

Technical and Business Writing (SS2012 & SS2007)

Sessional-II Exam

Total Time (Hrs.): 1
Total Marks: 35
Total Questions: 2

Date: 1st November 2025

Course Instructor(s)

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Roll No

Section

Student Signature

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Attempt all the questions.

Q1: Your university's administration is considering upgrading the multimedia equipment used in classrooms—particularly projectors, speakers, and related audio-visual systems. These devices have been in use for over three years, and reports from faculty and students have been mixed. Some classrooms experience poor sound projection, while others face display issues, especially when connecting to newer laptops.

As part of a testing phase of evaluation, your department asked faculty members and teaching assistants to use the existing multimedia projector and speaker system for at least one month in their regular classes. You have been using these devices throughout this period in different classroom settings (e.g., large lecture halls and small seminar rooms). The Academic Manager has requested for an informal memo report summarizing your evaluation of the current equipment's performance and your recommendation on whether the university should retain, repair, or replace the multimedia system.

Your analysis and recommendation will help the administration make a budget decision for the upcoming semester. Write an informal memo report addressed to the Academic Manager, Usama Zafar. Your report should demonstrate objectivity, and technical clarity

[20]

Q2: Read the case study and answer the question given below:

Tech Nova Analytics, a fast-growing data science startup, was contracted by Green Energy Pakistan (GEP) to research innovative ways to reduce electricity consumption in corporate buildings using Artificial Intelligence (AI). The project aimed to help GEP design a cost-effective smart energy management system that could predict and minimize unnecessary power usage.

To achieve this, the Tech Nova research team collected a wide range of data from multiple sources:

- Energy audits conducted in five corporate offices in major cities
- Structured interviews with facility managers and IT administrators
- An online survey measuring employee energy-use behavior and awareness
- Information from published academic studies and industry reports on smart energy systems

After several weeks of data collection, the team compiled a comprehensive research report. However, during the internal review, several problems became evident. The report lacked a clear and logical organization, making it difficult to follow the research process, inconsistent formatting—fonts, headings, and data tables varied across sections. It failed to distinguish between raw data and analysis, leading to confusion between factual findings and interpretation. It did not include visuals (charts, graphs, or diagrams) that could make trends more understandable to non-technical stakeholders.

When the management team reviewed the draft, they requested for a revised version of the Formal Report to ensure it meets professional expectations and effectively communicates the research outcomes, which is more suitable for presentation to stakeholders.

Questions:

[10 + 5]

(A). Identify and explain the types of data collected during the research that allowed Tech Nova Analytics to gain a comprehensive understanding of corporate energy consumption patterns.

(B). Discuss at least two errors in Tech Nova's initial report that could reduce its professional credibility or readability. Then, recommend two specific strategies (related to headings, visuals, layout, or data presentation) that would make the revised report more suitable for presentation to executive officials at GEP.