National University of Computer & Emerging Sciences, Karachi
Spring-2021 CS-Department
Mid-term I
17th March, 2021; 11:00 am to 12:00 pm

Course Code: SS153	Course Name: Technical & Business Writing
Instructor Name: Ms Atifa Batool, Ms. Faiza Mumtaz, & Ms. Nazia Imam	
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**: **45 points**

Question No. 1
[Estimated time: 10 minutes]
Read the following passages and identify the genre. Give two reasons with example from the given text.
 [1+2=6 marks]
A. Since the announcement of relaxation in restrictions by the National Command and Operation Centre (NCOC) late last month, the number of Covid-19 cases has gone up by 30 percent in the country.
The Pakistan Medical Association (PMA) a representative body of health professionals has urged the government to immediately impose the restrictions to avoid chances of a third wave of the virus. The association has also alleged that the players of the Pakistan Super League (PSL) contracted the virus due to negligence in adopting preventive measures and increasing the number of spectators.
An official of the Ministry of National Health Services (NHS), requesting anonymity, said "it was obvious that Covid-19 cases would increase."
B. Meteoblue operates high resolution weather models and combines them with various third party weather models to reach the highest precision level. Therefore, more than 25 different models are used and compared against many thousand weather stations every hour. This whole process is completely automated, which allows meteoblue to offer highest precision forecast.

Question No. 2
[Estimated time: 25 minutes]
Do as directed: [5+2+5+5+8=25 marks]

A. Rewrite the following paragraph to achieve objectivity: [5 marks]

In this section I wish to summarise the evidence concerning involuntary or passive smoking. As I have reviewed above, researchers disagree about the dangers to non-smokers of inhaling other people's cigarette smoke. If we consider the experimental work by Rogers (1990) we can discover that dogs exposed to sidestream smoke developed respiratory symptoms even more rapidly than dogs inhaling cigarettes directly. On the other hand we should consider the more recent statistical

research by Smith & Peters (2000) in which we can see that 'passive smokers' have the same rates of death by lung cancer as non-smokers.

B. Rewrite the following to achieve clarity: [2 marks]

    i.   When the airport lost Bill and Jean's luggage, they were sorry.
    ii.   Mark chose a German bike because he heard they make the best bikes.

C. Revise the following considering economy element of technical writing: [5 marks]

1. It is often the assumption that due to the fact that our operations may be viewed as being widely dispersed, that connections in real-time for the purpose of meetings might be deemed too difficult.
2. In the opinion of supervisors, too many times field engineers are required, by virtue of current regulations, to undertake reporting of activities that make insufficient contributions to what is the primary mission of this division.

D. Revise the following considering precision element of technical writing: [5 marks]

    i.   A few of the LEDs on Design 1 were kind of faint.
    ii.   The tests performed proved that the custom data structure does not have errors.
    iii.   The team determined that Design A was the best.
    iv.   There is a natural desire among adolescents to experience freedom from authority.
    v.   The beaker of water was placed in the ice bath until it was cool.

E. Write one paragraph and persuade your colleagues about the importance of the seminar that is scheduled for the next week in your office. **[8 marks]**

- **Write 60-90 words.**
- **Utilize your complete knowledge of the technical style.**

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Question No. 3
[Estimated time: 15 minutes]

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Read the definition of Software engineering taken from 3 different sources. Now, synthesize it to form the definition of software engineering: [5 marks]
- **Write 40-50 words.**

[1] IEEE defines **software engineering** as: (1) The application of a systematic, disciplined, quantifiable approach to the **development**, operation and maintenance of **software**; that is, the application of **engineering** to **software**. (2) The study of approaches as in the above statement.

[2] Software engineering is the process of analyzing user needs and designing, constructing, and testing end-user applications that will satisfy these needs through the use of **software programming** languages. It is the application of **engineering** principles to **software** development. (Techopedia)

[3] Software engineering is defined as a process of analyzing user requirements and then designing, building, and testing software application which will satisfy those requirements. (guru99)

<div align="center">**Question No. 4**
[Estimated: 10 minutes]</div>

Identify the audience and purpose of writing the following texts and justify your answer in ONE or TWO sentence. [1+2=9 marks]

A- Comparison of Laptop Computers
(Extract from the Conclusion section of a report)

I.   The Dell is best in the features in terms of portability and average for the other areas.
II. The Micron Transport covers the other aspects with high end hardware, but is somewhat heavy and the battery life is short.
III. The Transport leads in most of the performance areas and is not far from the front in the area of tested battery life.

B- Online Exam Guide

I.   Required version of Safe Browser (2.4.1) must be installed on the Laptop. If any other version of Safe Exam Browser is installed, please un-install it and download, install version 2.4.1
II. After Installing the Safe Exam Browser, Download the File and Double Click to Start the Exam
III. Students are required to Login at least 15 minutes before the start of Examinations to ensure course enrollment.

C- Reasons to use Instagram
(Extract from a business review)

Since its inception, Instagram has proven to be a powerful marketing tool for businesses looking to expand their presence and the visibility of their products. While advertisement and sponsorship opportunities exist, Instagram is free and businesses can establish a significant following without spending a dime. If you have not jumped on the Instagram bandwagon yet, you may be doing your business a great disservice.