle should guide the use of graphics in technical communication?
 - A. Graphics should replace all text for better engagement.
 - A. Use as many graphics as possible to impress the reader.
 - A. Avoid labeling to maintain a cleaner design.
 - A. Graphics should tell a simple story and reinforce the written text.
2. When developing technical content for a diverse audience with mixed technical backgrounds, which approach is most effective?
 - A. Provide layered information with hyperlinks or expandable sections for more detailed explanations.
 - A. Write using highly technical language and assume readers will look up unfamiliar terms.
 - A. Avoid technical language entirely to ensure accessibility.
 - A. Use industry-specific jargon to demonstrate authority.
2. A client files a complaint about delayed product delivery. What is the most professional initial response?
 - A. Apologize and provide a new delivery date.
 - A. Explain why the delay occurred in detail.
 - A. Offer a discount on future purchases.
 - A. Deflect blame to the shipping service.
2. Which of the following is the best way to ensure credibility of information in a report?
 - A. Use sources directly related to the company's products.
 - A. Include a mix of informal and formal sources.
 - A. Verify sources by cross-referencing other reputable information sources.
 - A. Use exclusively online sources.
2. Which of the following is an example of primary research?
 - A. Reading a book on the topic of interest
 - B. Conducting interviews with industry experts
 - C. Analyzing data from a research study
 - D. Reviewing articles from scholarly journals
3. What are the key components of memos, letters, and e-mail?
 - a) Introduction, discussion, and conclusion
 - b) Header, body, and footer
 - c) Salutation, body paragraphs, and closing
 - d) Greeting, main content, and signature
4. Where should the date be placed in a letter?
 - A. One or two spaces below the writer's address
 - B. Two lines below the reader's address

- C. Two spaces above the salutation
 - D. Four spaces below the complimentary close
5. What is the main benefit of instant messages in the workplace?
- A. Increased security for communication
 - B. Improved efficiency for geographically dispersed workgroups**
 - C. More personal and casual communication channel than e-mail
 - D. Avoidance of long-distance telephone rates
6. How does text messaging (TM) allow for documentation of conversations?
- A. TM automatically saves all incoming and outgoing calls
 - B. TM provides instant records of dialogues**
 - C. TM allows employees to clarify misconceptions later on
 - D. TM restricts communication to short and concise messages
7. How can you research the company during your job search?
- A. View the employer's website, read annual reports, speak with an employee**
 - B. Use social media sites to find job openings
 - C. Search for jobs using search engines like Monster.com or CareerBuilder.com
 - D. None of the above
8. What should be included in the identification section of a resume?
- A. Birth date and marital status
 - B. Work experience and accomplishments
 - C. Contact information and name**
 - D. Educational background and references
9. You are working on a short report about a recent project where your team developed a mobile application for time management. The app was tested by 100 users, and the data revealed that 85% found the app helpful, while 15% suggested improvements for the user interface. What should this report primarily focus on?
- a) Sharing your personal opinion about the app without evidence from the user testing
 - b) Providing recommendations for improving the user interface based on the feedback analysis**
 - c) Discussing multiple alternative designs in lengthy detail, even if irrelevant to the project scope
 - d) Speculating on future trends in mobile apps based on received data
10. You are creating a visual for a short report on website traffic analysis. The chart compares data from three user demographics and will be shared with stakeholders. Your goal is to ensure the visual is both clear and accessible. What is a key consideration when selecting colors for the chart?
- a) Use as many colors as possible to make the visual appealing.
 - b) Ensure that colors are distinct and accessible to colorblind readers.**

- c) Avoid using colors; black and white are sufficient.
 - d) Use colors with sharp contrast for clarity of meaning or context.
11. You are reviewing the visuals included in a report analyzing customer satisfaction survey results. One chart shows a large amount of data but is difficult to interpret, while another visual clearly illustrates the key findings related to customer preferences. Your manager asks you to decide which visuals should be kept in the final report. What is a key consideration when evaluating the visuals?
- a) Whether they contain a lot of data, regardless of clarity
 - b) If they align with the report's objectives and enhance understanding
 - c) If they make the report longer and more detailed
 - d) Whether they use overly artistic designs to impress readers
12. You are a technical writer for a startup that develops educational apps. Your manager asks you to write a social media post introducing the new app, "MathMaster," designed to make learning mathematics fun and interactive. Your colleague makes an exaggerated claim in a post, such as: *"MathMaster guarantees you'll become a math genius overnight!"*. What is the most ethical course of action?
- a) Use the claim to attract attention and boost downloads
 - b) Modify the statement to make it more realistic, e.g., *"MathMaster makes learning math easier and more engaging!"*
 - c) Ignore the suggestion and proceed with your own idea
 - d) Use the claim but add a disclaimer in small text
13. You are preparing to apply for two different job positions:

Position A: A data analyst role at a financial firm that requires proficiency in Python, SQL, and data visualization tools like Tableau.

Position B: A social media manager role at a marketing agency, emphasizing creativity, content creation, and experience with platforms like Instagram and LinkedIn.

Your CV includes skills such as Python programming, Tableau, SQL, content writing, and social media management.

How should you tailor your CV for these applications?

- a) Use the same CV for both applications to save time
 - b) Emphasize skills and experiences relevant to the job description for each position
 - c) Add details to make the CV longer for both applications
 - d) Include every skill you've ever learned
14. You are reviewing a draft of a technical report written by your team for a client. One section describes how the team completed the design phase of a project. Which sentence revision best avoids pompous language while maintaining clarity?
- a) "The implementation of the design phase was carried out by the team in a manner reflective of their professional acumen and technical expertise."
 - b) "The team demonstrated their expertise by implementing the design phase effectively and efficiently."
 - c) "With precision and expertise, the team completed the implementation of the design phase."
 - d) "The team implemented the design phase, ensuring clarity and efficiency throughout the process."

15. You are reviewing a technical document that provides guidelines for employees to follow when submitting their project reports. The document is intended for a diverse team, and you want to ensure that the language is inclusive and neutral. Which of the following sentences best uses gender-neutral language for the guidelines?
- a) "Each programmer should submit his report by the deadline."
 - b) "The developer should submit her report by the deadline."
 - c) "Each employee must submit his or her report by the deadline."
 - d) "The programmer must submit the report by the deadline."
16. Which of the following is the most significant benefit of implementing Standard Operating Procedures (SOPs) in the organization?
- a) They allow for greater flexibility in task execution, enabling teams to adjust procedures as needed
 - b) They ensure consistent and efficient performance of tasks across different teams, reducing variability in outcomes
 - c) They encourage employees to work independently without the need for close supervision or oversight
 - d) They eliminate the need for employee training, as all tasks are standardized and require no further explanation
17. You are tasked with creating a Standard Operating Procedure (SOP) for a new inventory management process at your company. In the document, there is a section specifically dedicated to defining the scope of the procedure. What should you include in the 'Scope' section of the SOP for the inventory management process?
- a) The detailed description of every employee involved
 - b) The limitations and boundaries of the procedures described
 - c) List of all equipment/tools required for the procedure
 - d) The names of all suppliers used in the process
18. Your company is upgrading its data center by adding new servers. As part of the upgrade, you are tasked with writing a detailed guide for the IT team to physically install the new servers. The guide will include step-by-step instructions for positioning the servers, organizing power cables, connecting network cables, and ensuring that the setup complies with safety regulations and best practices for airflow management. Which organizational pattern would be most effective for presenting this guide?
- a) Problem-solution
 - b) Chronological order
 - c) Cause and effect
 - d) Spatial order
19. Which of these is an example of faulty parallelism?
- A) The manager plans to review the report, approve the proposal, and assign tasks.
 - B) The manager plans to review the report, approve the proposal, and assigning tasks.
 - C) The manager reviews reports, approves proposals, and assigns tasks.
 - D) The manager reviewed the report, approved the proposal, and assigned tasks.

20. Identify the wordy phrase in the following sentence:

"The manager gave a presentation that was about how to improve sales."

- a) The manager gave a presentation.
- b) **That was about how to improve sales.**
- c) To improve sales.
- d) The manager gave a presentation about improving sales

21. Choose the sentence that eliminates unnecessary words:

- a) The reason why the project failed is because the team did not communicate effectively.
- b) The project failed because the team did not communicate effectively.
- c) The project failed for the reason that there was no effective communication.
- d) The failure of the project was due to the lack of effective communication.

Answer: b) The project failed because the team did not communicate effectively.

22. Which option is the most concise way to rewrite the following sentence?

"The project that we have been working on for several months is finally complete."

- a) The project we've been working on for months is complete.
- b) The project that has taken several months to complete is now finished.
- c) The project we've been working on is finally and completely done.
- d) The project is done after several months of work.

Answer: a) The project we've been working on for months is complete.

23. A company is creating a job advertisement. Which of the following sentences avoids biased language?

- a) We are looking for a young and energetic individual to join our team.
- b) **We are seeking a candidate with experience and enthusiasm for the role.**
- c) We need a man who can handle physical tasks and lead the team.
- d) We want someone who can bring youthful energy to the workplace.

24. A marketing team is preparing an ad for a general audience. Which phrase avoids biased language?

- a) This product is so easy that even your grandma can use it.
- b) **This product is designed for people of all ages and abilities.**
- c) This product is simple enough for seniors to use.
- d) This product works for anyone, even older folks.

[CLO 2: To organize and develop ideas effectively and logically in technical writing.]

Q2: Do as directed.

1. You are working in the technical communication department of a Lahore-based software company that develops user manuals for IT hardware. During a team review, a document writer submitted the following text for a manual aimed at non-technical users:

"The interface's utilization process begins when the system operationalizes. Post-operationalization, users are advised to verify that the operational schematic adheres to the system's initialization parameters."

Task:

1. Identify two specific problems with this text based on the principles of good technical writing style, such as nominalizations or redundancy.
2. Rewrite the text to improve its clarity and readability while maintaining technical accuracy.

Issues Identified:

1. **Complexity:** The text uses jargon such as "utilization process," "operationalizes," and "schematic," which may confuse non-technical users.
2. **Nominalization:** Verbs are turned into nouns (e.g., "utilization process" instead of "use").
3. **Passive and Indirect Language:** The instruction lacks directness and is overly wordy.

Rewritten Text:

"The system begins functioning when the interface is activated. After activation, users should verify that the system settings match the required parameters."

2. A Pakistani engineering firm is preparing a progress report for its stakeholders. Below is an excerpt from the draft:

"There are many procedures that must be completed prior to the initiation of the next phase. This includes procurement of equipment, validation of specifications, and conducting quality assurance tests. It is important that all steps are executed efficiently."

Task:

1. Identify two specific problems with this text based on the principles of good technical writing style.
2. Rewrite the excerpt to align with best practices of technical writing style, focusing on precision and eliminating redundancy.

Issues Identified:

1. **Redundancy:** Phrases like "must be completed prior to the initiation" can be simplified.
2. **Lack of Parallel Structure:** The list is inconsistent ("procurement" and "conducting").

Rewritten Text:

"Several procedures, such as procuring equipment, validating specifications, and conducting quality assurance tests, must be completed before starting the next phase. All steps must be executed efficiently."

0. A safety manual for a manufacturing plant in Faisalabad includes the following statement:

"It is expected that the machinery will be inspected weekly by the maintenance team to ensure that all safety standards are being adhered to."

Task:

1. Precisely identify which stylistic features of the excerpt make it ineffective.
2. Rewrite the statement to make it more direct and actionable.

Issues Identified:

1. **Passive Voice:** The use of "It is expected" and "will be inspected" makes the sentence indirect.
2. **Lack of Clarity:** The sentence can be more concise and direct.

Rewritten Text:

"The maintenance team must inspect the machinery weekly to ensure compliance with safety standards."

0. A document prepared for IT support technicians includes the following troubleshooting step:

"If the computer does not boot correctly, it is suggested that the user should first check all of the connected peripherals to ensure that they are properly attached, as improper connection can sometimes cause such problems."

Task:

1. Rewrite the sentence to make it more concise and direct.

Rewritten Text:

"If the computer does not boot, check all connected peripherals to ensure they are properly attached, as improper connections can cause this issue."

0. A memo addressing team performance during a recent project contains the following paragraph:

"The team performed well overall; however, there were some members who failed to adhere to project timelines, which was quite disappointing. It's important for everyone to take deadlines more seriously in future projects to avoid unnecessary delays."

Task:

1. Identify two issues in tone and formality that could make this paragraph less effective in a professional setting.
2. Rewrite the paragraph to maintain a constructive tone and appropriate level of formality.

Issues Identified:

1. **Negative Tone:** Words like "failed" and "disappointing" may demotivate the team.
2. **Informal Language:** "It's important" and "quite disappointing" are conversational and lack professionalism.

Rewritten Text:

"The team performed well overall. However, some delays were observed in adhering to project timeliness. Moving forward, we recommend that all team members prioritize meeting deadlines to ensure smooth project execution."

[CLO 3: Achieve clarity, conciseness, accuracy and objectivity while drafting technical/business communication/content.]

1. **Q3:**

Category	Max Marks
Subject Line Appropriateness	2
Opening (Greeting and Acknowledgement)	2
Restatement of the Problem/Concern	2
Expression of Empathy or Apology (if needed)	2
Offering the Adjustment/Compromise	4
Justification of the Adjustment	4
Invitation to Further Discussion/Negotiation	2
Closing (Reaffirmation and Polite Sign-off)	2
Sign-off	2

Total Marks: 20

Sample Answer

Subject: Adjusted Proposal for EcoTech Solutions Project

Dear _____,

I hope this email finds you well. Thank you for taking the time to review our proposal and providing us with your valuable feedback. We truly appreciate the opportunity to collaborate with EcoTech Solutions on such an important project. I understand that the timeline and pricing have been areas of concern for you, and I'd like to address these to ensure we can move forward in a way that aligns with both our objectives and your expectations.

Regarding the timeline, we recognize that the scale of the project warrants a more detailed testing phase to ensure everything meets your high-quality standards. Given the complexity of the data management system and your need for thorough testing, we are willing to extend the timeline by an additional 2 weeks, adjusting the delivery date to 6.5 months. This will allow us to conduct more comprehensive testing and ensure that all features perform optimally before deployment.

We understand that the proposed cost is slightly above your current budget. After careful consideration, we can offer a 10% reduction in the overall pricing, bringing the total cost down to \$135,000. This reduction can be achieved by adjusting the scope of the post-launch support phase, which we can scale back to a two-week period (rather than one month) while still ensuring that we meet your operational needs. This adjustment maintains the integrity of the core development and testing phases while being mindful of your financial considerations.

I would be happy to discuss these adjustments further and explore any other suggestions you may have to ensure we meet your goals. If these changes are agreeable to you, we can move forward with finalizing the contract and initiating the first phase of the project. Please let us know your thoughts, or if you would prefer a call to go over any remaining concerns.

Thank you again for your feedback and your trust in TechSolutions. We look forward to working with you to bring this exciting project to life.

Best regards,

[CLO 4: To design and write different types of technical documents effectively.]

Q3: Convert the following narrative into clear, concise but complete and step by step instructions. Also, use document design techniques to enhance readability and accessibility. You can add hazard notations if required. **[20 marks]**

Step-by-Step Instructions to Set Up 2FA on an Email Account

Instructions to Set Up Two-Factor Authentication (2FA)

1. **Log In to Your Email Account**
 - o Visit: www.securemail.com.
 - o Enter your **email address** and **password** to log in.
2. **Access Security Settings**
 - o Click on the **gear icon** (Settings) in the top-right corner of the screen.
 - o Select **“Security Settings”** from the drop-down menu.
3. **Enable Two-Factor Authentication**
 - o Click on **“Enable Two-Factor Authentication.”**
 - o Choose a 2FA method:
 - **SMS Verification** (code sent to your mobile number).
 - **Authenticator App** (e.g., Google Authenticator).
4. **Set Up the Authenticator App**
 - o Select **“Authenticator App”** as your 2FA method.
 - o The system will display a **QR Code**.
 - o Open the **Google Authenticator App** on your smartphone.
 - Tap on **“Add Account”** and scan the QR Code displayed on the email system.
5. **Verify the Authenticator Code**
 - o The Authenticator App will generate a **6-digit code**.
 - o Enter the **6-digit code** into the verification field on the email system.
 - o Click **“Verify.”**
6. **Save Backup Codes**
 - o Download and save the **backup codes** provided by the system.

△ **Tip:** Store backup codes securely in case you lose access to the Authenticator app.
7. **Test the 2FA Setup**
 - o Log out of your account.
 - o Log back in by entering your **email address** and **password**.
 - o When prompted, open the Authenticator app and enter the **6-digit code** to verify access.

Document Design Techniques Used

1. **Headings and Subheadings** – Divided into clear sections for better organization.
 2. **Numbered Steps** – Logical and sequential instructions for clarity.
 3. **Bold Text** – Highlighted actions, buttons, and key options.
 4. **Safety Tips/Notes** – Added ⚠ for important recommendations.
 5. **White Space** – Enhanced readability by spacing out steps appropriately.
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Marking Criteria

Criteria	Marks	Description
Clarity and Detail of Steps	6	Each step is clear, detailed, and easy to follow, including necessary actions and system prompts.
Logical Flow and Sequence	4	Steps are arranged logically and sequentially for ease of understanding.
Correct Use of Document Design	4	Use of headings, bold text, numbered steps, and white space to enhance readability and accessibility.
Appropriate Language and Tone	2	Language is clear, concise, and professional, avoiding ambiguity.
Inclusion of Key Details	3	Important details like QR code setup, app instructions, and saving backup codes are included.
Grammar, Spelling, and Formatting	1	Accurate grammar, spelling, and formatting throughout.
Total Marks	20	

[CLO 3: Achieve clarity, conciseness, accuracy and objectivity while drafting technical/business communication/content.]

Q5: Rewriting Sentences to avoid faulty parallelism and biased language. [10 marks]

1. The job requires writing reports, attending meetings, and assisting with presentations.
2. The company values employees who are punctual, hardworking, and creative.
3. During the training program, participants will learn to analyze data, create charts, and write reports.
4. My goals are to improve my communication skills, manage my time better, and expand my knowledge.
5. The teacher said we should read the chapter, complete the exercises, and submit the assignment by Monday.
6. Each manager must bring their own laptop to the meeting.
7. The receptionist role requires someone who can greet guests with a friendly and professional demeanor.

8. The software is so simple that employees of all ages can use it.
9. Everyone at the conference was given a gift bag, including a guide to assist individuals with disabilities.
10. The project requires engineers to work hard and be resilient enough to handle stressful situations.