

# Technical and Business Writing (SS2007)

Date: September 21<sup>st</sup> 2024

## Course Instructor(s)

Ms. Hajra Ikram, Ms. Uzma Safdar, Dr. Wasim Hasan, Mr. Ali Zulfiqar, Ms. Irum Zahoor, Ms. Nayyab Mufti, Ms. Maha Hijab, Mr. Arslan Rasheed, Ms. Javeria

## Sessional-I Exam

Total Time (Hrs): 1

Total Marks: 30

Total Questions: 3

22i-2505

Roll No

SE-SA

Section

R8

Student Signature

Do not write below this line

Attempt all the questions on the answer sheet.

**Q1:** GlobalTech Solutions is a multinational technology company with offices in over 20 countries. The company is known for its cutting-edge innovations in AI, software development, and digital infrastructure. As a technology leader, GlobalTech places significant emphasis on ethics and compliance, particularly as it operates in different cultural contexts worldwide. Maria was overseeing a new AI feature the company was developing. Maria assigned Junaid Khan (Communications Manager) the task of writing a report on the AI feature, to be submitted to Maria Hussain (Team Lead) for review. The report was well-received, and it was evident that Junaid had done extensive research and analysis. It was decided to share the report with all the regional directors, introducing the new AI feature. However, Maria found out that instead of properly citing the sources of information, Junaid copied entire sections without attribution, presenting the information in the report as his own work. Maria was also aware that delaying the release of the feature would result in significant financial losses and give competitors an advantage.

Maria now had to decide how to handle the situation and prevent similar violations from happening in the future.

- A. What was wrong with Jason Miller's use of data/information in the report, and why is it considered unethical in the workplace?
- B. How can Junaid resolve the ethical dilemma, taking into account the professional and ethical consideration at the workplace?

[10]

**Q2:** At the GlobalTech Solutions Tokyo branch, Yuki Nakamura (Lead Software Engineer), raised concerns over the new AI feature. She faced the following issues:

1. The new AI feature can analyze users' facial expressions and emotions, but Yuki noticed that it could be misused for intrusive data collection, particularly in societies with strict privacy laws, and this feature could lead to a cultural backlash by the Japanese target audience.
2. She reported her concern about the new AI feature to the manager, Daud Umer (Regional Director of South Asia Operations), highlighting that in Japan, privacy is highly valued. Daud, who was primarily focused on the project's completion, did not pay any attention and did not respond back even after two weeks of the matter being reported. He brushed aside Yuki's concerns, stating that the company adhered to all legal requirements.

Write a Complaint Letter to the Chief Operating Officer (COO), Saad Salman on behalf of Yuki; in which she maintains her position, explaining that while the technology may be legal, it could harm GlobalTech's reputation in culturally sensitive markets like Japan.

[15]

**Q3:** Select the most suitable option based on your knowledge about the Types of Informal Report:

[5]

- i. Samira is an IT consultant working for Data Solutions, Inc. Every week, she submits a report to her supervisor detailing the tasks completed during the week, the time spent on each task, and any relevant issues that arose.

Which of the following types of reports is Samira writing?

- A. *Problem Analysis:* To analyze and resolve technical problems encountered during the week.
- B. *Performance Report:* To assess the overall performance of the IT department.
- C. *Activity Report:* To provide a summary of the tasks completed, time spent, and any challenges encountered.
- D. *Equipment Evaluation:* To evaluate the new software installed in the department.

- ii. Sarah is tasked with evaluating a new set of printers for her company. She needs to provide a detailed report comparing their performance, cost, and efficiency.

Which of the following would be the most appropriate structure for Sarah's equipment evaluation report?

- A. Description of each printer, followed by a detailed analysis of performance, cost, and efficiency.
- B. A step-by-step breakdown of the company's printing needs.
- C. A timeline of printer installation at various company locations.
- D. A summary of software updates needed for the printers.

# National University of Computer and Emerging Sciences

## Lahore Campus

- iii. Jessica works for a logistics company, and the fleet of delivery trucks is frequently delayed due to engine problems. She is asked to write a problem analysis report identifying the root cause of the issues and suggesting solutions.

**What is the primary goal of Jessica's problem analysis report?**

- A. To evaluate the cost-effectiveness of new delivery routes.
- B. To document completed maintenance on the delivery trucks.
- C. To identify the root cause of engine problems and propose solutions.
- D. To provide a schedule for fleet maintenance.

- iv. Rita is managing a software development project that is two months behind schedule due to unforeseen technical challenges. She needs to submit a progress report that explains the delays and how her team plans to catch up.

**Which of the following should Rita prioritize in her progress report?**

- A. A list of new software tools the team plans to purchase.
- B. An explanation of the project delays and a revised timeline for completion.
- C. A list of all the completed tasks and their corresponding deadlines.
- D. An analysis of the budget used so far

- v. Emily, a project manager at a construction firm, has completed a preliminary evaluation of a potential new construction site. She needs to provide a formal report to the client, who is external to the company, summarizing the site's suitability, potential risks, and next steps. Internally, she must also send a report to her supervisor and the engineering team outlining the same findings, but in more technical detail.

**What format should Emily use for the report to the client and the report to her supervisor and engineering team, respectively?**

- A. Memo report for the client and letter report for her supervisor and engineering team.
- B. Letter report for the client and memo report for her supervisor and engineering team.
- C. Memo report for both the client and her supervisor and engineering team.
- D. Letter report for both the client and her supervisor and engineering team.



**Q1.** You work as an Administrative Manager at Inspire Limited, a well-known marketing company in Lahore. One of the many tasks that you perform is to keep track of employees' attendance and Entry /Exit time at the office. Although the company's working dynamics are as such that it requires the employees to sit in the office throughout the working hours of 9 – 5 but last month's data of the machine installed to scan employees' card, showed that employees have been coming late to the office and many of the employees leave the office an hour or so early. Considering this pattern of employees, the company has decided to introduce new policies to ensure that employees follow the proper timings.

[15]

**Write a memo to all employees at Inspire Limited. Your memo should include the following:**

- o Explaining the concern i.e., increasing number of employees reporting late to work
- o How it effects the productivity
- o Explaining the new policies regarding the timings of the company.
- o Any penalty if the employees still don't follow the new policy.

**Q2.** Read the case study and answer the questions that follow:

[2 + 6]

In the bustling Technologix headquarters, teams from diverse cultural backgrounds collaborated daily to develop cutting-edge products and solutions. Among these teams were the Research & Development (R&D) and Marketing departments, each with their unique culture and communication style.

One day, as the R&D team was gearing up to present their groundbreaking product to the Marketing team for its upcoming launch, tensions arose. The R&D engineers, known for their meticulous attention to detail and precision in their work, presented their findings in a technical report filled with charts, graphs, and complex data. However, the Marketing team, renowned for its creativity and knack for storytelling, found the technical report overwhelming and incomprehensible. They believed that the report lacked the essential "wow factor" necessary to captivate their target audience.

The clash of cultures and communication styles came to a head during the meeting. The Marketing team, eager to infuse creativity into the product launch, felt that their suggestions were being dismissed by the R&D team as frivolous. Meanwhile, the R&D team perceived the Marketing team's ideas as lacking substance and technical accuracy. Tensions flared, voices were raised, and the meeting ended abruptly, leaving both teams frustrated and demoralized.

**Questions:**

- a. What does the term "organizational culture" refer to?
- b. What strategies could be employed at the Technologix headquarters to bridge the communication and cultural gap between the R&D and Marketing teams? Mention any three.

**Q3. Case study: Informal Report**

You are the Operations Manager at PakFab Textiles, a well-established textile manufacturing company based in Lahore, Pakistan. Over the years, PakFab has been a trusted supplier of high-quality textiles to both domestic and international markets. However, recent market dynamics and changing customer expectations have prompted the need for a significant process improvement - the implementation of a new quality control system. This change affects every employee within the organization, from the factory floor to the managerial offices.

[3 + 4]

- a. In the scenario above, will you write a letter or memo? Justify your answer.
- b. How can you tailor the opening paragraph to engage and resonate with the employees in the Pakistani context? Write the Introductory Paragraph/Introductory Summary



Course Name:	Technical and Business Writing	Course Code:	SS-108
Degree Program:	BS (Computer Science)	Semester:	Fall 2021
Exam Duration:	60 Minutes	Total Marks:	30
Paper Date:	20 <sup>TH</sup> October 2021	Weight	15%
Section:	ALL	Page(s):	5
Exam Type:	Midterm-I		

Student : Name: M Nawal Ali Roll No. 191-1048 Section: CS-D  
 Instruction/Notes: Attempt all questions.

	Q1	Q2	Total
	10	20	30
	9	15	24

Q2. Write a brief analysis of the technical document given below, in which you explain: [10]

1. the purpose of the writing sample
2. the apparent readers and their needs
3. any other elements that make it different from typical academic writing
4. Also comment on the relative success of the document based on features of technical communication.

*Write your response in complete sentences.*

I. Purpose (2):

The purpose of this sample is to convince the readers to get vaccinated for Flu.

II. Audience (2):

The apparent readers are people of ~~Cleveland, OHIO~~ Cleveland, OHIO and they need to know benefits of Flu vaccination and locations to get vaccinated.

III. Difference from Academic Writing (2):

Firstly, reader is less informed than writer, Secondly writer conveys information with simplicity, without going in depth.

**IV. Effectiveness of the Document (3):**

Connect it with at least 3 features of technical writing.

(2)

There is Clarity of information, moreover, information is concised.

There is naturalness in information.

DOCUMENT – INSIDE 1/2

A message from  
John Swanson,  
Health Minister

This season it's important to not only look after our loved ones, but ourselves. Cases of the flu each year can cost not only one's health, but a family's earnings, time with loved ones, lead to more serious complications, stress and anxiety and more. It is a serious illness, and while not fatal, it is very harsh on the body. Think of yourself, along with your friends and family. Make sure you and those around you are getting their vaccinations so that we can all enjoy this winter season.

The Ministry of Health  
Cleveland, Ohio

No need for appointments

Find a location you can receive your vaccination today:

- Vernal Pharmacy
- 101 Health Mart
- EBAN Pharmacies

You can also visit your family doctor's office.

For more information contact:  
236-555-1000  
[www.ministryofhealth.cleveland.oh.us](http://www.ministryofhealth.cleveland.oh.us)

The Ministry of Health  
Cleveland, Ohio



Are You Ready?  
It's Flu Season  
Protect your family and friends.

Get vaccinated.  
[www.getvac.com](http://www.getvac.com)

The Ministry of Health  
Cleveland, Ohio

OUTSIDE 2/2

# The Benefits of Flu Vaccinations 2020

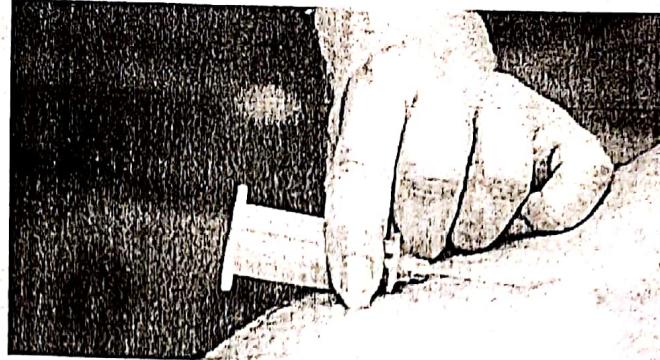
The approximate number of flu illnesses prevented by receiving flu vaccinations during the 2020 season:

## 8.1 Million

That's as many people as those using the Danvers International Airport in one month.



The County of Health  
Danvers, Ohio



The approximate number of medical visits prevented due to vaccination during the 2020 season:

## 3.1 Million

That's equal to the entire population of North Central, Ohio.



The approximate number of flu hospitalizations prevented due to vaccination during the 2020 season:

## 83,000

Enough to fill every registered bed in the state of California.



## Q2. Write an Informal Report on the given task:

[20]

### Evaluation of Computer Labs at FAST-NUCES, Lahore

As a Software Engineer for ARBISOFT, one of your jobs is to examine problems associated with computer labs. Assume that you have been hired by FAST-NU Lahore campus for computer lab evaluation.

Your objective is to evaluate one or more computer labs at NUCES. Write an informal report that describes the problem(s) in detail. Be specific about how the problem/s affect/s people—the employees, students., and so on. Following are some sample problems that could be evaluated:

- ◊ No proper seating capacity
- ◊ attitude of the lab staff
- ◊ slow internet services
- ◊ outdated work stations

Do add your suggestions/ recommendations.

Follow the ABC Format

You may fictionalize information, to add details in the report.

To: Kashif Zafar, Director FAST-NU Lahore  
From: Mohammad Nawal Ali, <sup>Let me</sup>  
Subject: Evaluation of computer labs  
Date: October 21, 2021

## Introduction

The purpose of this report is to evaluate the computer labs in FAST-NU Lahore campus. The report covers

- Condition of work stations
- Seating capacity
- Slow internet service

• Attitude of lab staff

Report analyses all points and ultimately gives recommendations based on my findings.

## Condition of work stations

The First Floor recently upgraded the work stations so they ~~were~~ were working fine, while on the other hand the labs on second floor contained outdated

ones. Resultantly they took more than sufficient time to load different softwares. Ultimately they had adverse effects on the time of students which is given to complete the labs. These labs on second floor were.

- 1) Lab-11
- 2) Lab-12
- 3) Lab-13

### Seating Capacity

The condition of work stations also had effect on seating capacity since some work stations failed to work. Moreover some seats in a few labs were also in poor condition so they created uneasiness for students as well as instructors who also have to tackle these problems.



Course:	Technical and Business Writing	Course Code:	SS 108
Program:	BS (Computer Science)	Semester:	Fall 2020
Duration:	90 Minutes	Total Marks:	35
Paper Date:	15-October-2020	Weight:	10%
Section:	ALL	Roll No.:	
Exam:	Midterm-I	Section:	

**Instruction/Notes:** All questions to be attempted on the answer paper.

Q1	Q2	Q3.	Total
10	5	20	35
15	4	18	39.5

- Q1** Write a brief analysis of the technical document given below, in which you explain:

1. the purpose of the writing sample
  2. the apparent readers and their needs
  3. the way in which it differs from typical academic writing
  4. Also comment on the relative success of the document based on features of technical communication.

[10]

### Purpose (2):

The purpose of the document is to provide guidelines to the aviation authorities and crew regarding identification and reporting of suspected cases of COVID-19 to reduce the risk of its spread among the passengers.

### Audience (2):

The main audience of the document are aviation authorities and crew. The reason why document is simple and easily understandable so that audience belonging to any level of expertise can understand it.

### Difference from Academic Writing (2):

Difference from Academic Writing (2):

- The purpose of the document is to provide guidelines regarding COVID-19, instead of causing a grade.
- The audience of the document are people belonging to different professional background, instead of a teacher who evaluates it.  
(Next page)

→ The content is clearly organized, appropriate to the needs of busy readers.

### Effectiveness of the Document (3):

- The document is very effective as:
  - Simple language, verb constructions and verb tenses.
- Key points are repeated and use of headings
- Have followed the Abstract, Body and Conclusion format.
- Has limited vocabulary to words with clear meanings



Date: 14 September 2020  
Document Code: 48-01  
Version: 03

## Guidelines

### International Passengers Arriving at Airports in Pakistan

(Guidelines will be effective country wide from 15<sup>th</sup> of September 2020)

#### Objective

To provide guidelines to the aviation authorities and crew regarding identification, management and reporting of suspected case of COVID-19 to reduce the risk of COVID-19 transmission from passengers arriving from abroad.

#### Rationale

The COVID-19 outbreak is a global public health challenge, causing acute respiratory illness leading to severe pneumonia and death in a segment of the cases. This has prompted the demand for the detection and management of suspected cases at Points of Entry (PoEs) including ports, airports and ground-crossings. It was therefore important that measures to limit the spread of the virus are taken ensuring control at earlier phase of the possible outbreak. In view of the above, a protocol was prepared in early

2020 to contain COVID-19. However, given the speed of spread and newer scientific evidences about the spread of virus, the situation on grounds is changing which has necessitated updating the guidelines. These protocols are equally applicable to all crew members and staff getting off the planes.

Keeping pace with the evolving epidemiological situation across the world, these guidelines will be reviewed and updated periodically by Ministry of National Health Services, Regulations and Coordination.

#### Definitions

Contacts are people who (on the aircraft)

- Any person sitting within 2 meters of the suspected case
- Any travel companion or persons providing care who had close contact with the suspected case
- Any cabin crew member designated to look after the ill traveler(s), and crew members serving in the section of the aircraft where the suspected case(s) was seated. Cockpit crew are not concerned if they have not circulated into the cabin and come in close proximity of the ill traveler(s)/suspected cases.
- If severity of the symptoms is high or excessive movement by the case(s) indicate more extensive exposure, passengers seated in the same section of, depending on aircraft design and assessment on arrival by airport health authorities, all passengers on the aircraft may be considered contacts.

Asymptomatic means absence of any symptoms specific to a disease - COVID-19 in this case

Asymptomatic means absence of any symptoms specific to a disease - COVID-19 in this case

#### Summary of Criteria for Inbound International Passengers

- All passengers are required to install and register on the Pass Track App.
- Countries will be categorized into category A and B primarily based on epidemiological assessment reviewed fortnightly by MoNHSR&C
  - Returning travellers from Category A countries
    - No COVID 19 RT-PCR test required before or after travel
  - Returning travellers from Category B countries
    - Show proof of a negative RT-PCR test not older than 96 hours prior to travel

Note: The above recommendations are being regularly reviewed by the Ministry of National Health Services, Regulations & Coordination and will be updated based on the international & national recommendations and practices.

The Ministry acknowledges the contribution of Dr Irfan Tahir, Ms. Syeda Shahirbanu Akbar, Dr Urooj Aqeeq HSA/HPSIU/NH team to compile these guidelines.

#### References:

1. World Health Organization. Operational considerations for managing COVID-19 cases or outbreaks in air travel guidance, March 2020
2. ICAO Global Aviation Safety Plan

#### For more information, please contact:

HSA/ HPSIU/ NIH, PM National Health Complex, Islamabad  
<http://covid.gov.pk/>  
[https://www.facebook.com/NHSRCOfficial](http://www.facebook.com/NHSRCOfficial)  
<http://www.hsa.edu.pk/>  
<https://twitter.com/nhsrcofficial>  
<https://www.nih.org.pk/>  
<https://www.youtube.com/NHSRC-PK>

The resistance to changes in organizations is most prevalent at the lower ranks of the ladder due to employees distrusting the reasoning by management behind the decisions or the lack of respect of the acumen of their leaders. This attitude permeates in the workplace, staff ranks, sections, and even over the entire organization. However, there are those in the organization who always look forward to changes believing it will herald better opportunities for them and improve the working conditions for them. Former US president John F. Kennedy<sup>1</sup> who wrote, "Change is the law of life and those who look only to the past or the present are certain to miss the future", aptly elucidated this concept of change. Hence, the two attitudes towards change may be analyzed to bring prosperity.

(Organizational Change Management of LG Electronics, Warren & Benne)

- a. Sequence
- b. Classification/Division
- c. Comparison/Contrast
- d. General to Specific
- e. Cause and Effect
- f. Problem/Solution

Answer: c. Comparison/Contrast ✓ 4

Justification: The passage is describing two kinds of people in organizations; one who welcomes change and the others who resist it.

Q1. Write an Informal Report on the given task:

[20]

### Analyzing the Total Cost of Desktop Software Assets

Salman Rasool, CEO of TechSol would like to replace the desktop office productivity software used by its corporate administrative staff, consisting of its controller, accountant, administrative assistant, two human resources specialists, and three secretaries—a total of eight users. These employees need a suite that has word processing, spreadsheet, database, electronic presentation, and e-mail software tools. Occasionally, they would like to use these software tools to publish Web pages or to access data from the Internet. Salman has asked his General Manager, Waqas Qayyum, to prepare an informal report, on the issue at hand.

1. Prepare Feasibility Studies on replacing the existing software or purchasing an updated version of the one which is currently being used.
2. Follow ABC Format, and describe the evaluation criteria of your analysis.
3. Comparing the prices of two different software options, as well as their functionality, could be a good idea. Compare the pricing and capabilities of either Microsoft Office 2010 versus Sun StarOffice (the software currently installed in TechSol).
4. Identify the lowest-price system that meets Salman Rasool's requirements.

5. For the suggested software system, assume that one-time installation costs \$25 per user, one-time training will cost \$100 per user, annual technical support will cost 30 percent of initial purchase costs, and annual downtime another 15 percent of purchase costs.
6. You may fictionalize information, to add details in the report.

DATE: October 15, 2020

TO: Ahmad Inam, Director TechSol

FROM: Salman Ravo, CEO TechSol

SUBJECT: Analysis of Desktop Office Softwares

## INTRODUCTION

This document do a feasibility study on whether to replace the existing office software i.e. Sun StarOffice<sup>2006</sup> or to get an updated version of it. The two options are:

1. Microsoft Office 2010
2. Sun StarOffice 2010

## NEED TO REPLACE/UPDATE THE SOFTWARE

The controller and the accountant has registered these complaints <sup>in the last month</sup> of the database feature of the software. Other than this, the secretaries have also given negative feedback i.e. the software is old and has less features. Therefore, there is a dire need to replace or update it. The following sections contain a detailed comparison of whether to take new software or update the current one.

## FEATURES

Microsoft Office 2010 provides a very user-friendly interface. Moreover, Microsoft provides very fast customer service i.e., it resolves any complaint in a maximum of 24-hours. It also provides free-trial to test the software. On the other hand, Sun StarOffice 2010 is not that user friendly as compared to Microsoft and also their customer service is not as fast as of Microsoft. Same as Microsoft, it also provides free trial to test the software.

## COST INFORMATION

The cost information of Microsoft Office 2010 is as follows:

1) One time Installation cost per user

$$\$25 \times 8 = \$200$$

2) One time training cost per user

$$\$100 \times 8 = \$800$$

3) Technical Support (Annually)

20 percent of Purchase cost

4) Annual Downtime

15 percent of Purchase cost

The purchase cost of both alternatives is same i.e. \$2000. The Sun StarOffice just costs \$800 less than Microsoft Office because the users need not to be trained as they already use an earlier version of Sun StarOffice.

## Reviews and Rankings

Microsoft Office is ranked number one on Forbes under top utility softwares for offices while Sun StarOffice is at sixth position. Moreover, 90% of the population of US has given a rating of more than 4.5 out of 5 to Microsoft Office according to survey conducted by 'geeksforgeeks'.

## CONCLUSION

The above stated facts and figures clearly supports that Sun StarOffice should be replaced by Microsoft Office. Sun StarOffice only costs \$800 less than Microsoft Office but it is well behind in other areas of evaluation.

SR/WQ

National University of Computer and Emerging Sciences, Lahore Campus



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Section:	ALL	Roll No.:	[REDACTED]
Exam:	Midterm-I	Section:	

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6+2	4	17.5	29.5

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2. the apparent readers and their needs
3. the way in which it differs from typical academic writing
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[10]

Purpose (2):

The purpose of the given document is to inform the reader about guidelines to identify and report suspected cases of COVID-19 to reduce the risk of its transmission.

Audience (2):

The audience of the given document is primarily the aviation authorities and crew.

Passenger

Difference from Academic Writing (2):

1) The writer of the document has more knowledge than reader. Whereas in academic writing, reader has more knowledge than writer.

2) The criteria of evaluation of this document will depend on how it fulfilled the needs of busy reader. Academic writing is evaluated on the basis of depth, logic, unity, clarity and grammar.

3) The purpose of the document is to inform the readers. Academic writing is done to display your knowledge.

### **Effectiveness of the Document (3):**

- (1.5\*)
- 1) The document has fulfilled its purpose of briefly explaining the readers about identification and reporting of suspected COVID-19 cases.
  - 2) The document is well organized containing headings for separate portions and follows the ABC Format
  - 3) The document is simple and easy to understand.



Date: 14 September 2020  
Document Code: 48-01  
Version: 03

### Guidelines

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##### Definitions

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Asymptomatic means absence of any symptoms specific to a disease - COVID-19 in this case

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The Ministry acknowledges the contribution of Dr Irfan Tahir, Mr. Syeda Shahrbano Altit, Dr Uzayj Ahsan HSA/ HPSTU/ NIH team to compile these guidelines.

##### References:

1. World Health Organization, Operational considerations for managing COVID-19 cases on aircraft in airline pandemic, March 2020
2. ICAO Global Aviation Safety Plan

For more information, please contact:

HSA/ HPSTU/ NIH, PM National Health Complex, Islamabad  
<http://nhsr.gov.pk/>  
<https://www.facebook.com/NHSRCOfficial>  
<https://twitter.com/nhsrcoofficial>  
<https://www.youtube.com/NHSRC-PK>

Identify the correct pattern of organization used the passage and justify your answer:

[5]

The resistance to changes in organizations is most prevalent at the lower ranks of the ladder due to employees distrusting the reasoning by management behind the decisions or the lack of respect of the acumen of their leaders. This attitude permeates in the workplace, staff ranks, sections, and even over the entire organization. However, there are those in the organization who always look forward to changes believing it will herald better opportunities for them and improve the working conditions for them. Former US president John F. Kennedy<sup>1</sup> who wrote, "Change is the law of life and those who look only to the past or the present are certain to miss the future", aptly elucidated this concept of change. Hence, the two attitudes towards change may be analyzed to bring prosperity.

(Organizational Change Management of LG Electronics, Warren & Benne)

- Xa. Sequence
- b. Classification/Division
- c. Comparison/Contrast
- ✓d. General to Specific
- Xe. Cause and Effect
- Xf. Problem/Solution

Answer: Comparison / contrast

Justification: Writer has done a comparison and contrast between two types of people depending on how they react to changes in organization. 4

Q1. Write an Informal Report on the given task:

[20]

### Analyzing the Total Cost of Desktop Software Assets

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1. Prepare Feasibility Studies on replacing the existing software or purchasing an updated version of the one which is currently being used.
2. Follow ABC Format, and describe the evaluation criteria of your analysis. (Expense of users)
3. Comparing the prices of two different software options, as well as their functionality, could be a good idea. Compare the pricing and capabilities of either Microsoft Office 2010 versus Sun StarOffice (the software currently installed in TechSol).
4. Identify the lowest-price system that meets Salman Rasool's requirements.

5. For the suggested software system, assume that one-time installation costs \$25 per user, one-time training will cost \$100 <sup>only</sup> per user, annual technical support will cost 30 percent of initial purchase cost, and annual downtime another 15 percent of purchase costs.
6. You may fictionalize information, to add details in the report.

Date: 15<sup>th</sup> October, 20

To: Mr. Salman Rasool,

From: Wajahat Qayyum, General Manager, TechSol

Subject: Recommendation to update Sun StarOFFICE

## Introductory Summary:

Sun StarOFFICE has been used by corporate administrative staff as Desktop office productivity software for past 30 years. Recently, the software requirement of the staff has expanded. To meet the new requirements, the existing software has to be updated.

## Context:

The administrative staff wrote an email to the head of IT team that they have following new software requirements.

- Word Processing

- Spreadsheet

- Database

- Electronic Presentation

- Email software tools.

A meeting was held by IT team and two solutions were proposed.

- Replacing existing software by MS Office 2010.

- Updating existing software.

The latter suggestion has been opted by the team on following basis:

### E Criteria for evaluation:

• The staff is familiar with the existing software. Installing a new software would require training from start consuming more time.

• IT team has held experiments and concluded that Sun STAROffice is more appropriate for the administrative staff depending on their usage. An equipment evaluation report of Sun StarOffice by IT team has been attached for further information.

• MS Office is relatively expensive because it involves some extra features but it would just add extra cost as these features will not be used by the staff. An update to existing software would be enough.

### Cost Estimation:

The cost estimation for Sun StarOffice is as follows:

one-time installation cost	\$25
one-time training cost	\$100 per user
annual technical support	\$7.5
annual downtime	\$3.5
Total cost	\$145

only one IT expert from IT team will get training from company and will train our staff, ~~thus~~ reducing the cost.

Conclusion:

The software requirements of the administrative staff have expanded so the existing software, Sun StarOffice, needs to be updated.

Wagga Wagga  
WQ / KA

Enclosure: SunStar Office Equipment Evaluation

# Technical and Business Writing (SS2012)

Date: 24<sup>th</sup> February 2025

## Course Instructor(s)

Hajra Ikram, Uzma Safdar, Irum Zahoor, Maha

Sikandar, Huma Asif, Arslan Rasheed

Roll No

Section

Student Signature

**Do not write below this line**

**Attempt all the questions.**

**Q1:** You are Asim Raza, a Project Manager at TechNova Solutions, a leading software house based in Islamabad, Pakistan. Your team has been working on a critical software development project for Tanya Lee, an investor and developer based in Lahore, Pakistan.

Unfortunately, the project has encountered unforeseen delays due to severe outages, critical third-party API failures, and technical disruptions from a key software vendor. These challenges have significantly impacted the development process, requiring an estimated two additional weeks for completion.

Your task is to write a professional letter to Ms. Tanya Lee, informing her about the delays while maintaining a positive and reassuring tone. Your letter should:

- Clearly explain the reasons for the delay.
- Show that proactive steps are being taken to resolve the issue.
- Reassure the client about the quality of the final product.
- Maintain a professional and customer-focused approach, as you aim to build a long-term business relationship.

you

[15 marks]

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

Naveed Ahmed, a junior Software Engineer at TechNest Solutions, a mid-sized software house in Lahore, was tasked with presenting a new project to the senior management and development team. This was his first formal presentation at the company, and he was eager to make a good impression. However, things did not go as planned. Naveed was nervous and unprepared. His slides were cluttered with too much text, and he read directly from them instead of engaging with his audience. His voice was shaky, and he spoke too quickly, making it difficult for the audience to follow his points. Naveed realised that something's amiss. The audience is not exhibiting the kind of enthusiasm needed to get the presentation off to a great start. He begins to panic: What's happening? Is there something he can do to salvage the situation?

Additionally, he failed to anticipate key questions from the senior management, leading to awkward pauses and weak responses. The situation worsened when his laptop ran into technical issues. Instead of staying calm, he panicked, trying to fix the problem while the audience waited impatiently. Eventually, a colleague had to step in to help. By the time Naveed resumed his presentation, he had lost the audience's attention.

While preparing his slides, Naveed had copied several key points from an online source without proper attribution. During the presentation, a senior manager recognized the material and questioned Naveed about it. Embarrassed, he struggled to explain and admitted that he had taken content directly from a blog without citation.

**Questions:**

- A. Based on the challenges Naveed faced during his presentation, what specific strategies and techniques can he adopt to enhance his presentation skills, ensuring clarity, engagement, and professionalism in future presentations?
- B. What ethical violation occurred during the presentation, and why is it considered a breach of professional communication standards?
- C. What are the potential long-term consequences of Naveed's unethical behavior for his career and the reputation of TechNest Solutions?

[10 + 5 + 5]