National University of Computer and Emerging Sciences
Islamabad Campus

Technical and Business Writing (SS2007)

Sessional-I Exam

Total Time (Hrs):	1
Total Marks:	40
Total Questions:	3

Course Instructor(s):
Sumayyah Malik, Lubna Amir, Mehreen, Ghalia Gohar, Hajra Khalid
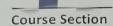Section(s): (CS-A, B, C, D, E, G, H, J/K)

Date: Sep 21, 2024

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Roll No   Course Section   Student Signature
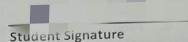
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Attempt all the questions.

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 or D 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. **[20 marks]**

1. When presenting a new project proposal to your company's board of directors, who represent multiple departments, which audience are they considered?
   a. Primary Audience
   b. Secondary Audience
   c. Tertiary Audience
   d. Gatekeeper Audience

2. Your task is to brief your company's IT manager on a potential new cybersecurity solution before they present it to the executive team. What audience type is the IT manager?
   a. Lay Audience
   b. High-Tech Audience
   c. Gatekeeper Audience
   d. Secondary Audience

3. A mobile phone company is creating a quick start guide for a new smartphone aimed at the general public. What audience type should the guide be designed for?
   a. High-Tech
   b. Low-Tech
   c. Lay
   d. Expert

4. You are a marketing manager, and you discover that a colleague has selectively misquoted a customer testimonial to make it appear more favorable in an advertisement. What type of ethical issue does this represent?
   a. Ethical Dilemma
   b. Ethical Lapse
   c. Transparency
   d. All of the above

5. A marketing director is choosing between two advertising strategies: one that fully discloses product side effects and another that minimizes these details to increase sales. Both options have valid reasons but opposing ethical implications. What does this scenario illustrate?
   a. Ethical Dilemma
   b. Ethical Lapse
   c. Misrepresenting Numbers
   d. Plagiarizing

6. Which subject line is most effective for an email updating clients on a new product launch?
   a. "New Product Launch Announcement"
   b. "Exciting New Product Coming Soon!"
   c. "Update on Our Latest Product"
   d. "Product Launch: What You Need to Know"

7. Which of the following sentences demonstrates correct parallelism?
   a. She likes to swim, jogging, and biking.
   b. He is responsible for preparing the report, presenting the findings, and to summarize the results.
   c. The company aims to improve customer service, enhance product quality, and increase sales.
   d. We need to finish the project on time, within budget, and successfully.

8. Identify the sentence with proper parallelism:
   a. The speaker is known for his engaging presentations, insightful analysis, and being a good listener.
   b. They were excited about the trip, the activities planned, and to visit the historical sites.
   c. The policy outlines procedures for filing complaints, resolving disputes, and to report issues.
   d. Our objectives are to reduce costs, improve quality, and increase efficiency.

9. In a scientific report where the focus is on the results of an experiment rather than who performed it, which voice is more suitable?
   a. Active voice
   b. Passive voice
   c. Either voice, as both are equally effective
   d. Neither, as scientific reports don't use voice

10. A company wants to highlight a new process they have developed. Which voice should they use to emphasize their role in developing the process?
    a. Passive voice
    b. Active voice
    c. Either voice, as both emphasize equally
    d. Neither, as the company's role is not important

11. What is a nominalization?
    a. A verb that has been changed into a noun.
    b. A noun that has been changed into a verb.
    c. A phrase that has been shortened.
    d. A word that is used in multiple contexts.

12. Which sentence demonstrates effective avoidance of nominalization?
    a. "There was an analysis of the data conducted by the team."
    b. "The team analyzed the data."

c. "An analysis of the data was completed by the team."

d. "The data analysis by the team was thorough."

13. Which of the following sentences demonstrates a choppy writing style?

a. "The meeting was productive. We discussed the new project. Everyone agreed on the timeline."

b. "The meeting was productive, and we discussed the new project, agreeing on the timeline."

c. "During the productive meeting, we discussed the new project and agreed on the timeline."

d. "The meeting was productive. We discussed the project and the timeline was agreed upon."

14. Choose the sentence that improves upon a choppy style by combining ideas.

a. "John finished his homework. He went outside. He played basketball with friends."

b. "John finished his homework, went outside, and played basketball with friends."

c. "John finished his homework and went outside. played basketball with friends."

d. All of the above

15. Which sentence avoids choppiness by using conjunctions or transitions?

a. "The presentation was over. The attendees left the room."

b. "The presentation was over, so the attendees left the room."

c. "The attendees left the room. The presentation was over."

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16. Scenario: You are preparing a technical manual for a software product. Which instruction is the most concise without losing clarity?

a. In order to access the file, the user must first click on the button that says "Open File" located on the toolbar.

b. To open the file, click "Open File" on the toolbar.

c. In order to open the file, the user is required to click on the "Open File" button that can be found on the toolbar.

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17. Scenario: You are drafting a business proposal for a new client. Which sentence is free from redundancy?

a. Our team is completely committed to providing excellent service to all of our clients.

b. Our team is committed to providing excellent service to our clients.

c. Our team is fully committed to offering the highest level of service to all our clients.

d. Our team is absolutely committed to providing excellent and top-quality service to all of our clients.

18. In an email, what does the "BCC" line stand for?

a. Blind Courtesy Copy

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19. In a business email, what is the purpose of the "CC" line?

a. To list additional recipients who need to read the email but are not the main recipients

b. To provide a copy of the email to someone without the primary recipient knowing

c. To mark the email as urgent

d. To add a greeting to the email

20. Which of the following is a key element of effective technical writing?
   a. Jargon
   b. Clarity
   c. Ambiguity
   d. Complexity

Q2: Effective communication in the workplace involves not just what is said but also how it is said. The tone of a message can significantly impact how the message is received and interpreted by the audience. Each tone serves a different purpose and is suited to specific situations, audiences, and objectives. Read the following excerpts from workplace communication and **identify** the tone being used. **Justify** your answer by highlighting specific language features that indicate the tone.

[10 Marks]

Excerpts:

A.   "We are excited to move forward with your proposal to update the office equipment. This decision was made to improve efficiency and reduce costs. Please coordinate with the team to ensure a smooth transition."

B.   "Due to unforeseen complications, your proposal to install new software has not been approved. It seems that some technical issues have been raised, and there are concerns about compatibility with existing systems. We will need to review this further."

C.   "Tom, great job on the project proposal! I appreciate your effort and creativity in outlining the next steps. I think this will have a positive impact on our team. Let's meet next week to discuss implementation."

D.   "I am writing to inform you that the project will be delayed due to several logistical issues. I will schedule further discussions to address the next steps. All team members will be notified of the updated timeline."

NOTE: The answer must include the following:

Correct identification of the tone used in each excerpt.   [1*4=4 Marks]

Justification that clearly explains the specific language indicating the tone.   [1.5*4=6 Marks]

Q3: Read the following case study and answer the question at the end   [10 Marks]

Case Study: Managing a High-Stakes Software Development Project

Ayesha Khan has been hired as a project manager at **BrightTech Solutions**, a global tech firm. She is overseeing a high-priority software development project for **RetailFusion**, a major client in the retail industry. The project involves creating a custom CRM (Customer Relationship Management) platform tailored to RetailFusion's unique operational needs. Due to communication breakdowns between the development team and RetailFusion, several key milestones have been missed, leading to significant delays. The development team, led by **John Marshall**, has been tackling complex technical challenges related to CRM integration but has not effectively communicated their progress or setbacks to the client. RetailFusion, frustrated by the lack of transparency, is threatening to pull out of the project if

no significant improvements are made. Ayesha Khan's role is to manage both internal and client-facing communications to restore trust and ensure the project is completed successfully. Ayesha Khan must handle both teams carefully, motivating the development team to stay on track while ensuring the client's concerns are addressed professionally.

Slack Message to Development Team
Slack Channel: #dev-team

Hey team,

We've encountered some serious communication gaps with RetailFusion, which has contr uted to delays. I understand that you're working through complex technical challenges, but it's c ial we realign our progress with the client's expectations.

We need to revise our current timelines to account for the roadblocks you're facing, but we also have to streamline how we report on these issues to the client. Moving forward, I need daily updates on progress, highlighting both completed tasks and unresolved technical hurdles.

We'll be organizing a troubleshooting meeting tomorrow to dive into the specific issues that are causing delays. Let's work together to ensure clear action points that we can communicate externally.

Remember, the client's trust is at stake, and we need to deliver transparency and solutions. Let's get this back on track.

– Ayesha

Due to unforeseen technical issues, Ayesha has determined that the project will miss the upcoming deadline, despite recent improvements. Your task is to draft **an effective negative email** to RetailFusion, on behalf of Ayesha Khan, explaining the need for an extension of the project deadline and notifying them of the additional delay.

Session-I Answer Key (Q1)

1. When presenting a new project proposal to your company's board of directors, who represent multiple departments, which audience are they considered?
    A) Primary Audience
    B) Secondary Audience
    C) Tertiary Audience
    D) Gatekeeper Audience
    Answer: A) Primary Audience
    Reason: The board of directors is the primary audience because they are the main decision-makers who will directly influence the approval or rejection of the project.

2. Your task is to brief your company's IT manager on a potential new cybersecurity solution before they present it to the executive team. What audience type is the IT manager?
    A) Lay Audience
    B) High-Tech Audience
    C) Gatekeeper Audience
    D) Secondary Audience
    Answer: C) Gatekeeper Audience
    Reason: The IT manager acts as a gatekeeper because they assess the solution's suitability before passing it on to the executive team, influencing whether the solution moves forward.

3. A mobile phone company is creating a quick start guide for a new smartphone aimed at the general public. What audience type should the guide be designed for?
    A) High-Tech
    B) Low-Tech
    C) Lay
    D) Expert
    Answer: C) Lay
    Reason: The general public typically falls into the lay audience category, meaning the guide should use simple language, visuals, and easy-to-follow instructions without assuming prior technical knowledge.

4. **You are a marketing manager, and you discover that a colleague has selectively misquoted a customer testimonial to make it appear more favorable in an advertisement. What type of ethical issue does this represent?**
    a. Ethical Dilemma
    b. Ethical Lapse
    c. Transparency
    d. All of the above

Answer: B) Ethical Lapse
Reason: Selectively misquoting a customer testimonial to deceive the audience is a clear ethical lapse because it is a deliberate, unethical choice that misleads the audience.

5. A marketing director is choosing between two advertising strategies: one that fully discloses product side effects and another that minimizes these details to increase sales. Both options have valid reasons but opposing ethical implications. What does this scenario illustrate?
A) Ethical Dilemma
B) Ethical Lapse
C) Misrepresenting Numbers
D) Plagiarizing

Answer: A) Ethical Dilemma

Reason: This is an ethical dilemma because it involves choosing between two alternatives, each with its own ethical pros and cons, and neither option is clearly right or wrong.

6. **Which subject line is most effective for an email updating clients on a new product launch?**
   a. "New Product Launch Announcement"
   b. B. "Exciting New Product Coming Soon!"
   c. "Update on Our Latest Product"
   d. "Product Launch: What You Need to Know"

Answer: A. "New Product Launch Announcement"

- **Topic:** New product launch

- **Focus:** Announcing the launch

7. Which of the following sentences demonstrates correct parallelism?
   a. She likes to swim, jogging, and biking.
   b. He is responsible for preparing the report, presenting the findings, and to summarize the results.
   c. The company aims to improve customer service, enhance product quality, and increase sales.
   d. We need to finish the project on time, within budget, and successfully.

Answer: C. The company aims to improve customer service, enhance product quality, and increase sales.

Explanation: This sentence maintains parallel structure by using verbs ("improve," "enhance," "increase") consistently for each item in the list.

8. **Identify the sentence with proper parallelism:**
   A. The speaker is known for his engaging presentations, insightful analysis, and being a good listener.
   B. They were excited about the trip, the activities planned, and to visit the historical sites.
   C. The policy outlines procedures for filing complaints, resolving disputes, and to report issues.
   D. Our objectives are to reduce costs, improve quality, and increase efficiency.

Answer: D. Our objectives are to reduce costs, improve quality, and increase efficiency.
Explanation: The sentence uses parallel infinitive verbs ("to reduce," "to improve," "to increase") for a consistent structure.

9. In a scientific report where the focus is on the results of an experiment rather than who performed it, which voice is more suitable?
   a. Active voice
   b. Passive voice
   c. Either voice, as both are equally effective
   d. Neither, as scientific reports don't use voice

Answer: B) Passive voice

Explanation: Passive voice is suitable when the focus is on the results or the action itself rather than the person or entity performing it.

10. A company wants to highlight a new process they have developed. Which voice should they use to emphasize their role in developing the process?
    a. Passive voice
    b. Active voice
    c. Either voice, as both emphasize equally
    d. Neither, as the company's role is not important

Answer: B) Active voice

Explanation: Active voice emphasizes the company's role in developing the process, highlighting their contribution.

11. What is a nominalization?

    a. A verb that has been changed into a noun.

    b. A noun that has been changed into a verb.

    c. A phrase that has been shortened.

    d. A word that is used in multiple contexts.

Answer: A) A verb that has been changed into a noun.

Explanation: Nominalization is the process of converting a verb (or sometimes an adjective) into a noun, which can lead to less direct and less engaging writing.

12. Which sentence demonstrates effective avoidance of nominalization?

    a. "There was an analysis of the data conducted by the team."

    b. "The team analyzed the data."

    c. "An analysis of the data was completed by the team."

    d. "The data analysis by the team was thorough."

Answer: B) "The team analyzed the data."

Explanation: Sentence B avoids nominalization by using the verb "analyzed" instead of the noun "analysis."

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   a. "The meeting was productive. We discussed the new project. Everyone agreed on the timeline."

   b. "The meeting was productive, and we discussed the new project, agreeing on the timeline."

   c. "During the productive meeting, we discussed the new project and agreed on the timeline."

   d. "The meeting was productive. We discussed the project and the timeline was agreed upon."

Answer: A) "The meeting was productive. We discussed the new project. Everyone agreed on the timeline."

Explanation: Sentence A is choppy because it contains multiple short, disconnected sentences. Combining them can improve flow and coherence.

14. Choose the sentence that improves upon a choppy style by combining ideas.

   a. "John finished his homework. He went outside. He played basketball with friends."

   b. "John finished his homework, went outside, and played basketball with friends."

   c. "John finished his homework and went outside. played basketball with friends."

   d. All of the above

Answer: B) "John finished his homework, went outside, and played basketball with friends."

Explanation: Sentence B combines the actions into a single, more fluid sentence, avoiding choppiness.

15. Which sentence avoids choppiness by using conjunctions or transitions?

   a. "The presentation was over. The attendees left the room."

   b. "The presentation was over, so the attendees left the room."

   c. "The attendees left the room. The presentation was over."

   d. "The room was left by attendees. The presentation was over."

Answer: B) "The presentation was over, so the attendees left the room."

Explanation: Sentence B uses the conjunction "so" to connect the two ideas, creating a smoother flow between them.

16. Scenario: You are preparing a technical manual for a software product. Which instruction is the most concise without losing clarity?

    a. In order to access the file, the user must first click on the button that says "Open File" located on the toolbar.

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    c. In order to open the file, the user is required to click on the "Open File" button that can be found on the toolbar.

    d. To access the file, the user should click on the "Open File" button that is located on the toolbar.

Answer: B) To open the file, click "Open File" on the toolbar.

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    c. Our team is fully committed to offering the highest level of service to all our clients.

    d. Our team is absolutely committed to providing excellent and top-quality service to all of our clients.

Answer: B) Our team is committed to providing excellent service to our clients.

18. In an email, what does the "BCC" line stand for?

    a. Blind Courtesy Copy

    b. Blind Carbon Copy

    c. Blank Carbon Copy

    d. Business Copy Confirmation

Answer: B) Blind Carbon Copy

19. In a business email, what is the purpose of the "CC" line?

    a. To list additional recipients who need to read the email but are not the main recipients

    b. To provide a copy of the email to someone without the primary recipient knowing

    c. To mark the email as urgent

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Answer: A) To list additional recipients who need to read the email but are not the main recipients

20. Which of the following is a key element of effective technical writing?

    a. Jargon

    b. Clarity

    c. Ambiguity

    d. Complexity

Answer: B) Clarity

Question 2

Possible Answers: Identifying the tone

a. Impersonal: The message uses passive structures ("This decision was made") and avoids personal pronouns and names, indicating a neutral, factual tone meant to downplay individual involvement.

b. Passive: The language ("has not been approved," "technical issues have been raised") implies hesitation and defers responsibility, making it appropriate when addressing superiors or conveying negative news carefully.

c. Personal: This message uses first names, personal pronouns ("I appreciate your effort"), and direct, friendly language, creating a respectful and collaborative tone between equals.

d. Forceful: The language indicates clear action and responsibility ("I am writing to inform… The project will be delayed," " I will schedule further discussions"), with a strong focus on control of the situation.

Question 3:
Total Marks: 10

- **Use of buffer statement** (1 marks)

- **Clarity and transparency in Reasons** (2 marks).

- **Offering solutions or next steps** (2 marks)

- **Tone and professionalism** (2 marks)

- **Grammar & Mechanics (**3 marks**)**