

Technical and Business Writing (SS2007)

Course Instructor(s):

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Section(s): (CS-A,B/F,C,D,E,G,H,J/K)

Sessional-II Exam

Total Time (Hrs): 1

Total Marks: 60

Total Questions: 3

Date: Nov 2, 2024

Roll No

Course Section

Student Signature

Do not write below this line.

Attempt all the questions.

[CLO 1: Achieve proficiency in assessing technical and business writing situations.]

Q1: Read the questions carefully; choose the most appropriate option and write it on the answer booklet provided to you. Don't write the full answer statements. **Write only A, B, C, D, E or F on the answer booklet along with question numbers.** No marks will be awarded in case of ambiguity, cutting/ overwriting or modifying the answer in any way.

[30 marks]

1. In the context of professional job applications, cover letters are often regarded as _____ letters, where the candidate must strategically position themselves as the ideal fit for the role. Unlike a résumé, which lists qualifications and experiences, the cover letter's primary function is to create a compelling first impression and demonstrate a personalized connection to the job and company.

A. Persuasive
B. Self-promotional
C. Recommendation
D. Evaluative
2. Samreen, after completing her bachelor's in arts, is searching for a suitable job. However, she couldn't find any relevant job advertisements. As a proactive step, she decided to submit her CV to various Montessori schools, hoping they would consider her for future openings. What is this type of job request called?

A. Unsolicited
B. Solicited
C. Referral
D. None of the above

3. Mateen, a graphic designer, brings a physical portfolio to his interview that showcases his best work. He also provides a digital version via flash drive and links to an online portfolio. Which of the following is the **most appropriate** way to present his portfolio?
- A. Mailing the portfolio before the interview
 - B. Submitting it unsolicited along with the job application
 - C. Presenting both hardcopy and digital formats during the interview
 - D. Posting it on social media without restrictions
4. Cover letter of a report is also termed as
- A. Introductory lines
 - B. Front matter
 - C. Transmittal
 - D. Summary
5. In the cover letter, the paragraph that elaborates on the qualifications presented in the résumé, articulates the candidate's enthusiasm for the position, and emphasizes their unique value to the employer is referred to as the _____ paragraph.
- A. Body
 - B. Closing
 - C. Introduction
 - D. None of them
6. During a critical system upgrade, a major issue led to a data corruption incident that affected multiple client databases. The IT team needs to thoroughly document the issue, including the sequence of events, the root cause, corrective actions taken, and long-term preventive measures. The aim is not only to solve the current issue but also to inform future policies. What type of report should they submit to senior management?
- A. Analytical Report
 - B. Incident Report
 - C. Investigative Report
 - D. Justification Report
7. Which of the following is correct for an abstract:
- A. Is usually no longer than a paragraph
 - B. Is written for low tech audience
 - C. Summarizes the whole report
 - D. Presents a problem, solutions and implications.
 - E. All of the above

8. The front matter of the formal, long report contains
- A. Title Page, Cover Letter, Purpose Statement, Table of Contents, List of Illustrations, and Abstract
 - B. Title Page, Cover Letter, Table of Contents, List of Illustrations, and Abstract/ executive summary
 - C. Title, Cover Letter, Table of Contents, List of Illustrations, Abstract, background and problem
 - D. All of Above
9. After attending a cybersecurity seminar in another city, a company's IT specialist must summarize the key takeaways and explain how the information gathered could benefit their organization's data security strategy. What type of report should be written?
- A. Feasibility Report
 - B. Trip Report
 - C. Recommendation Report
 - D. Justification Report
10. Which is NOT a typical component of a long formal report's back matter?
- A. Conclusion
 - B. Glossary
 - C. Works Cited
 - D. Appendix
11. Which of the following features is commonly found in both solicited and unsolicited proposals but may differ in emphasis?
- A. Detailed project timeline
 - B. Summary of qualifications
 - C. Problem statement
 - D. Cost estimation
12. While developing a report for a company expansion, what should the introduction include to ensure all readers understand its necessity?
- A. A description of the current limitations and needs for expansion
 - B. All survey data from clients
 - C. Only the cost implications
 - D. A list of vendors contacted
13. When a report is submitted outside the organization, which feature is often added to the title page?
- A. A table of contents
 - B. A list of references

- C. The name of the report's intended audience
 - D. A list of illustrations
14. The IT department at a tech company is tasked with providing a report to assess the risks and benefits of upgrading the current database software. The report should discuss the advantages and disadvantages without explicitly recommending an upgrade. Which type of report should they use?
- A. Informative
 - B. Analytical
 - C. Recommendation
 - D. Summary
15. A government agency wants a report on current trends in renewable energy technologies. The purpose is to provide information for future decision-making but without recommending a specific policy or approach. What type of report is appropriate?
- A. Informative
 - B. Analytical
 - C. Recommendation
 - D. Proposal
16. A school district is evaluating options for a new transportation system. They request a report that compares the efficiency, cost, and environmental impact of three transportation models and concludes with the best option. Which report type is needed?
- A. Recommendation
 - B. Informative
 - C. Analytical
 - D. Descriptive
17. John is applying for a position as a software engineer. He wants his career objective to emphasize his skills in developing web applications and his interest in contributing to innovative projects. Which career objective is most appropriate?
- A. "Seeking a software engineering role where I can gain experience."
 - B. "Looking for any role that allows me to use my skills."
 - C. "To obtain a software engineering position where I can leverage my web development skills to contribute to innovative projects."
 - D. "Aspiring to become a senior engineer someday."

18. A software development team is analyzing the number of bugs reported during different phases of the software lifecycle (design, coding, testing, and deployment). They need to clearly show how the number of bugs changes across these phases. Which visual aid would be most effective in representing this data?
- A. Bar Chart
 - B. Pie Chart
 - C. Line Graph
 - D. Scatter Plot
19. A potential investor has limited time to review your report. Which section will provide them with a quick overview?
- A. Introduction
 - B. Executive Summary
 - C. Conclusion
 - D. References
20. You are tasked with writing a progress report for a three-month software development project. By the end of the second month, you discover that the project is behind schedule due to unexpected technical issues. Which of the following would be the most appropriate way to communicate this delay in your report?
- A. Emphasize the team's effort and mention the delays briefly at the end of the report.
 - B. Focus entirely on the achievements to avoid any negative impression.
 - C. Clearly state the delay in the "Project Status" section, provide a brief explanation, and propose a solution to get back on track.
 - D. Blame the delays on external factors and avoid proposing any corrective actions.
21. You are writing a feasibility report to assess whether your company should invest in a new production facility. During your research, you find that the initial cost will be higher than expected, but the long-term savings are substantial. How should you structure your feasibility report to present this information effectively?
- A. Highlight the long-term savings in the executive summary and present the higher initial cost later in the body of the report.
 - B. Focus only on the benefits in the report and omit the mention of the high initial cost.
 - C. Lead with the higher cost in the executive summary to ensure transparency and downplay the long-term savings.
 - D. Present both the higher initial cost and long-term savings equally in the executive summary and provide a detailed cost-benefit analysis for the body.
22. You are compiling a long analytical report on the environmental impact of a new industrial plant. Several sections involve highly technical data, including charts and graphs. To ensure accessibility for non-technical stakeholders, what should you do?
- A. Keep the technical data intact and provide a glossary of terms at the end of the report.
 - B. Summarize the technical data in simpler terms at the end of each section but keep the original charts and graphs as they are.
 - C. Create a separate appendix with technical data and simplify the main body by summarizing key points, ensuring that the report is readable by all audiences.

- D. Use footnotes to explain complex terms and retain all technical parts in the main body of the report.
23. You are compiling a research report on market trends for a client. During the research phase, you find conflicting data from two reputable sources. How should you handle this in your report?
- A. Ignore the conflicting data to avoid confusing the client and stick to one source.
 - B. Present both sources, acknowledge the discrepancy, and discuss possible reasons for the conflicting data, offering your analysis on which is more reliable.
 - C. Choose the data source that aligns with the client's goals and omit the conflicting source.
 - D. Present both sources but make no mention of the conflict, leaving it for the client to interpret.
24. You are preparing a proposal for a new community outreach program. The program requires funding from a government grant, but you anticipate potential pushback due to budgetary constraints. How should you address this in your proposal?
- A. Downplay the costs and emphasize the social benefits of the program to sway decision-makers.
 - B. Provide a detailed budget breakdown and emphasize how the long-term benefits of the program will justify the upfront costs.
 - C. Avoid mentioning the budgetary concerns and focus entirely on the social impact to gain approval first.
 - D. Include the costs in an appendix to avoid bringing them up directly in the main proposal.
25. You are designing a technical report on the effectiveness of renewable energy projects for a diverse audience that includes policymakers, scientists, and the general public. Which approach to document design would best accommodate all audience types?
- A. Use highly technical charts and graphs throughout the report to appeal to the scientists and provide an appendix with simplified visuals for non-experts.
 - B. Design the report with detailed tables and technical data on each page, as policymakers will prefer hard data over visuals.
 - C. Use simple bar graphs and pie charts in the main report and include a detailed appendix with more complex data and charts.
 - D. Avoid using visuals entirely to ensure that the document is universally accessible, regardless of the reader's technical expertise.
26. A candidate is applying for a senior management position at a multinational corporation. In their cover letter, they emphasize their past leadership roles but fail to tailor the content to the specific position. Which of the following strategies would improve the effectiveness of their cover letter?
- A. Adding a section listing all previous jobs held.
 - B. Using industry buzzwords to make the letter appear more technical.
 - C. Highlighting specific achievements that align with the company's goals and explaining how these can benefit the role they are applying for.
 - D. Making the letter shorter to ensure it gets read quickly.
27. A project manager is preparing a complex report for upper management that includes financial data, risk assessments, and market forecasts. To ensure clarity and effective communication, what is the most appropriate way to incorporate visual elements into the document?
- A. Mix multiple types of visual elements such as tables, graphs, and infographics, while ensuring that each visual is accompanied by a clear explanation and labeled appropriately.
 - B. Use only bar charts to represent all types of data for consistency.
 - C. Avoid using visuals to maintain a formal tone in the report.
 - D. Use large blocks of text to ensure that all data is explained in detail without visual distractions.

28. The two defining features of a research report are: research reports use only primary data, and they are a response to a research question or hypothesis.
- A. True
 - B. False
29. It is good to avoid using clipart in most technical writing situations because clipart becomes decorative fluff that takes readers' attention away from the document's message.
- A. True
 - B. False
30. _____ are documents that present ideas or plans for consideration.
- A. Informal Reports
 - B. Elevator Pitch
 - C. Proposal
 - D. RFPs

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

Q1) Below is the results section from a case study on developing and launching a mobile application for real-time public transport tracking in Islamabad. Your task is to reverse engineer and write a **200–250-word abstract** that logically leads to these results. You must include a clear purpose, problem, scope, a description of the methodology (key features of app or technology used), and conclusions that align with the outcomes provided in the results. The abstract should follow the academic format and should be in past tense. **[21 marks]**

Results:

The launch of the mobile application led to a 40% increase in public transport usage among daily commuters in Islamabad, particularly in sectors F-8, G-9, and Blue Area, within the first three months. The app provided real-time bus tracking, arrival times, and route information for major bus lines across the city, allowing users to plan their journeys more efficiently. The integration of a feedback system enabled users to report issues such as delays or cleanliness, which improved service reliability by 20%, as city authorities acted on the feedback. Survey results showed that 85% of users found the app user-friendly, and 70% reported reduced wait times at bus stops. The app's success has led to plans for expanding the service to other cities, such as Rawalpindi and integrating ride-sharing options in the future to offer more transportation choices.

Criteria	Total Marks	Marks Obtained
Defining Purpose	4	2.5
Clarifying/Indicating Problem	4	3
Methodology & Approach	3	2
Relevance to provided Results	3	3
Conclusion & Implications	2	1

Structure & Clarity	2	1.5
Language & Formality	2	2
Bonus: Innovation & Creativity	1	0.5
Total	21	15.5

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

Q3: Do as Directed.

[09 marks]

- I. Recruiters spend an average of 10 seconds scanning a resume before deciding whether to keep reading. Write a **two-sentence summary** of your skills and experience that would grab a recruiter's attention in those 10 seconds. Focus on your most important and marketable qualities. [3 Marks]
- II. Below is an excerpt from a resume for a software development role. *"I've worked in several jobs related to coding and have experience with Python, Java, and C++. I'm also good at team projects."* In **50 words**, identify the problem(s) with this section of the resume and suggest how it could be improved to make a stronger impact. [3 Marks]
- III. Read the following sentence from a cover letter: "I think I would be a good fit for your company because I'm looking for a job and you seem to be hiring." In **50 words**, explain why this sentence weakens the cover letter and suggest how it can be rewritten to make a stronger case for the candidate's fit with the company. [3 Marks]

Q.2

Abstract:

Currently, despite the addition of two more public bus routes in Islamabad, 12 in total as of 2-11-2024, the utilization of these public transportation systems still remain low, i.e. 60%. This low utilization results wastage in resources and indirectly causes lower purchasing power to the commuters due to higher transportation costs of their personal vehicles. The Capital Development Authority aims to address this issue by including various stakeholders to propose potential solutions. The most prominent of the all discussed below in the report is a Real-Time Public Transportation mobile application. The initial field testing of this solution has returned promising results. Testing has shown that the inclusion of the mobile application has led to a 40% increase in public transport usage among daily commuters. Improved service reliability by 20%. Moreover, 85% of the users found the app-friendly, with 70% reporting reduced wait times at bus stops. The above improvements have been enabled by the ~~several~~ features introduced in the application. It includes bus tracking,

route and arrival information. A feedback also enables a better check on service quality. To ensure the correctness of data, the sample population was to chosen to be diverse to ensure a balanced and nuanced result. A third party auditor has also been involved for transparency. In the face of other recommendations such as an info both, the mobile application and the CDA's constituted committee recommends it as the solution.

Sessional-II Answer Key

[CLO : Achieve proficiency in assessing technical and business writing situations.]

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1. A
2. A
3. C
4. C
5. A
6. A
7. E
8. B
9. B
10. A
11. B
12. A
13. C
14. B
15. A
16. A
17. C
18. C
19. B
20. C
21. D
22. C
23. B
24. B
25. C
26. C.
27. A
28. B
29. A
30. C

Question 3**[3*3=9 marks]****Sample Answers:**

- I. “Motivated software engineer with 3 years of experience developing efficient, scalable web applications using Python and JavaScript. Proven track record of leading successful projects, improving system performance by 25%, and delivering results ahead of schedule.”
- II. The section lacks specifics and impact. Instead of “several jobs,” mention the exact number of years or companies. Replace “good at team projects” with specifics: “Collaborated in a 5-person team to develop a Python-based solution, improving efficiency by 5%.” Be precise about your contributions and results.
- III. This sentence is too generic and self-focused, offering no value to the employer. A better rewrite: “I’m excited to apply my skills in digital marketing and content strategy to contribute to your company’s mission of driving innovation in the health industry.”