**Lighthouse Grammar School System is a newly established school system Karachi. In a short span of time, this school system has become very popular due to its superior quality of education. It now has three campuses in Karachi with the Head Quarter in Gulshan-e-Iqbal. This school system still relies on a traditional and manual method for managing students’ data.**

**You work for the software house Techsmart. Write an unsolicited Business Proposal to the Head of the Lighthouse Grammar School System, Ms. Azeem Iqbal, proposing a Student Information System that your software house will develop to automate and computerize the students’ data management process for the school. The proposal must have the following sections:**

1. **Introduction**
2. **Proposed Solution**
3. **Work Flow**
4. **Fee Summary**
5. **Fee Schedule**
6. **Our Background**
7. **Next Step**

**In response to the following ad for an internship, write a cover letter. Use the block format.**

Panacealogics is a software development startup from Pakistan focusing on "Web Development, Artifical Intelligence and Machine Learning" Platforms for International Clients based in Europe, the UK and America mostly. We are offering a paid intership program and bright candidates would receive full time job offers after internship period.

We require candidates interested in below areas of Information Technology:

* Software & Web Development (.Net , Nodejs , Python only)
* Artificial Intelligence & Machine Learning using Python
* Quality Assurance

Candidates must be pursuing bachelors in Computer Science. Interested candidates should send their cover letters to the HR Manager Mr. Hakeem Ahmed, Panacealogics, Gulshan-e-Iqbal Karachi

**Given below is the discussion about an agenda item that happened during an official meeting. Read the conversation between the chairperson, Bernard, and the Chief Sales Executive, Sam, and the write the minutes for the agenda item “Declining Sales”. You do not have to write any other component of the minutes report.**

BERNARD: Okay, I think we should now move to agenda item 3, that is, Declining Sales.

VOICES: Right.

BERNARD: Well, we're here today to look at some of the reasons for the decline in profits which has affected this subsidiary. Right, well, can I ask Sam Canning, Chief Sales Executive, to open up with his remarks.

SAM: Thank you, Bernard. Well I think we have to face up to several realities and what I have to say is in three parts and will take about 20 minutes.

BERNARD: Er, Sam ... we don't have much time - it's really your *main* points we're most interested in.

SAM: Well, the three points I want to make can be made in three sentences. First, sales are down but only by 5%. Secondly, our budget for sales has been kept static - it hasn't increased – not even with inflation - so we're trying to do better than last year on less money. Thirdly, the products are getting old, we need a new generation.

BERNA RD: So let me summarise that. You say that sales are down but not bv so much, that you've had less money to promote sales and that the products are old? Is that right?

SAM: In a nutshell.

1. **Use the following information and design a title page for a formal report. Use a fresh page in your answer copy for this task.**
2. Prepared by John Milton
3. THE CHANGE IN THE AUSTRALIAN WORK FORCE SINCE THE END OF WORLD WAR II
4. 2nd September 2001
5. Submitted to Professor Dr. Ralph Lauren, Department of Sociology, Victorian University of Technology
6. **Write a suitable buffer (one or two sentences only) for the following negative messages that are written using the indirect approach. [6 marks]**

|  |
| --- |
| **Message 1: A letter declining a request for a letter of recommendation**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  Unfortunately, I must decline your request at this time. I believe that it would serve your needs better to select another individual whose words would really benefit you.  I apologize that I am unable to assist you, but I do, however, wish you the very best in your pursuits. |
| **Message 2: A letter declining a request for donation**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  With the downturn in the economy, our company, like so many others, has had to rationalize our corporate giving, and we have already reached our limits for this fiscal year.  If you will contact us before the end of February of next year, we will be in a better position to consider your application.  We wish you every success in this year's Springfield Gala. |
| **Message 3: A letter declining an invitation to speak**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**   I am sorry that my travel plans will take me away during that week, so I won't be able to be part of the program; otherwise, I would be pleased to accept your invitation.  If you do not have another person in mind, you might consider inviting John Doe, who recently returned from an assignment in China. I think you would find his insights very interesting. In any case, I wish you a very successful evening. Thank you for thinking of me. |

1. **Read five extracts (A–E) from different parts of a formal business report. Match the extracts to the headings (1–4) taken from the report.**

1 Introduction \_\_\_

2 Findings \_\_\_, \_\_\_

3 Conclusions \_\_\_\_\_

4 Recommendations \_\_\_\_\_

1. Unsurprisingly, the sales and marketing departments reported the highest travel costs per year within the company. Over 70% of their budget is currently spent on travel. Following interviews with heads of these two departments, it was concluded that video conferencing equipment could significantly reduce travel expenditure, not to mention the environmental impact.
2. I recommend purchasing video conferencing equipment costing £30,000, with two years’ guaranteed servicing and support. On approval of this by the board, I also propose that managers should prepare detailed plans on how they will integrate the equipment into the communication needs of their department.
3. One supplier said that video conference equipment capable of fulfilling our needs would cost in the region of between £15,000 and £30,000. Whilst this initial cost is high, the same supplier also claimed that costs are recouped within twelve months of purchase.
4. The aim of this report is to assess ways in which the company’s travel budget can be reduced in the next financial year. It was requested as a result of a discussion at the most recent management board meeting. The information is based upon data which was provided by heads of department and accounts.
5. In summary, the following points should be noted.

* Video conferencing equipment is expected to reduce travel costs by somewhere in the region of 30%.
* Initial training is needed to operate the equipment, so time will need to be allocated for staff training.

**Q5**

**Do as directed. [22]**

1. **Under which heading would the information about the research papers and books that you have used to research information for the report be recorded? [1]**
2. **What are recommendations? Select from the choices below: [1]**
3. What you like about your findings
4. What you thought from your findings was done well
5. What should be done as a result of the findings
6. **Identify which of the points below can go in the introduction (you should identify all points that can go in). [2]**
7. What sources you used
8. Motivation for the study
9. What you found out
10. What the purpose of the report is
11. A summary of the report
12. Who requested it and why
13. What methods of research were used
14. Scope of the study

---------------------------------------------Good Luck-----------------------------------------------------------