

Technical and Business Writing (SS2012)

Sessional-I Exam

Total Time (Hrs): 1

Total Marks: 40

Total Questions: 3

Date: Feb 22, 2025

Course Instructor(s):

Ms. Eeman Mirza & Ms. Sadia Nauman

Section(s): (BCS-A, B, C, D, E, F, G)

Roll No

Course Section

Do not write below this line.

Attempt all the questions.

Do not write anything on the question paper except the information required above.

Instructions:

1. Read the question carefully, understand the question, and then attempt your answers in the provided answer booklet.
 2. Verify that you have **TEN (10)** printed pages of the question paper including this page. There are **THREE (3)** questions.
 3. Stationery sharing is strictly prohibited.
 4. Attempt all the questions in the answer booklet provided.
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[CLO 1: To achieve proficiency in assessing technical and business writing situations.]

Q1: Read the questions carefully; choose the most appropriate option and write it on the answer booklet provided to you. Don't write the full answer statements. **Write only A, B, C or D on the answer booklet along with question numbers.** No marks will be awarded in case of ambiguity, cutting/ overwriting or modifying the answer in any way. **[13 marks]**

1. You are writing a user manual for a newly launched AI-based financial software. The primary users are financial analysts with some exposure to technology. However, the software company's HR team also needs to understand its capabilities to train new employees. Which type of audience segmentation would be the most effective for this document?
 - A. High-tech, low-tech, and lay audience segmentation
 - B. Primary, secondary, and tertiary readership segmentation
 - C. Only high-tech audience segmentation
 - D. Only lay audience segmentation

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2. A junior technical writer drafts the following sentence for a software installation guide:
"There are multiple steps that need to be followed by the user before the installation of the software can be completed."

Which of the following revisions best improves clarity?

A. The user must complete multiple steps before installing the software.

B. Before installing, the user should follow many steps.

C. There exist multiple steps for installation, which should be followed.

D. The software installation involves multiple steps that must be adhered to.

2. A manager is writing an email to employees about a delay in project submission. Which subject line is most effective?

A. "Update: Revised Project Submission Deadline"

B. "Project Issue – Important Notice!!!"

C. "Something Urgent About Your Work"

D. "Read Now: Project Change"

3. A customer complains about a defective laptop they purchased. Which response maintains professionalism while offering a solution?

A. "We regret that you are facing issues, but as per policy, we do not offer replacements for this type of product."

B. "We apologize for the inconvenience. We can offer a free replacement or a full refund. Please let us know your preference."

C. "Since you didn't read our warranty terms, we cannot offer a refund. Next time, please check before purchasing."

D. "The issue might be caused by mishandling. We recommend checking the user manual for troubleshooting."

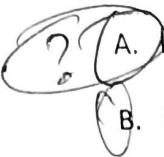
4. A company manual states:

"There is a need for an evaluation of the current working structure, as inefficiencies have been observed."

How can this be rewritten to improve conciseness?

A. "We must evaluate our work structure to fix inefficiencies."

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- B. "Observing inefficiencies, the need arises to evaluate the structure."
- C. "Evaluation of structure is required due to inefficiencies."
- D. "There is a necessity for assessing the structure as inefficiencies exist."
5. A junior employee drafts an email that starts with:
"Hello Sir. This is regarding the urgent matter about policy changes. I am writing to ask about how we should proceed further?" What is the primary issue with this email?
-  A. It lacks a professional greeting.
- B. It does not state the purpose clearly at the start.
- C. It uses an overly aggressive tone.
- D. It includes unnecessary details.
6. A company memo states:
"The performance evaluation reports will be reviewed by the HR department next Monday."
 What is the active voice version of this sentence?
- A. "The HR department will review the performance evaluation reports next Monday."
- B. "Performance evaluation reports will have been reviewed by HR."
- C. "Next Monday, the reports are to be reviewed by HR."
- D. "Reviewed next Monday will be the evaluation reports by HR."
7. A user manual states:
"In order to successfully complete the installation process, please ensure that you carefully follow all given instructions." How can this be rewritten for conciseness?
- A. "To complete installation, follow the instructions carefully."
- B. "Ensure successful installation by carefully following all instructions."
- C. "For installation completion, carefully ensure to follow the instructions."
- D. "In order to install, be sure to fully follow the given directions."
8. A project update email states:
"We might consider possibly looking into some potential changes in the near future." How should this be rewritten?
- A. "We are considering changes soon."

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- B. "There is a possibility of changes in the near future." ✗
- C. "Potentially, we may review and consider changes in the near future." ✗
- D. "Looking into changes might be a possibility in the coming days." ✗
9. Which phrase best avoids ageist language?
- A. The old folks attended the seminar.
- B. The elderly group was given special seating.
- C. The attendees over sixty received special accommodations.
- D. The senior citizens were accommodated. ✗
10. Which of the following revisions best removes sexist language?
- A. Every engineer should do his best to solve technical problems. ✗
- B. Every engineer should do their best to solve technical problems.
- C. Every engineer should do his or her best to solve technical problems. ✗
- D. Every engineer should do one's best to solve technical problems. ✗
11. Why is the phrase "John suffers from diabetes" problematic?
- A. It assumes John is a victim of his condition. ✗
- B. It is too wordy.
- C. It is grammatically incorrect.
- D. It is redundant.
12. Why is "Mrs. Acton, a gorgeous blonde, is Joe Granger's assistant" considered biased?
- A. It includes unnecessary physical descriptors. ✗
- B. It assumes a woman cannot be an assistant.
- C. It is grammatically incorrect.
- D. It is too informal.
13. Why is the phrase "your secretary will want to leave her desk and pick a bunch for her office" problematic?

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- A. It is too informal for a business letter.
- B. It is grammatically incorrect.
- C. It stereotypes the role of a secretary as female and interested in flowers.
- D. It is too descriptive.

14. What is the primary purpose of using pronouns in technical communication?

- A. To reduce wordiness and maintain conciseness
- B. To make the text sound professional and objective
- C. To humanize the writing and engage the reader
- D. To ensure grammatical accuracy

15. What is the primary drawback of overusing first-person pronouns (I, me, my) in technical writing?

- A. It reduces clarity
- B. It makes the writing sound egocentric
- C. It leads to redundancy
- D. It increases wordiness

16. Which of the following is an example of negative writing that should be revised?

- A. "So that we may process your request rapidly, please fill in Line 7."
- B. "Your bill is overdue. Failure to pay immediately will lower your credit rating."
- C. "We appreciate your business and are happy to assist you."
- D. "To ensure smooth processing, kindly attach all required documents."

17. Why is the phrase "We cannot process your request because you failed to follow the instructions" considered ineffective?

- A. It is too formal
- B. It does not involve the reader in a positive way
- C. It provides unclear instructions
- D. It encourages the reader to take action

18. What is the best way to make the discussion section of routine correspondence more reader-friendly?

- A. Use traditional blocks of data (paragraphing)
- B. Itemize, use white space, boldfacing, create headings, or insert graphics
- C. Write long, detailed paragraphs
- D. Avoid any visual elements

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19. Which of the following inquiry messages is MOST effective?

- A. "Please send us all available details on your products."
- B. "We need information about the pricing and availability of your XYZ model, including warranty and installation time."
- C. "We are interested in your product range."
- D. "Send us an email about your offerings."

20. Which of the following sentences uses the most effective technical communication style?

- A. "It is imperative that due diligence be conducted before proceeding."
- B. "Before proceeding, review all necessary information carefully."
- C. "One should ideally ensure that all needed information has been reviewed before further action."
- D. "A review of all relevant information should ideally be conducted before proceeding further."

21. Which of the following is the best revision of the sentence: "It is recommended that all employees submit their reports by Friday in order to ensure timely processing."?

- A. "All employees should submit their reports by Friday for timely processing."
- B. "To ensure timely processing, submission of reports by all employees is recommended by Friday."
- C. "It is important that all employees submit their reports by Friday so that processing happens on time."
- D. "Employees must consider submitting reports by Friday for timeliness."

22. A company is announcing a new dress code policy. Which statement uses an impersonal tone?

- A. "We believe that professional attire improves the workplace atmosphere, and we appreciate your cooperation."
- B. "Employees are required to adhere to the new dress code policy starting Monday."
- C. "Starting Monday, please follow the new dress code policy to maintain a professional environment."
- D. "Our team should embrace the new dress code policy to create a more professional workspace."

23. A professor is reminding students about an upcoming assignment deadline. Which sentence uses a personal tone?

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- A. "Assignments must be submitted by Friday at 5 PM to be graded."
- B. "You should make sure to submit your assignment by Friday to get credit."
- C. "I know everyone is working hard, so please don't forget to turn in your assignments by Friday."
- D. "Students are required to submit assignments by Friday at 5 PM."

24. A professor is informing students about a mandatory workshop. Which email has an impersonal tone?

- A. **Subject:** Mandatory Workshop on Research Skills

Dear Students,

Attendance at the research skills workshop is **required** for all students. Failure to attend may affect your participation grade.

Regards,
Professor

- B. **Subject:** Research Workshop Information

Hello Everyone,

I encourage you all to attend the research workshop. It will be beneficial for your assignments. Let me know if you have any questions.

Best,
Professor

- C. **Subject:** Important: Research Workshop

Dear Students,

I know schedules are busy, but I highly recommend attending this workshop. It will be helpful for your academic success.

Thanks,
Professor

- D. **Subject:** Workshop Attendance Requirement

Students,

The research workshop has been scheduled. Attendance is expected. Further details are provided in the course syllabus.

Management

25. A manager is assigning tasks for an upcoming project. Which email demonstrates correct parallelism?

- A. **Subject:** Project Task Assignment

Dear Team,

For the upcoming project, we need to complete the following:

-
- Researching market trends,
 - Creating a detailed report, and

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- To finalize the budget.

Let's stay on schedule and collaborate efficiently.

Best,

[Manager's Name]

B. Subject: Project Task Assignment

Dear Team,

For the upcoming project, we need to complete the following:

- Research market trends, ✓
- Create a detailed report, and ✓
- Finalize the budget. ✓

Let's stay on schedule and collaborate efficiently.

Best,

[Manager's Name]

C. Subject: Project Task Assignment

Dear Team,

For the upcoming project, we need to complete the following:

- Researching market trends,
- Creating a detailed report, and
- Finalizing the budget.

Let's stay on schedule and collaborate efficiently.

Best,

[Manager's Name]

D. Subject: Project Task Assignment

Dear Team,

For the upcoming project, we need to complete the following:

- Researching market trends,
- Create a detailed report, and ✗
- To finalize the budget.

Let's stay on schedule and collaborate efficiently.

Best,

[Manager's Name]

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[CLO 3: Achieve clarity, conciseness, accuracy and objectivity while drafting technical/business communication/content.]

Q2: The following memo contains multiple flaws in technical writing, including passive voice, nominalization, redundancy, wordiness, improper tone, and lack of clarity. **[05 +10=15 marks]**

Your task is to:

1. Identify at least five major flaws in the memo.
2. Rewrite the memo to reflect proper technical writing principles, ensuring clarity, conciseness, active voice, parallel structure, and proper tone.

MEMORANDUM

Date: February 22, 2025

To: All Employees

From: Operations and Policy Review Team *Passive*

An evaluation has been conducted regarding attendance tracking, and it has been determined that certain modifications need to be put into effect. Due to recent observations, it has become apparent that discrepancies exist in attendance records, necessitating corrective measures. A system implementation is being planned to facilitate tracking and ensure compliance with established policies. It is believed that this approach will be beneficial in addressing the inconsistencies that have been identified.

Employees are expected to cooperate with this initiative, and further guidance will be provided in subsequent communications.

[CLO 2: To organize and develop ideas effectively and logically in technical writing.]

Q3: Read the following scenario thoroughly and write a complete, concise and effective (100% NO Adjustment) email. **[12 marks]**

You are a customer service representative at X-Tech, a company that manufactures and sells high-end laptops and accessories.

A customer, John Anderson, has emailed your support team to complain about a defective laptop (Model: X-Tech Pro 15). He claims that the device started overheating and shutting down within a week of purchase and has requested either a replacement or a full refund.

After reviewing his case, your company has found that:

- I. The product is out of warranty (the customer purchased it 14 months ago).
- II. There is no record of a previous complaint within the warranty period.
- III. The customer did not purchase an extended warranty.
- IV. Company policy states that refunds and replacements are only available within 12 months of purchase unless an extended warranty is purchased.

Your task is to write a polite but firm email informing the customer that his request for a refund or replacement cannot be granted. However, you should:

✓ Acknowledge his concern and show empathy for his situation.

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- ✓ Clearly explain why his request cannot be approved (mention warranty policy).
 - ✓ Offer an alternative solution (e.g., a paid repair service or a discount on a future purchase).
 - ✓ Maintain a positive and professional tone to keep the customer satisfied.
- ❖ Email Length: 200-300 words
- ❖ Format: Professional business email (To, Subject line, Salutation, Introduction, Discussion, Conclusion, closing).