Course:	Technical and Business Writing	Course Code:	SS1108
Program:	CS	Semester:	Fall 2023
Duration:	15 Minutes	Total Marks:	15
Date:		Weight Page(s):	2
Section:	CS		
Exam:	Quiz-I	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

Donot harm

Company ha faces the ethical problem about being honest. This situation questions their honesty, that will they communicate the potential issue to their customers. to their customers

Honesty demands them to communicate all about the bug with accuracy & precision and this information shouldn't be concealed. Hiding the important information and keeping users uninformed questions their honesty. this users

Company also faces the ethical challenge of donot harm any property or person. User's privacy is at stack so if the user remains uninformed it would cause potential harm to users property and it voilates 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 to remain well informed. So the customer ret remain loyal and it builds a 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 loose customers. & This might incure some financial losses too if updating the app.

	Course:	Technical and Business Writing	Course Code:	SS2007
	Program:	CS	Semester:	Fall 2023
	Duration:	20 Minutes	Total Marks:	15
	Date:	October 2023	Weight:	3.33
	Section:	CS	Page(s):	-
	Exam:	Quiz-2	Roll No:	

Q1	Q2	Total
2	8	10
2	7+5 8	9-75 10

Q1. Encircle the most suitable option.

2 /2

1. In quantitative research, what is the primary purpose of providing a sample of the questionnaire and interview questions during a presentation?
   a. To entertain the audience
   b. To demonstrate artistic skills
   c. To provide evidence for the research
   d. To share personal experiences

2. In qualitative research, how is data typically represented and analyzed?
   a. Using numerical data
   b. Focusing on statistical trends
   c. Through words, images, processes, or objects
   d. Ignoring data analysis

3. What are the two common ways to avoid plagiarism in your final document?
   a. Quotation marks and footnotes
   b. Personal opinions and summaries
   c. Highlighting keywords and paraphrasing
   d. In-text citation and reference list

4. Open-ended questions in surveys typically yield quantitative data.
   a. True
   b. False

Q2. Read the following case study and answer the questions that follow: 4+4=8

In a technical research setting, a student embarking on a study focused on quantitative research methods encountered a significant concern related to plagiarism. This issue arose as the student sought to integrate existing quantitative data and statistical analyses into their own research. As they delved into a vast array of research papers and studies to gather relevant data, the challenge lay in effectively incorporating this information while avoiding plagiarism pitfalls.

Question 1: What strategies can the student employ to ethically integrate existing quantitative data and statistical analyses into their research, thereby avoiding plagiarism?

In Use In-text citation and a reference list at the end. Use IEEE format for citation. Student should get written permission or Conset consent before copying that data. He can also adopt the technique of paraphrasing to avoid plagerism. Rephrase

Question 2: What are the key benefits of using quantitative research methods in this student's research project?

Quantitative research methods can be included to make it more reliable, valid and accurate. By valid it means that research project measures what it is supposed to measure. It brings accuracy in the results according to current state of thinking on the topic. Results are most trustworthy. In addition to it, quantitative research methods are less time consuming and are inexpensive. Moreover, it is a way more easier to get responses from respondents.