



UNIVERSITY OF MORATUWA
Faculty of Information Technology

B.Sc. in Information Technology
Level 2 – Semester 2 Repeat Examination
IT 2004 – REPORT AND PROPOSAL WRITING

Time Allowed: 3 hours

May 2012

INSTRUCTIONS TO CANDIDATES

1. This paper contains 7 questions on 5 pages.
2. The total marks obtainable for this examination is 100. The marks assigned for each question & section are included in square brackets.
3. This examination accounts for 60% of the module assessment.
4. This is a closed book examination.
5. Answer **ALL** questions.

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Question 1

[15 Marks]

The following weak thesis statements have been taken from the introduction section of final year project reports. Choose **ANY THREE** and write a stronger/better thesis statement for each sentence you have selected.

1. The technological changes of the last hundred years have been amazing.
2. Companies need to exploit the marketing potential of the Internet, and Web pages can provide both advertising and customer support.
3. Teenagers have things easier than in the past due to several advancements in society.
4. Should schools require students to take Physical Education courses or play a school sport?

Question 2

[10 Marks]

The topic sentence of each of the following paragraphs has been omitted. Read the passages carefully and **write a topic sentence for each**

(i) Social Networks

They have been established for a diverse range of purposes from e-dating to multimedia sharing, and from friendship/blogging sites to virtual gaming and virtual worlds. Individuals in their role as employees and, more recently, their companies have also started to adopt the concept of social networks both intra- and inter-organizationally. Examples include technology-supported Communities of Practice and the emerging professional support networks. The technology to support such social networking is diverse ranging from the standard desktop to mobile and ubiquitous technologies to immersive virtual environments, and other applications and services.

(Journal of Information Technology (2010) 25, pp107–108.)

(ii) Investigation of Computer Crime

In many cases where computer crimes are detected, companies hesitate to report them since they generate a large amount of negative publicity that can affect their business. In such cases, the management of the affected company seeks to simply plug the loopholes used for the crime and move on. In addition, in many countries current laws are directed towards protecting physical property. It is very difficult to use such laws against computer crime. Even in jurisdiction where the laws have been updated, the investigation procedures are not always widely known and the necessary hardware and software tools are not always available to collect digital evidence.

(CISA Review Manual 2008, p. 426)

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Question 3

[10 Marks]

Choose appropriate transitional words to fill in the blanks from the following list. **One transitional word can be used only ONCE.**

Paragraph 1

Similarly, generally, as, therefore, consequently, also, for example, furthermore

Estimates claim that there are 300 million computers connected via the Internet. It is widely used for commercial purposes. (i) _____ this poses significant security problems for organizations when protecting their information assets. (ii) _____, hackers and virus writers try to attack the Internet and computers connected to Internet. (iii) _____, some want to invade other's privacy and attempt to crack into databases of sensitive information (iv) _____ it travels across Internet routes. (v) _____, it becomes more important for IS auditors to understand the risks and security factors that are needed to ensure that proper controls are in place when a company connects to the internet.

(Adapted from CISA Review Manual 2008, p. 311)

Paragraph 2

Choose appropriate transitional words/phrases to fill in the blanks from the following list. **One transitional word can be used only ONCE.**

when, lastly, otherwise, in addition, first, then, secondly, during

Gaining work experience prior to graduation helps university students to succeed in getting their first job. The process begins with the Application stage. (i) _____, the student reviews an approved list of workplaces and submits applications to places where he would like to work. (ii) _____ a student receives an acceptance letter, he gives it to the professor for approval. (iii) _____ the student arranges his work schedule. The student should work at least 10 hours/week over 20 weeks and he must complete a Weekly Report Form and turn it in to the professor every Friday. (iv) _____ in the final work week a student participates in an evaluation meeting with his work supervisor, who submits an Evaluation Form. (v) _____ the student submits a Final Report before the last week of spring semester.

(Adapted from http://www.ielts-exam.net/index.php?option=com_content&task=view&id=379&Itemid=32)

Continued ...

Question 4

[15 Marks]

Imagine you are a final year student in the Faculty of Information Technology, University of Moratuwa. You wish to write a report on ***“Impact of Information Technology on Undergraduate Education”*** for the final project of one of your course modules. Listed below are the methods you used to collect data for your research.

- Administration of a questionnaire among 6 Information Technology lecturers in 3 selected universities in Sri Lanka
- Administration of a questionnaire among 2 lecturers each from the areas of Science, Mathematics, Engineering, Technology in 4 selected universities in Sri Lanka
- Administration of a questionnaire among 20 undergraduates each from the areas of Science, Mathematics, Engineering, Technology in 4 selected universities in Sri Lanka
- Interviewing an educationist.

Using the above information, write the **methodology** section of your report in about 250-350 words.

Question 5

[20 Marks]

Examine the following two situations and answer the questions that follow.

(01) Imagine you are a Research Assistant attached to a university. You have been asked to write a report on ***“E-marketing and Consumer Behaviour”*** to be presented to a group of Marketing Managers from the Apparel sector.

- | | |
|--|-----------|
| a) Who is the audience of your report? | [1 Mark] |
| b) What should be the purpose of your report? | [1 Mark] |
| c) What kind of background information should you provide? Write 3 points. | [3 Marks] |
| d) Write 5 points that should be included in the report? | [5 marks] |

(02) As the Research Assistant of the university, you have to write an article on ***“E-marketing and Consumer Behaviour”*** to a youth magazine.

- | | |
|--|-----------|
| a) Who is the audience of your article? | [1 Mark] |
| b) What should be the purpose of your article? | [1 Mark] |
| c) What kind of background information should you provide? Write 3 points. | [3 Marks] |
| d) Write 5 points that should be included in the report. | [5 marks] |

Continued ...

Question 6*[20 Marks]*

Imagine you are working at an institution that conducts research in the field of IT. Your supervisor asked you to write a report on ***“Empowering People with Disabilities through IT”***

Write the **introduction** section of your report in about 150-250 words. Your introduction should include background information, the objective of the study, the scope of the study and the organization of the report.

Question 7*[10 Marks]*

The bar chart (Figure 01) below shows the results of a survey conducted by a personnel department at a major company. The survey was carried out on two groups of workers: those aged from 18-30 and those aged 45-60, and shows **factors affecting their work performance**. Write a data analysis in about 75-100 words for the figure given below.

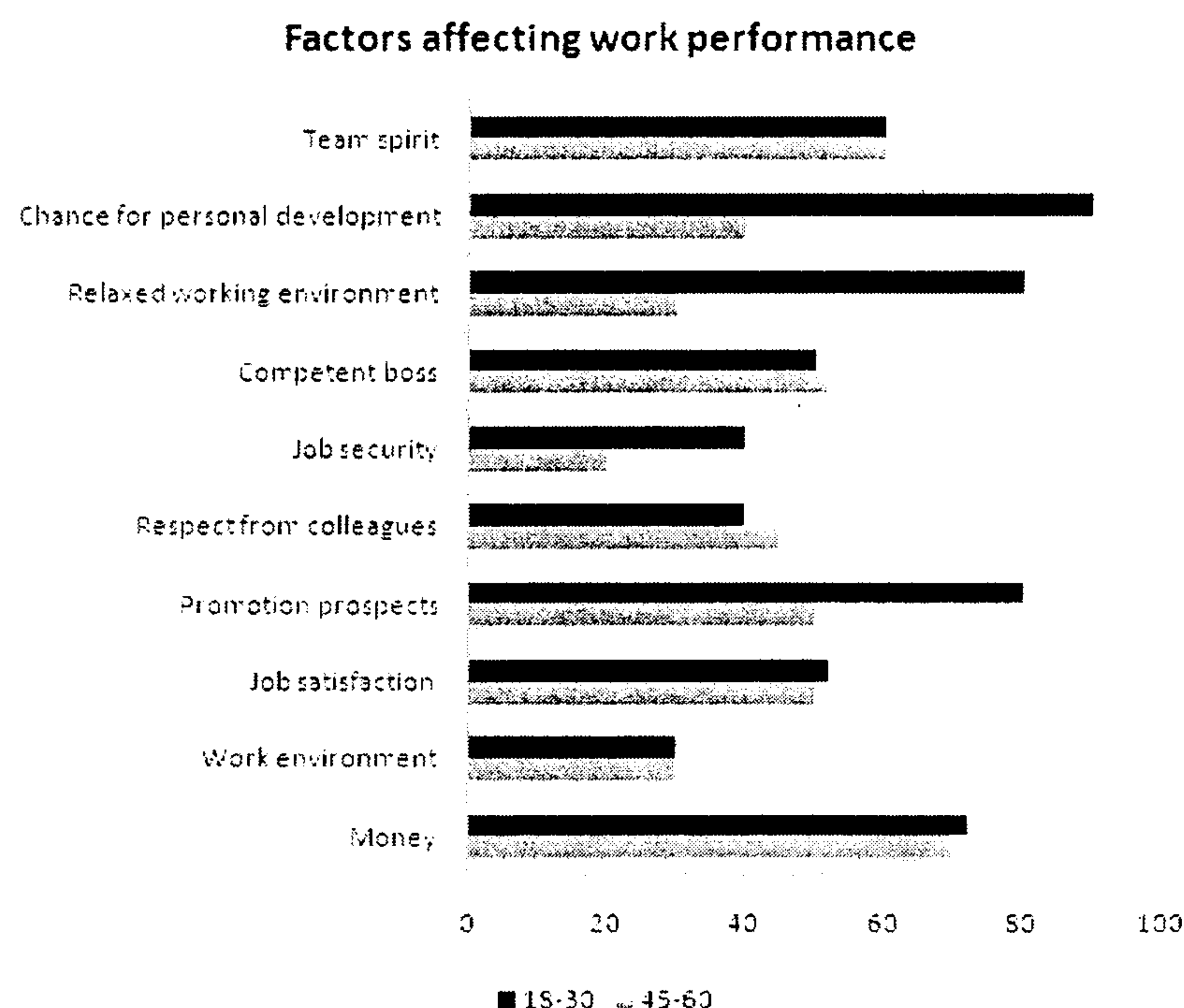


Figure 01: Factors affecting work performance

End of Paper