National University of Computer & Emerging Sciences, Karachi
Spring-2017 CS-Department
Final Examination
17th May, 2017, 9:00 am – 12:00 pm

Course Code: SS108	Course Name: Technical and Business Writing
Instructor Name / Names: Nazia Imam and Saqif Ansari	
Student Roll No:	Section No:

Instructions:

- Return the question paper.
- Read each question completely before answering it. There are **5 questions and 4 pages.**
- Manage your time according to the marks allotted to the respective questions.
- In case of any ambiguity, you may make assumption. But your assumption should not contradict any statement in the question paper.
- All the answers must be solved in the answer script.
- **The invigilator present is not supposed to answer any question.**

Time: 180 minutes.   **Max Marks**: 85 points

Question 1

[25 points]

The technical writing department at Ballaire Educational Supplies/Technologies (BEST) needs new computer equipment. Currently, the department has outdated hardware, outdated word processing, an outdated printer, and limited graphics capabilities. Specifically, the department is using computers with 12 inch black-and-white monitors, hard drives with only 256 KB of memory, and one, 10 MB hard disk drive. The word processing package used is WordPro 3.0, a version created in 2002. The department printer is black-and-white Amniprint dot matrix machine. The current word processing package has no clip art. To create art, the department must go off-site to a part-time graphic artist who charges $ 60 an hour, so the department uses very few graphics.

Because of these problems, the company's user manuals, reports, and sales brochures are being poorly reviewed by customers. Further, BEST has no Web site for product advertisement or company recognition. The bottom line: BEST is falling behind the curve, and profits are off 27 percent from last year.

As technical writing department manager, you have consulted with your five staff members (Jim Ngyuen, Mario Lozano, Amber Badger, Maya Liu) to correct these problems. As a team, you have decided the company's needs to purchase new equipment:

- Six new personal computers
- Two laser printers
- Word processing software
- Graphic software

- Scanner

Write an internal proposal report to BEST's CEO, Jim McWard. In this proposal, explain the problem, discuss the solution to this problem, and then highlight the benefits derived once the solution has been implemented. These benefits will include increased productivity, better public relations, increased profits, and less employee stress. Develop these points thoroughly, and provide Mr. McWard the names of the vendors for the required hardware and software.

Note: You do not need to write the abstract and letter of transmittal. There is no specific word limit.

Question 2

There has been a security threat to your organization. As the secretary of the recently established Safety and Security Committee at your organization, record the minutes of an urgent meeting. The agenda for the meeting is as follows: **[15 points]**

- Security concerns
- Security measures taken
- Future plan
  Write minutes of the meeting. Invent the necessary details.

Question 3

Read the given email written by a student requesting for a recommendation letter. Find the mistakes in the given email and **rewrite a formal email.** **[10 points]**

From: angelmind@gmail.com
To: erum.erum@gmail.com
Date: 17-05-2017
Subject: Important

I was enrolled in your class of TBW, and now I am applying for admission in Master program and need recommendation from you.

Regards,

Question 4

Read the Introduction, Literature Review, and Method sections of the report titled "STAFF ATTITUDES TOWARDS PERSONAL MOBILE PHONE USE IN OFFICIAL MEETINGS" and **write conclusion, and Recommendations sections separately**. Do not copy paste sentences form the sections provided to you; instead, rephrase them.   **[15 points]**
"STAFF ATTITUDES TOWARDS PERSONAL MOBILE PHONE USE IN OFFICIAL MEETINGS"

Introduction

There has been a massive increase in the use of personal mobile phones over the past five years and there is every indication that this will continue. According to Black (2002) by 2008 almost 100% of working people in Australia will carry personal mobile phones. Black describes this phenomenon as 'serious in the extreme, potentially undermining the foundations of communication in our society' (2002, p 167). Currently at UniLab 89% of staff have personal mobile phones.

Recently a number of staff have complained about the use of personal mobile phones in meetings and asked what the official company policy is. At present there is no official company policy regarding phone use. This report examines the issue of mobile phone usage in staff meetings and small team meetings. It does not seek to examine the use of mobile phones in the workplace at other times, although some concerns were raised.

For the purposes of this report a personal mobile phone is a personally funded phone for private calls as opposed to an employer funded phone that directly relates to carrying out a particular job.

Methods

This research was conducted by questionnaire and investigated UniLab staff members' attitudes to the use of mobile phones in staff / team meetings. A total of 412 questionnaires were distributed with employees' fortnightly pay slips (see Appendix 1). The questionnaire used Lekert scales to assess social attitudes (see Smith 2002) to mobile phone usage and provided open ended responses for additional comments. Survey collection boxes were located in every branch for a four week period. No personal information was collected; the survey was voluntary and anonymous.

Results

There was an 85% response rate to the questionnaire. A breakdown of the responses is listed below in Table 1.

Personal mobile phone usage in staff and team meetings is…	Strongly agree %	Agree %	Disagree %	Strongly disagree %
Not a problem	5	7	65	23
An issue	40	45	10	5
Disruptive	80	10	7	3
Phones should be permissible	6	16	56	22
Phones should be turned off	85	10	3	2
Allowed in some circumstances	10	52	24	14

The survey also allowed participants to identify any circumstances where mobile phones should be allowed in meetings and also assessed staff attitudes towards receiving personal phone calls in staff meetings in open ended questions. These results showed that staff thought that in some circumstances, eg medical or emergencies, receiving personal phone calls was acceptable, but generally receiving personal phone calls was not necessary.

Discussion / Interpretation of Results

It can be seen from the results in Table 1 that personal mobile phone use is considered to a problem; however it was acknowledged that in some situations it should be permissible. 80% of recipients considered mobile phones to be highly disruptive and there was strong support for phones being turned off in meetings (85%). Only 12% thought that mobile phone usage in staff and team meetings was not a problem, whereas 85% felt it was an issue. The results are consistent throughout the survey.

Many of the respondents (62%) felt that in exceptional circumstances mobile phones should be allowed, eg medical, but there should be protocols regarding this. These findings are consistent with other studies. According to Smith (2005) many companies have identified mobile phones as disruptive and have banned the use of mobile phones in meetings. Havir (2004) claims that 29% of staff meeting time is wasted through unnecessary mobile phone interruptions. This affects time management, productivity and team focus.

Question 5

Assume you have received a Rs. 10,00,000 scholarship for a four years graduation program. The only stipulation for receiving installments of Rs, 250,000 is that you send the scholarship committee a yearly progress report on your education, including courses, grades, university activities, and cumulative average. **Write the progress report.**   **[20 points]**