

Course Code: SS108	Course Name: Technical & Business Writing
Instructor Name: Ms Nazia Imam & Ms Sameera Sultan	
Student Roll No:	Section No:

Instructions:

- Return the question paper.
- Read each question completely before answering it.
- In case of any ambiguity, you may make assumption. But your assumption should not contradict any statement in the question paper.

Time: 1 hour

Max Marks: 66 points

Question#1

Lighthouse Grammar School System is a newly established school system in 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, Mr. 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

Note: You have never met anyone at the school system before. [20]

Question#2

In response to the following ad for an internship, write a cover letter. Use the block format. [15]

Panacealogics is a software development startup from Pakistan focusing on "Web Development, Artificial 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

Question#3

Given below is the discussion that happened during an official meeting. This discussion is about a single agenda item. Read the conversation between the chairperson, Bernard, and the Chief Sales Executive, Sam, and write the minutes for the agenda item "Declining Sales". You do not have to write any other component of the minutes report. [5]

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.

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

SAM: In a nutshell.

Question#4

a) Use the following information and design a title page for a formal report. Use a fresh page in your answer copy for this task. [4]

1. Prepared by John Milton
2. THE CHANGE IN THE AUSTRALIAN WORK FORCE SINCE THE END OF WORLD WAR II
3. 2nd September 2001
4. Submitted to Professor Dr. Ralph Lauren, Department of Sociology, Victorian University of Technology

b) 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. [5]

- 1 Introduction ____
- 2 Findings ____, ____
- 3 Conclusions _____
- 4 Recommendations _____

- A. 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.
- B. 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.
- C. 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.

- D.** 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.
- E.** 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.

c) The following informational memo lacks some components and precise and specific details. Revise it rectifying the issues and write the corrected version in your answer copy. [8]

To: All Staff

From: John Swinton, Manager

This is to inform that the training sessions for the new software will be conducted this week in the afternoons of two days. Kindly make it convenient to attend the sessions as this new software is slightly more advanced than the previous one.

Question#5

Do as directed.

- a. Identify the order in which the headings given below are used in a report by numbering them 1 to 8 starting with the first heading. [5]**
- Bibliography
 - Conclusions
 - Contents Page
 - Review of Literature
 - Appendices
 - Introduction
 - Method
 - Recommendation
 - Title Page
- b. 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]**
- c. What are recommendations? Select from the choices below: [1]**
- A. What you like about your findings
 - B. What you thought from your findings was done well
 - C. What should be done as a result of the findings
- d. Identify which of the points below can go in the introduction (you should identify all points that can go in). [2]**
- A. What sources you used
 - B. Motivation for the study
 - C. What you found out
 - D. What the purpose of the report is
 - E. A summary of the report
 - F. Who requested it and why
 - G. What methods of research were used
 - H. Scope of the study

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