

Technical and Business**Sessional-I Exam****Writing (SS2007)**Date: September 21st 2024**Course Instructor(s)**

Ms. Hajra Ikram, Ms. Uzma Safdar, Dr. Wasim Hasan, Mr. Ali
Zulfiqar, Ms. Irum Zahoor, Ms. Nayyab Mufti, Ms. Maha
Hijab, Mr. Arslan Rasheed, Ms. Javeria

Total Time (Hrs): 1

Total Marks: 30

Total Questions: 3

22L-7556

Roll No

BDS-SA

Section

Student Signature

Do not write below this line

Attempt all the questions on the answer sheet.

Q1: GlobalTech Solutions is a multinational technology company with offices in over 20 countries. The company is known for its cutting-edge innovations in AI, software development, and digital infrastructure. As a technology leader, GlobalTech places significant emphasis on ethics and compliance, particularly as it operates in different cultural contexts worldwide. Maria was overseeing a new AI feature the company was developing. Maria assigned Junaid Khan (Communications Manager) the task of writing a report on the AI feature, to be submitted to Maria Hussain (Team Lead) for review. The report was well-received, and it was evident that Junaid had done extensive research and analysis. It was decided to share the report with all the regional directors, introducing the new AI feature. However, Maria found out that instead of properly citing the sources of information, Junaid copied entire sections without attribution, presenting the information in the report as his own work. Maria was also aware that delaying the release of the feature would result in significant financial losses and give competitors an advantage.

Maria now had to decide how to handle the situation and prevent similar violations from happening in the future.

- A. What was wrong with Jason Miller's use of data/information in the report, and why is it considered unethical in the workplace?
- B. How can Junaid resolve the ethical dilemma, taking into account the professional and ethical consideration at the workplace?

[10]

National University of Computer and Emerging Sciences

Lahore Campus

Q2: At the GlobalTech Solutions Tokyo branch, Yuki Nakamura (Lead Software Engineer), raised concerns over the new AI feature. She faced the following issues:

1. The new AI feature can analyze users' facial expressions and emotions, but Yuki noticed that it could be misused for intrusive data collection, particularly in societies with strict privacy laws, and this feature could lead to a cultural backlash by the Japanese target audience.
2. She reported her concern about the new AI feature to the manager, Daud Umer (Regional Director of South Asia Operations), highlighting that in Japan, privacy is highly valued. Daud, who was primarily focused on the project's completion, did not pay any attention and did not respond back even after two weeks of the matter being reported. He brushed aside Yuki's concerns, stating that the company adhered to all legal requirements.

Write a Complaint Letter to the Chief Operating Officer (COO), Saad Salman on behalf of Yuki; in which she maintains her position, explaining that while the technology may be legal, it could harm GlobalTech's reputation in culturally sensitive markets like Japan.

[15]

Q3: Select the most suitable option based on your knowledge about the Types of Informal Report:

[5]

- i. Samira is an IT consultant working for Data Solutions, Inc. Every week, she submits a report to her supervisor detailing the tasks completed during the week, the time spent on each task, and any relevant issues that arose.

Which of the following types of reports is Samira writing?

- A. *Problem Analysis*: To analyze and resolve technical problems encountered during the week.
- B. *Performance Report*: To assess the overall performance of the IT department.
- C. *Activity Report*: To provide a summary of the tasks completed, time spent, and any challenges encountered.
- D. *Equipment Evaluation*: To evaluate the new software installed in the department.

- ii. Sarah is tasked with evaluating a new set of printers for her company. She needs to provide a detailed report comparing their performance, cost, and efficiency.

Which of the following would be the most appropriate structure for Sarah's equipment evaluation report?

- A. Description of each printer, followed by a detailed analysis of performance, cost, and efficiency.
- B. A step-by-step breakdown of the company's printing needs.
- C. A timeline of printer installation at various company locations.
- D. A summary of software updates needed for the printers.

- i. Jessica works for a logistics company, and the fleet of delivery trucks is frequently delayed due to engine problems. She is asked to write a problem analysis report identifying the root cause of the issues and suggesting solutions.

What is the primary goal of Jessica's problem analysis report?

- A. To evaluate the cost-effectiveness of new delivery routes.
- B. To document completed maintenance on the delivery trucks.
- C. To identify the root cause of engine problems and propose solutions.
- D. To provide a schedule for fleet maintenance.

- iv. Rita is managing a software development project that is two months behind schedule due to unforeseen technical challenges. She needs to submit a progress report that explains the delays and how her team plans to catch up.

Which of the following should Rita prioritize in her progress report?

- A. A list of new software tools the team plans to purchase.
- B. An explanation of the project delays and a revised timeline for completion.
- C. A list of all the completed tasks and their corresponding deadlines.
- D. An analysis of the budget used so far

- v. Emily, a project manager at a construction firm, has completed a preliminary evaluation of a potential new construction site. She needs to provide a formal report to the client, who is external to the company, summarizing the site's suitability, potential risks, and next steps. Internally, she must also send a report to her supervisor and the engineering team outlining the same findings, but in more technical detail.

What format should Emily use for the report to the client and the report to her supervisor and engineering team, respectively?

- A. **Memo report** for the client and **letter report** for her supervisor and engineering team.
- B. **Letter report** for the client and **memo report** for her supervisor and engineering team.
- C. **Memo report** for both the client and her supervisor and engineering team.
- D. **Letter report** for both the client and her supervisor and engineering team.