

National University of Computer and Emerging Sciences, Lahore Campus



Course: Technical and Business Writing
 Program: CS
 Duration: 15 Minutes
 Date:
 Section: CS
 Exam: Quiz-I

Course Code: SS1108
 Semester: Fall 2023
 Total Marks: 15
 Weight Page(s): 2
 Roll No.

Instruction/Notes: Attempt all questions on the question paper.
 Do not write in the margins.

Q1	Q2	Total
5	5+5	15
3	4.5 + 4	11.5

Q1. Choose the most suitable option:

1. Which of the following sentences represents a writer-centered perspective in an email?

- a) Your input on this issue is highly valued.
- b) I am grateful for your assistance in resolving this matter.
- b) Thank you for taking the time to share your thoughts. ✗
- c) I appreciate your understanding in this situation.

2. Which of the following is a negative subject line for email writing?

- a) Progress Update
- b) Deadline Extension
- c) Clarification Needed ✗
- d) Critical Problems

3. What is the proper tone for formal writing?

- a) Request your report assistance.
- b) LOL, meeting delayed again!
- c) Proofread my paper? ✓
- d) Need help?

4. What is an important ethical consideration in technical writing?

- a) Utilizing informal language
- b) Including personal anecdotes
- c) Prioritizing humor over clarity
- d) Ensuring accuracy and clarity in communication ✓

5. Which of the following is not the right strategy to communicate internationally?

- a) Be empathetic
- b) Be tolerant
- c) Be judgmental ✓
- d) Be flexible

Q2. Read the following case study and answer the following questions.

/10

As a software development company is gearing up to launch its latest mobile app, a concerning issue comes to light. The Quality Assurance team identifies that the app may experience a critical data breach under certain conditions, potentially exposing users' personal information. The development team is well aware that this information should be disclosed to users through an immediate app update or, at the very least, communicated directly to the user base. However, the company's leadership is apprehensive about addressing this issue due to the substantial investment already made in the app's development.

A. What ethical problem does the software company have when they discover a potential data issue in their app?

4.5/5

Don't harm
Company ~~has~~ faces the ethical problem about being honest. This situation questions ^{to their customers} their honesty that will they communicate the potential issue to ^{their} ~~the~~ customers. Honesty demands them to communicate ~~it~~ about the bug with accuracy & precision and ~~the~~ this information shouldn't be concealed. Hiding the important information and keeping users ~~uninformed~~ ^{uninformed} questions their honesty. Company also faces the ethical challenge of ~~do not~~ harm any property or person. User's privacy is at stake ~~so~~ if ^{the} user remains uninformed it would cause potential harm to users property ~~and~~ and it violates their social responsibility towards their customer.

B. In the given scenario, what factors should the company consider when deciding whether to disclose the potential data breach issue to users?

4/5

If company chooses to disclose the information to the user with honesty. They might have considered the factors about customer loyalty. It would give a sense of security to the customer that their privacy is the topmost priority and they will always remain well informed. So the customer ~~will~~ remain loyal and it builds a good reputation of the company. If ~~they~~ There might be some drawbacks too about disclosing the because it questions the quality work of company and they might lose customers. This might incur some financial losses too if updating the app.