

**Birla Institute of Technology and Science, Pilani**  
**Semester I, 2017-18**  
**BITS F112 Technical Report Writing**  
**Mid-Semester Evaluation (Closed Book)**  
**MM: 50    Duration: 90 minutes    Date: 14/10/2017**

**Q1.** D-Mart, the leading global retail company opened its outlets in India five years back. It offered a wide assortment of quality products, guaranteed satisfaction, and a pleasant shopping experience. It made good profit in the initial years and the consumers were highly pleased with its service and pricing. However, the sales of the company dipped in the last one year and the Estate Manager has asked the Business Resource Manager to analyze the situation and submit a report.

- a) What is the type of report in the above situation? Justify. 2+2
- b) Write the comprehensive definition of a report. Explain five key words (50 words each) used in the definition with proper example. 4+15

**Q2.** Premier Institute of Technology is a higher education institution of repute in Madhopur. Over the last few years, the institute is expanding in terms of increasing the number of students. During the new admission time, parents also accompany the students. Since Madhopur is a small town, there are limited options for accommodation outside the campus during this time. Moreover, factors like timely communication, preparations for orientation, food arrangements, and, auxiliary services such as banking and medical care, also become issues of importance for parents. Keeping in mind the expansion plans of the institute, you plan to conduct a survey among parents to gauge their experience, to improve the situation.

Prepare a set of questions, with **nine** questions from the Multiple Choice, Dichotomous and Rating Scale question types, with **three from each type**, to address the above mentioned issues.  
**9X3=27**