National University of Computer and Emerging Sciences
Lahore Campus

Technical and Business Writing (SS2012)	**Sessional-I Exam**

Date: 20th September 2025

Total Time (Hrs): 1
Total Marks: 30
Total Questions: 5

Course Instructor(s)

Hajra Ikram, Uzma Safdar, Huma Malik, Arslan Rasheed, Miriam Mehdi, Areeba Nadeem

222-6994   BCS-B   _Ayesha_
Roll No   Section   Student Signature

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Attempt all the questions.

Q1: You are the **Program Coordinator** at **CodeVerse Academy**, a leading data science and tech education platform based in Karachi, Pakistan. Recently, your organization conducted a free **Foundations of Data Science Workshop** for university students across Pakistan.

One of the participants, **Bilal Ahmed**, is a final-year data science student at a university in Lahore. Based on his active engagement and performance during the workshop, you believe he would be an excellent candidate for your academy's flagship **Data Science Career Track** program. This paid, job-focused training is designed to prepare students for real industry roles by offering hands-on projects with actual datasets, personalized mentorship from experienced data scientists, guided portfolio and resume development, and dedicated job placement support to help graduates successfully enter the data science job market.

Your task is to write a **professional and persuasive letter** to Mr. Bilal Ahmed, encouraging him to enroll in this program. Your letter should:
- Thank him for participating in the free workshop
- Emphasize how the full program can help launch his career
- Highlight the unique value of the training and job support
- Encourage timely action, while keeping a respectful tone

[15 marks]

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

Asma, a recent Computer Science graduate from Pakistan, has started her career as a remote software developer. Within weeks, she receives offers from three different international clients:
- US Client (California): A fast-moving startup needing a mobile app. They value direct, concise communication and expect frequent status updates on Slack and Zoom.
- Singapore Client: A mid-sized tech firm outsourcing part of a project. Their style is more high-context—feedback may be indirect, and relationship-building is important. Communication happens mostly over email and occasional video calls.