

Technical and Business

Sessional-I Exam

Writing (SS2012)

Date: 24th February 2025

Course Instructor(s)

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Total Time (Hrs): 1

Total Marks: 35

Total Questions: 5

[Redacted]

Roll No

[Redacted]

Section

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Student Signature

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Attempt all the questions.

Q1: You are Asim Raza, a Project Manager at TechNova Solutions, a leading software house based in Islamabad, Pakistan. Your team has been working on a critical software development project for Tanya Lee, an investor and developer based in Lahore, Pakistan. Unfortunately, the project has encountered unforeseen delays due to severe outages, critical third-party API failures, and technical disruptions from a key software vendor. These challenges have significantly impacted the development process, requiring an estimated two additional weeks for completion.

Your task is to write a professional letter to Ms. Tanya Lee, informing her about the delays while maintaining a positive and reassuring tone. Your letter should:

- Clearly explain the reasons for the delay.
- Show that proactive steps are being taken to resolve the issue.
- Reassure the client about the quality of the final product.
- Maintain a professional and customer-focused approach, as you aim to build a long-term business relationship.

you

[15 marks]

Q2: Read the case study and answer the questions given below:

Naveed Ahmed, a junior Software Engineer at TechNest Solutions, a mid-sized software house in Lahore, was tasked with presenting a new project to the senior management and development team. This was his first formal presentation at the company, and he was eager to make a good impression. However, things did not go as planned. Naveed was nervous and unprepared. His slides were cluttered with too much text, and he read directly from them instead of engaging with his audience. His voice was shaky, and he spoke too quickly, making it difficult for the audience to follow his points. Naveed realised that something's amiss. The audience is not exhibiting the kind of enthusiasm needed to get the presentation off to a great start. He begins to panic: What's happening? Is there something he can do to salvage the situation?

Additionally, he failed to anticipate key questions from the senior management, leading to awkward pauses and weak responses. The situation worsened when his laptop ran into technical issues. Instead of staying calm, he panicked, trying to fix the problem while the audience waited impatiently. Eventually, a colleague had to step in to help. By the time Naveed resumed his presentation, he had lost the audience's attention.

While preparing his slides, Naveed had copied several key points from an online source without proper attribution. During the presentation, a senior manager recognized the material and questioned Naveed about it. Embarrassed, he struggled to explain and admitted that he had taken content directly from a blog without citation.

Questions:

- A. Based on the challenges Naveed faced during his presentation, what specific strategies and techniques can he adopt to enhance his presentation skills, ensuring clarity, engagement, and professionalism in future presentations?
- B. What ethical violation occurred during the presentation, and why is it considered a breach of professional communication standards?
- C. What are the potential long-term consequences of Naveed's unethical behavior for his career and the reputation of TechNest Solutions?

[10 + 5 + 5]