# National University of Computer and Emerging Sciences, Lahore Campus



Course:
Program:
Duration:
Date:

Technical and Business Writing CS

Semester: Total Marks:

Course Code:

SS1108 Fall 2023

15 Minutes

Weight Page(s):

Fall 202 15

2

Section: Exam: CS Quiz-l

Roll No.

Instruction/Notes:

Attempt all questions on the question paper.

Do not write in the margins.

01	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.

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?

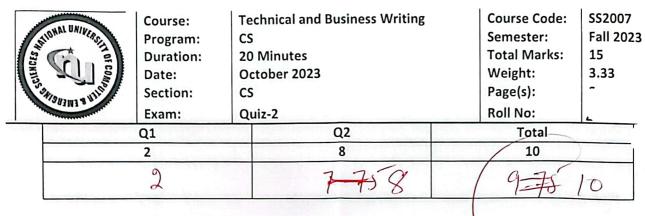
Low

Company the faces the ethical problem about heing honest. This situation questions their honesty that will they communicate the potential issue to their customers. Honesty de mands them to communicate att about the bug with accuracy & precision and the this important information shouldn't be concealed. Hiding the important information and keeping users uniformed questions their honesty. Company also faces the ethical challenge of tomo doing that m any property or person. User's privacy is at stack so if 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?

If company chooses to disclose the information to the wer with honesty. They might have considered the factors about customer layalty. It would give a sense of security to the customer that their privacy is the topmost priority and they will always two remain well informed. So the customer ret ramain 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 loss e customers. B This might incure some financial losses too it updating the app.

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Q1. Encircle the most suitable option.

- 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
  - 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
  - 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

(3)

False

/2

### 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 uniffen permission or Conset consent before copying that data. He can also adopt the technique of paraphrasing to avoid plagenism. 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, ralid 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 trust worthy. 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.