

Technical and Business Writing (SS2012)

Course Instructor(s):

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

Sessional-II Exam

Total Time (Hrs): 1

Total Marks: 35

Total Questions: 3

Date: Apr 7, 2025

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 **NINE (09)** 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.

[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. [15 marks]

1. What is the biggest flaw in the following career objective?

"Seeking employment in a business environment offering an opportunity for professional growth."

- A. It is too specific
 - B. It is too vague and does not specify job type or contribution to the company
 - C. It includes unnecessary jargon
 - D. It is written in passive voice
2. Which of the following is NOT a good point to include in a summary of qualifications?
 - A. A measurable accomplishment
 - B. A specific technical skill related to the job
 - C. A statement about personal hobbies
 - D. A leadership role in a previous job
 3. What is the main reason for including quantifiable achievements in the employment section?
 - A. To prove that you are better than other candidates
 - B. To provide evidence of how you contributed to past employers
 - C. To ensure the resume meets a specific word count
 - D. To highlight every single task you performed
 4. How can you make your education section stand out if many candidates have the same degree?

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- A. List additional achievements, coursework, or leadership roles
B. Use a larger font size for your degree name
C. Include a personal anecdote about your college experience
D. Mention every course you took in the program
5. Why should you avoid listing "References available upon request" on a resume?
A. Employers no longer ask for references
B. It is assumed that you will provide references when asked, making the phrase unnecessary
C. References should always be listed on the first page of a resume
D. It makes the resume look more complete ✗
6. Which of the following is NOT a basic trait of all report writing?
A. Format
B. Creativity
C. Development
D. Audience ✗
7. Which feature distinguishes a talking heading from a standard heading?
A. It is written in bold
B. It is more informative and descriptive
C. It is placed before the introduction
D. It uses technical jargon
8. Why should reports avoid vague and imprecise language?
A. It makes the report longer and more detailed
B. It reduces clarity and creates confusion
C. It helps the writer sound more professional ✗
D. It ensures the report is not taken seriously
9. What is an example of poor conciseness in report writing?
A. "We need to replace the machine due to inefficiency."
B. "The outdated printer in Department 76 must be replaced by September 10, 2014, to maintain production schedules."
C. "At this present time, we need to take into consideration the necessity of replacing the current equipment."
D. "The exposure table must be installed before September 10 to ensure smooth operations." ✗
10. Which sentence demonstrates a strong recommendation in a report?
A. "It might be beneficial to consider hiring a consultant." ✗
B. "Hiring a consultant will improve our team's technical communication skills."
C. "If possible, we should think about getting an expert."
D. "A consultant may be a good option, but we are unsure."
11. A software upgrade at a company led to major data corruption. The IT team is asked to document the issue for future reference.
Which type of report should they write?
A. Analytical Report
B. Incident Report
C. Progress Report
D. Justification Report
12. Sara is writing a cover letter for a job at a design firm. She wants to highlight her creativity and explain how her skills match the role.

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In this context, cover letters are considered _____ letters, where Sara must strategically position herself as the ideal candidate.

- A. Persuasive
- B. Recommendation
- C. Evaluative
- D. None of the above

13. A team member is preparing the minutes of the meeting for a project kickoff session with multiple stakeholders.

Which of the following is essential in the minutes of the meeting?

- A. Personal opinions of attendees
- B. Detailed transcripts of all discussions
- C. Action items, attendees, and decisions made
- D. Background information of each member X

14. Nadia includes a letter with her report that explains why she wrote it and to whom it is addressed.

What is this cover letter of a report called?

- A. Introductory lines
- B. Front matter
- C. Transmittal
- D. Summary

15. John is applying for a software engineering role. He wants his objective to focus on skills and goals.

Which career objective is best?

- A. Seeking experience X
- B. Looking for any role X
- C. Leverage web skills for innovative projects
- D. Aspiring senior engineer

16. A school board needs to choose a new bus system. The report compares three models and recommends one.

What type of report is this?

- A. Informative
- B. Analytical
- C. Recommendation
- D. Descriptive

17. Zara is preparing her LinkedIn profile to apply for data analyst roles. She wants to make her profile more attractive to recruiters.

Which of the following strategies would best optimize her LinkedIn profile?

- A. Add personal photos from travel experiences X
- B. Use a vague headline like 'Student at University' X
- C. Include keywords like 'Data Analytics, Python, SQL' in the headline and summary ✓
- D. Keep her profile short and incomplete to avoid oversharing

18. Mateen, a graphic designer, brings a hard copy and digital copy of his portfolio to the interview.

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Which is the most effective way to present his work?

- A. Mail the portfolio before the interview
- B. Submit it unsolicited with the job application
- C. Present both hardcopy and digital formats during the interview
- D. Post it on social media without restrictions

19. After completing her bachelor's degree, Samreen can't find any advertised teaching jobs. She decides to send her CV to nearby Montessori schools for potential opportunities.

What type of job request is this?

- A. Unsolicited
- B. Solicited
- C. Referral
- D. None of the above

20. In his cover letter, Omar explains his qualifications, enthusiasm for the role, and unique skills.

Which paragraph of the cover letter is this?

- A. Closing
- B. Body
- C. Introduction
- D. None of them

21. You are writing a progress report for a three-month software development project. By the end of the second month, you discover that the project is behind schedule due to unexpected technical issues.

Which of the following would be the most appropriate way to communicate this delay in your report?

- A. Emphasize the team's effort and mention the delays briefly at the end of the report.
- B. Focus entirely on the achievements to avoid any negative impression.
- C. State delay in "Project Status," explain and propose solution
- D. Blame the delays on external factors and avoid proposing any corrective actions.

22. Maham receives a polite rejection email from a company stating, "*We appreciate your interest, but your cover letter did not reflect a strong match with our mission and role expectations.*"

What is the most likely reason her cover letter failed to impress?

- A. She didn't mention her degree
- B. She used the same letter for multiple job applications.
- C. She added her hobbies at the end
- D. She addressed the letter to HR instead of the hiring manager

23. You're reviewing four different cover letter excerpts. Which one shows poor tailoring to a specific job role?

- A. "As someone who has followed your company's AI research, I'm excited about the internship in your Data Ethics Lab."
- B. "Your mission to bridge tech and society aligns with my own career vision."
- C. "I'm applying for the job you posted because I need a job and I like writing." X

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- D "With my coursework in machine learning and ethics, I hope to contribute meaningfully to your AI team."

24. Zoya is preparing her resume for a cybersecurity internship. She writes this in her summary:

"Aspiring cybersecurity analyst with experience in penetration testing labs, strong knowledge of Python, and a keen interest in network security."

How does this resume summary compare to the following options?

- A. "I am looking for any opportunity in the IT field."
- B. "Recent graduate with good communication skills."
- C. "Hardworking and reliable student from NUCES."
- D. "Aspiring cybersecurity analyst with experience in penetration testing labs..."

25. Your manager asks you to write a report evaluating whether the company should adopt a new firewall system. It must include cost, functionality, and a recommendation.

What type of report should you write?

- A. Lab Report
- B. Feasibility Report
- C. Progress Report
- D. Incident Report

26. You were absent from a meeting but are now asked to write the minutes of the meeting. What is the most appropriate first step?

- A. Guess the decisions made based on the agenda
- B. Ask a colleague who attended for notes or audio recording
- C. Skip the assignment because you weren't present
- D. Write a general summary using past meetings as a reference

27. A proposal to digitize library services at your university is being drafted. The writer wants to include a section outlining how the plan will be carried out, step by step. What should this section be titled?

- A. Problem Statement
- B. Background
- C. Implementation Plan
- D. Budget Estimate

28. During a technical writing class, the instructor says: "*Don't confuse an executive summary with an abstract. They serve different purposes.*"

Which of the following best explains this difference?

- A. Abstracts are persuasive while executive summaries are only factual
- B. Abstracts summarize the entire report; executive summaries focus only on recommendations
- C. Abstracts are usually written for academic or technical readers ; executive summaries are written for decision-makers
- D. They are interchangeable terms used in professional writing

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29. In a progress report for a mobile app development project, you realize that although most tasks are complete, one major module is still pending due to team illness. How should this be addressed?
- A. Mention it in passing at the end of the report
 - B. Avoid mentioning it to keep the report positive
 - C. Clearly explain the delay in the project status section and suggest revised deadlines
 - D. Blame another department for the delay
30. You're helping draft a feasibility report about launching an AI chatbot for campus queries. One section outlines why the chatbot would save time and increase student satisfaction. What is this section most likely titled?
- A. Executive Summary
 - B. Benefits/Advantages
 - C. Problem Description
 - D. Limitations

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

Q2: Do as directed.

[10 marks]

1. Interviewers often glance at a LinkedIn profile for just a few seconds. Write a two-sentence summary for "About Us" section on LinkedIn that immediately captures attention for a marketing analyst role.(3 Marks)
2. "I've made lots of websites and am familiar with design tools like Photoshop. I enjoy being creative and coming up with cool ideas." In 50 words, identify the problem(s) and rewrite it effectively. (2+2= 4 Marks)
3. Below is a weak career objective for a Data Science position. Rewrite it to make it stronger, more specific, and tailored to the industry.

Weak Objective: "I want a job in data science where I can use my skills and grow in the field." (3 Marks)

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

Q3: You are required to write a professional executive summary for the following report. This summary should provide a concise and clear overview of the report's purpose, methodology, key findings, conclusions, and recommendations.

[10 marks]

The report includes detailed analysis and tables to illustrate critical points, as well as recommendations that require careful summarization. The executive summary must distill this information effectively for senior managers and decision-makers, who may not have time to read

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the entire report. The summary must also be **self-contained and able to stand on its own**, providing a quick but complete understanding of the report without requiring reference to the full document.

➤ Ensure that:

- I. Clarity, conciseness, and precision are maintained throughout.
- II. The summary highlights the main findings and insights from any visuals, data tables, or graphics included in the report, without reproducing them.
- III. Word limit: 150-200 words.
- IV. The tone remains professional and focused, suitable for executive-level communication.

Comprehensive Report: Implementation of AI Writing Assistants in Academic Writing at NUCES

1. Introduction

1.1 Background

Effective academic writing is crucial for university students, particularly in technical fields where clarity, coherence, and grammatical accuracy are essential. At NUCES (National University of Computing and Emerging Sciences), final-year student Ali and his peers in the Technical Writing class have been struggling with:

1. Organizing their writing structure
2. Using proper transitions between ideas
3. Improving grammar and sentence variety

To address these challenges, their instructor, Miss Ayesha, introduced AI-powered writing assistants like Grammarly and Notion AI during a workshop. These tools provided real-time grammar corrections, tone adjustments, and vocabulary suggestions, which significantly improved students' writing skills.

Encouraged by these results, Ali and his group propose integrating a licensed AI writing assistant (such as Grammarly EDU) into the university's Learning Management System (LMS) Slate so that all students across departments can benefit.

2. Methodology

2.1 Data Collection Methods

To assess the impact and feasibility of AI writing assistants at NUCES, the study used:

- **Student Surveys:** Conducted among 300 students to evaluate writing challenges and improvements after using AI tools.
- **Faculty Feedback:** Interviews with 10 instructors to gauge their perspectives on AI-assisted writing.
- **Writing Performance Comparison:** Analysis of 30 pre- and post-AI writing samples to measure improvement in grammar, clarity, and structure.

2.2 Evaluation Criteria

The study evaluated AI writing assistants based on the following **criteria**:

Criteria	Measurement Metrics
Grammar & Clarity	% Reduction in grammatical errors
Writing Structure	Improvement in logical flow & organization
Vocabulary Enhancement	% Increase in varied & academic word usage
Student Satisfaction	Survey ratings on AI tool usefulness
Faculty Support	Instructor approval for LMS integration

3. Key Findings

3.1 Impact on Writing Quality

- **Grammar & Clarity Improvement:** 68% of students reported a noticeable reduction in grammatical errors.
- **Better Structure & Coherence:** 75% of students found it easier to organize ideas with AI feedback.
- **Vocabulary Enhancement:** 62% of students improved their word variety and academic tone.

3.2 Student & Faculty Feedback

- 80% of students supported AI writing integration in LMS Slate, finding it helpful in technical reports and research writing.
- **Faculty concerns:** Some instructors (20%) worried about over-reliance on AI tools rather than learning grammar rules.

3.3 Writing Performance Comparison

■ **Figure 1: Writing Improvement Before vs. After AI Tool Usage**

Metric	Before AI Use	After AI Use	Improvement (%)
Grammar Errors per Page	12	4	-66%
Sentence Clarity Score	6.5/10	8.8/10	+35%
Use of Transition Words	45% of essays	78% of essays	+33%

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Figure 2: Student Satisfaction with AI Writing Tools

- 80% Satisfied – Found AI tools helpful for writing improvement
 - 15% Neutral – Limited use, but acknowledged benefits
 - 5% Not Satisfied – Prefer traditional feedback methods
-

4. Conclusions

The integration of AI writing assistants at NUCES has shown strong potential to enhance academic writing quality. Students who used AI tools demonstrated:

1. Fewer grammatical errors (66% reduction)
2. Stronger sentence clarity & logical flow (35% improvement)
3. More structured and cohesive essays

While some faculty members raised concerns about AI overuse, the majority acknowledged its value in enhancing learning rather than replacing traditional instruction.

5. Recommendations

1. Integrate Grammarly EDU into LMS Slate: Provide university-wide access for all students.
2. Conduct AI Writing Training Sessions: Guide students on how to use AI tools ethically and effectively.
3. Combine AI with Instructor Feedback: Use AI for initial corrections, while faculty provides deeper content feedback.
4. Monitor Student Progress: Track AI-assisted writing improvements and collect periodic feedback.

By implementing these recommendations, NUCES can enhance students' writing skills, reduce faculty workload, and improve overall academic performance.
