



Course Code: SS125	Course Name: Communication and Presentation Skills
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Student Roll No:	Section:

- Read each question completely before answering it. There are **6 questions and 6 pages**.
- In case of any ambiguity, you may make assumption. But your assumption should not contradict any statement in the question paper.
- ANSWER ALL QUESTIONS IN THE ANSWER COPY IN YOUR HANDWRITING.
- **ZERO TOLERANCE POLICY FOR PLAGIARISM**
- Be precise and to the point.

Time: 180 minutes.

Max Marks: 85 points

Question No. 1

- a. You visited a restaurant last night and have complaints about their services. You write a complaint to the Manager Customer Services. Read the following paragraph taken from the complaint letter, and rewrite it to improve it for: **[8 marks]**

1. **Conciseness**
2. **Concreteness**
3. **Courtesy**

I, my wife, and my children visited last night to your restaurant. The experience was appalling and disgusting. First of all, I want to write about the short heighted waiter with the most annoying conversational skills. Then, additionally food was horrible. You failed to provide us the quality food and environment as you promised in your advertisement.

Question No. 2

- A. Read the following scenario and write how you would best respond in this scenario? Your response should range between 80 to 100 words limit. [5 marks]**

Let's assume you are being interviewed at one of the top companies on your list of potential employers. The interviewing committee consists of a human resources manager and the supervising manager of the department where you would work. At various times during the interview, the supervising manager has asked questions that made you feel uncomfortable. For example, he asked whether you were married. You know this question is illegal, but you saw no harm in answering it. But then he asked how old you were. Since you started your education early and you received your graduation degree earlier, you are worried that you may not be considered mature enough for this position. But you have most of the other

qualifications required and you are convinced that you could succeed on the job. **How would you answer this age related question?**

B. Following are the responses from different candidates during the job interview.

i. Determine what is wrong with the following responses.

ii. Explain each in not more than 3 sentences. [18 marks]

2. My qualifications will prove that I am the best person for the job.
3. Your company, or so I have heard through the grapevine, has excellent fringe benefits. That is what I care about most, so I am applying for any position that you may offer after the interview.
4. My resume speaks for itself.
5. My last employer was dead wrong when let me go. I think he regrets it now.
6. Next month, my family and I will be moving to Gulshan-e-Hadeed, and I must get a job in that area. Will you have anything open?

Question No. 3

a. Critically analyze the given speech for the type/s of appeal/s used in it. [6 marks]

{Critical commentary should include: The audience profile (demographic/psychographic), Purpose of the speech and the apparent purpose of using the appeal/s} [100-150 words approx.]

Comment on the following:

- i. Type of support material/s for the appeal/s you have identified (e.g: examples, personal account, testimonials....etc) with reference to the text and referring to the paragraph number and line number in the paragraph (Identify any three) [3 marks]**

(Do not write the text, only refer to it with paragraph and line number)

- ii. Identify which appeal is used the most. Comment if the most used appeal is /is not convincing in the light of the audience profile and purpose of the speech. [1.5+1.5 marks]**

Jacinda Arden's Address on Covid- 19

I'm speaking directly to all New Zealanders today to give you as much certainty and clarity as we can as we fight Covid-19.

Over the past few weeks, the world has changed. And it has changed very quickly. In February it would have seemed unimaginable to close New Zealand's borders to the world, and now it has been an obvious step as we fight COVID-19.

This is because we are experiencing an unprecedented event – a global pandemic that in New Zealand, we have moved to fight by going hard, and going early.

The first really important thing to remember, is that the vast majority of people who will ever have COVID 19 will only experience mild to moderate symptoms. But there will be some who need more care.

That's why we have to focus on one simple goal – to slow down Covid 19.

Here's how we will know what to do and when.

Already in New Zealand we have warning systems to try and get ahead of problems and hazards. We all know and recognise signs that tell us when we have fire risk Or when to reduce our water use.

Today I am announcing an alert system for COVID-19. That alert system can apply to the whole country, but sometimes, it may only apply to certain towns or cities.

There are four levels to the alert system. At each level there are things we need you to do, to keep you safe. And there are things the government will do too.

- Alert Level One is where COVID-19 is here, but contained. In this phase we prepare. The basics, like border measures, contact tracing, and cancelling mass gatherings are activated. You'll see that this is where we have been when COVID first arrived in New Zealand.
- Alert Level Two is where the disease is contained but the risks are growing because we have more cases. This is when we move to reduce our contact with one another. We increase our border measures, and we cancel events. This is also the level where we ask people to work differently if they can, and cancel unnecessary travel.
- Alert Level Three is where the disease is increasingly difficult to contain. This is where we restrict our contact by stepping things up again. We close public venues and ask non-essential businesses to close.
- Alert Level Four is where we have sustained transmission. This is where we eliminate contact with each other altogether. We keep essential services going but ask everyone to stay at home until COVID-19 is back under control.

It's important to note, that at every alert level supermarkets and essential services, like access to pharmaceuticals will continue. Shop normally. If we do that, our supermarkets will have time to restock their shelves.

We will use this alert system every time we update our cases, so you'll know if the status in your area has gone up, or down, or stayed the same. And what you'll need to do.

Today I am confirming that New Zealand is at alert level two.

That means the risk of community transmission is growing, and so to stay ahead and reduce the chances of the wave growing, we need to step things up.

We already have many of the measures for level two in place. But there are some that are new.

Here are the things that we need from you:

Today we are asking people over 70 years of age, or people who have compromised immunity or have underlying respiratory conditions to stay at home as much as they can.

That means we need friends, family and neighbours to support our older New Zealanders and people who may be in this group by doing simple things like keeping in contact and dropping off food or other supplies. And when you do, make sure you are not sick, that you are using good handwashing practices, and keeping your distance.

We also need everyone to start working differently. Many offices have plans for workers to work from home. Others have staggered meal breaks or shift based working. We are now asking you to implement these plans.

And finally, we are asking that you limit your movement around the country. This will help us track and contain any spread of COVID-19. That means cutting non-essential domestic travel. Every unnecessary movement gives COVID-19 a chance to spread.

For those of you who are parents or caregivers, you will have questions about schools and education facilities. At alert level two, schools will be closed if there is a case that effects a school, as we have been doing to date, but I can assure you we are constantly monitoring these settings to keep children safe. As a mum, I can assure you that is my key consideration.

For now, I ask that New Zealand does what we do so well. We are a country that is creative, practical, and community minded. We may not have experienced anything like this in our lifetimes, but we know how to rally and we know how to look after one another, and right now what could be more important than that. So thank you for all that you're about to do.
Please be strong, be kind, and unite against COVID-19

b. Think of an imaginary product, and create content for the advertisement of it. Use four headings according to the AIDA model: Attention, Interest, Desire, and Action. Write 50-80 words. [10 marks]

- While writing, ensure coherence.
- Take care of the formality of the language.
- Provide name and type of the product in the beginning of the answer.
- Product must be unique and could be anything.

Question No. 4

The society where you reside in is facing some issues like, people do not follow SOPs (Standard Operating Protocols) provided by the government to fight against the Corona Virus which is resulting in spread of the disease. As the counsellor of the society, you called the meeting in which the residents and officials of the society's board including Treasurer, Security Manager, Imam Masjid, President of the local merchants, Health Advisor, and Legal Advisor were invited. Now, think of a problem-solving meeting and the four phases involved in it.

- i. Write agenda for the meeting keeping in mind the above discussion took place for a problem-solving meeting.**
- ii. Create a complete document of meeting minutes that will include all the information essential for the draft. [5+9]**

Question No. 5

Read the following passage and **write its PRECIS in no more than 5 sentences. [8 marks]**

Happiness

1 What makes a person happy? Generally, people want to be happy— and few people proclaim their desire to be sad—should they seek money and professional success? Many experts in fields such as sociology, psychology, and public policy are attempting to answer this seemingly simple question of what makes people happy and how communities, social organizations, and employers can facilitate happiness by implementing a few simple strategies. In this new field of happiness studies, some intriguing answers are beginning to emerge about what makes people happy. Surprisingly, they support the longstanding hypothesis that money cannot buy happiness.

2 One of the chief obstacles to happiness is referred to as social comparison. When people compare themselves to other people, they prefer to see themselves as in some way superior. In an experiment, social scientists asked whether people would prefer earning \$50,000 per year while their peers earned \$25,000 per year, or whether they would prefer earning \$100,000 per year while their peers averaged \$250,000 per year. Even though people would earn more in the latter scenario, most chose the former as a consequence of their desire to see themselves as more successful than others (Layard, 2005). Thus, a simple way to increase happiness is for people to reject the urge to compare themselves to others based on their finances and to live within their means.

3 Another way to increase people's sense of personal happiness is for them to be true to themselves and keep their personal sense of integrity. While this advice may seem rather trite, people who respect and follow their authentic desires generally report being happier than people who do not. As Martin (2012) explains, "At its core, authenticity implies discovering and pursuing what we care about most deeply." He further explains the reciprocal relationship between happiness and authenticity: "As much as authenticity contributes to the pursuit of happiness, then, happiness in turn contributes to identifying our authentic selves" (p. 55). When people limit their personal desires in order to obtain certain goals, they may achieve greater financial success but actually end up unhappier.

4 Finally, sometimes people benefit from social rules that encourage them to improve their lives, even when these laws cost more money. While few people enjoy paying taxes, some taxes make people happier 6 (although / because) they improve the overall quality of people's lives. In their study of smoking and cigarette taxes, Gruber and Mullainathan (2006) conclude that "taxes may affect the happiness of former smokers (by making it easier to resist the temptation to resume smoking) or prospective smokers (by making it easier to never start smoking in the first place)" (p. 139). This example demonstrates how a society's rules can lead to the general happiness of its populations, even through the apparently negative practice of increased taxation. Taxes also contribute to the funds available for other social purposes, which proves further justification for their use.

5 These are merely three ways that scholars of happiness studies have determined that people can employ to enhance their personal happiness. People should avoid comparing themselves to others financially. They should seek to live as their authentic selves in their personal and professional lives. They should welcome rules, laws, and even taxes that increase the general happiness of the population.

Everyone says they want to be happy, and happiness studies are helping people learn how to lead happier lives rather than to passively expect happiness to find them.

Question No. 6

Write a **Demonstrative Speech of 150-200 words** on the following topic: **[10 marks]**

How to reach the best eatery place in your city via your house.

Please mention at the top of the answer the details of beginning point and the name of the destination.

This speech must have the following parts:

Introduction

Instructions

Conclusion

Best of Luck!

Instructions to Upload the Examination Copy

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