



Dynacol Corporation

INTEROFFICE COMMUNICATION

Date: April, 2017

To: George Singh, Manager

From: Luann Brunson, Sales department

Subject: sales

In the third of our series of sales quota meetings this quarter, I'd like to review our sales.

This year began with an increase, as we sold 4.5 million units in January compared to 3.7 for January 2016. In February we continued to improve with 4.6, compared with 3.6 for the same time in 2016. March was not quite good, as we sold 4.3 against the March 2016 figure of 3.9.

If our quarterly sales continue to improve at the current rate, we will double our sales expectation by 2017. Next Wednesday (30/3/17), we'll provide next quarter's sales projections. Exert every effort to attend this meeting. Plan to make intelligent comments regarding the new quarter projections.



- C. 1. Hold the digital card label-side up, with the connectors toward the Slate.
2. Insert the card into the SD Card Reader,
3. Push in on the card until it is firmly seated.
- D. 1. Hold the digital card label-side up, with the connectors toward the Slate.
2. Insert the card into the SD Card Reader, and then push in on the card until it is firmly seated.

33. Misused formality in e-mail writing

Dear Sirs,

... Our meeting with United Metal went south right away when they threw a hissy fit, saying that we blew off the deadline for the progress report.

Revision strategies:

- A. In our meeting with the United Metal we traveled south to fit the launch, stating that we crossed the deadline for the progress report.
- B. In our meeting with the United Metal we quickly flew to the south, claiming that we removed the deadline for the progress report.
- C. In our meeting, the representative of United Metal expressed concern that we had missed the deadline for the progress report.
- D. In our meeting, the representative of United Metal made noises to south, yelling that we forgot the deadline for the progress report.

34. Career Objectives in a résumé

Flawed Objectives: Seeking employment in business environment offering an opportunity for professional growth

Revision strategies:

- A. Objectives: A position of interests using my business expertise and professional skills to help a company meet its long and short term revenue goals.
- B. Objectives: A position of management using my expertise in financial planning and counseling to help a company meet revenue goals.
- C. Objectives: A position of teamwork and efficiency using my business expertise and professional skills to help a company meet sustainable revenue goals.
- D. Objectives: A position of challenge and chance using my expertise and skills to help the company meet profitable competitive revenue goals.

35. Safety information in a sample of instruction

It s highly advised that safety glasses be worn when inside this laboratory.

Revision strategies:

- A. You are kindly but rigidly suggested to wear safety glasses in this laboratory!
- B. Do wear safety glasses in this laboratory!
- C. For the safety of personnel and operation please consider seriously wearing safety glasses for the access into the laboratory!
- D. In case of risks it is strictly forbidden that anyone access the laboratory without wearing safety glasses!

Section D Writing (40%)

Task 1 (20%)

Directions: The sender of the following e-mail is a technical professional working for a microchip manufacturer. Please rewrite it in an appropriate style.

To: Supers and Leads

Subject:

LATELY, WE HAVE BEEN MISSING LASER REPAIR FILES FOR OUR 16MEG WAFERS. AFTER BRIEF INVESTIGATION, I HAVE FOUND THE MAIN REASON FOR THE MISSING DATA.

OCCASIONALLY, SOME OF YOU HAVE WRONGLY PROBED THE WAFERS UNDER THE CORRELATED STEP AND THE DATA IS THEN COPIED INTO THE NONPROD STEP USING THE QTR PROGRAM. THIS IS REALLY STUPID. WHEN DATE IS COPIED THIS WAY THE REPAIR DATA IS NOT COPIED. IT REMAINS UNDER THE CORRELATE STEP.

TO AVOID THE PROBLEM, FIRST PROBE THE WAFFERS THE RIGHT WAY. IF A WAFFER MUST BE PROBED UNDER A DIFFERENT STEP, THE WAFFER IN THE CHANGE FILE MUST BE RENAMED TO THE **FORMAT.

EDITTING THE WAFFER DATA FILE SHOULD BE USED ONLY AS A LAST REPORT, IF THIS BECOMES A COMMON PROBLEM, WE COULD HAVE MORE PROBLESM WITH INVALID DATA THAT THERE ARE NOW.

SUPERS AND LEADS: PLEASE PASS THIS INFORMATION ALONG TO THOSE WHO NEED TO KNOW.

Task 2 (20%)

Directions: The following passage is a memo within the Dynacol Co. Ltd with defects. Please rewrite it, considering the best way of information presentation, information accuracy, reader friendliness and language appropriateness.



28. An E-mail Sample

From: Ying Yang
To: Ms. Walker
Subject: Inquiry on New Office Equipment

Dear Ms. Walker,

We noticed your advertisement in the *City Light Times* about (A) one of your important products. The description matches our hope to equip our (B) corporate offices with modern facilities and we would like to make a comprehensive inquiry about it before we make the decision to initiate the purchase.

So please send us sufficient information about the product (C) in multiple respects, which include product specification, especially the features of model 32, details of discount for bulk purchase, an estimate for the cost, and details (D) regarding terms of business and delivery dates.

Please respond to our inquiry at your convenience.



Yours sincerely
Ying Yang


29. An Excerpt of a Résumé

Professional Skills

- (A) Served as the weekend manager of 6 employees in a clothing store.
✓ (B) Maintained positive customer relations with numerous retail clients.
(C) Trained 3 summer interns annually at a health-maintenance organization.
(D) Taught a two-week online TC course for teenagers in the neighborhood.

30. Planning for Safety in a Users' Manual

Signal Word	Example
	(A) <u>DANGER: EXTREMELY HIGH VOLTAGE.</u> <u>STAND BACK.</u>
	✓ (B) <u>WARNING: to prevent SERIOUS INJURY to your</u> <u>ARMS AND HANDS, you must make sure the ARM</u> <u>RESTRAINTS are IN PLACE before OPERATING</u> <u>THIS MACHINE.</u>

	(C) <u>Caution: Do not use nonrechargeable batteries in this</u> <u>charging unit; they could damage the charging unit.</u>
Note	(D) <u>Note: Two kinds of washers are provided—regular</u> <u>washers and locking washers. Be sure to use the</u> <u>locking washers here.</u>

Section C Revision Strategy (10%)

Directions: In this section, there are underlined errors of technical writing. For each there are 4 choices of revision strategies. Decide which ONE is the BEST.

31. Action Items in a memo

...
I would like to ask Pete to run through the figures with us.

Revision strategies:

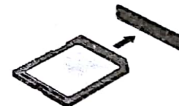
- A. Pete: will be asked to analyze the figures with us.
B. Pete: you are going to analyze the figures with us.
C. Pete: to analyze the figures with us.
D. Pete: analyze the figures with us.

32. Elaboration for a user manual

Inserting a digital card

...
NOTE: The SD Card Reader is located on the left edge of the Slate

Hold the digital card label-side up, with the connectors toward the Slate, insert the card into the SD Card Reader, and then push in on the card until it is firmly seated.



You will hear a sound when the device has been detected, and a menu of options may be displayed.

Revision strategies:

- A. Insert the digital card into the SD Card Reader while holding it label-side up, with the connectors toward the Slate, and then push in on the card until it is firmly seated.
B. Hold the digital card label-side up, insert the card into the SD Card Reader, and then push in on the card until it is firmly seated.



17. Which of the following statements about DESCRIPTIONS and INSTRUCTIONS is NOT true?

- A. Process descriptions help readers understand the process.
- B. Instructions guide readers to perform the process step by step.
- C. Process descriptions are closely connected with instructions.
- D. Instructions are process descriptions read by professionals.

18. The signature in an email includes the writer's _____

- A. contrast information.
- B. constant information.
- C. contact information.
- D. contract information.

19. A skills résumé, otherwise called a _____ résumé, includes a _____ section which emphasizes job skills and knowledge

- A. functional; separate
- B. fundamental; serial
- C. furnished; sensitive
- D. furnished; sequence

20. On the issue of tone in email writing, which of the following expressions best represents the requirement?

- A. Approachable formality
- B. Approvable formality
- C. Approximate formality
- D. Appropriate formality

21. A clear, attractive design of an instruction page should contain _____

- A. abundant technological information.
- B. appropriate amount of information.
- C. many illustrations of information.
- D. assembly line efficiency information.

22. In a memo ACTION ITEMS/STEPS can appear in the _____

- A. Recommendation
- B. brief major Summary
- C. Informative headings
- D. purpose statements

23. For a job applicant, HONESTY in writing a résumé can never be achieved without _____

- A. demonstrating business titles, posts and duties.
- B. claiming education experiences and degrees
- C. removing falsifications, lies and exaggerations.
- D. highlighting awards, honors and accomplishments.

24. For ethics in technical communication, four standards outlined by Ethicist Manuel G. Velasquez could be taken into consideration. They are _____

- A. safety, care, profits and family.
- B. risk, bias, loss and individualism.
- C. rights, justice, utility and care.
- D. welfare, gender, cost and family.

25. The four elements of a set of instructions are _____

- A. a title, a table of content, step-by-step operations and a summary.
- B. a title, an abstract, steps of sub-topic discussions and a bibliography.
- C. a title, an introduction, step-by-step instructions and a conclusion.
- D. a title, copyright page, steps of troubleshooting and customer guide.

Section B Error Spotting (10%)

Directions: In this section, there are 5 samples of technical writing. In each sample there are 4 underlined parts among which ONE is an error that is against effective technical communication. Decide which one is the ERROR.

26. A Memo Sample

To: Staff members of Marketing Department, Gultra Electronics
From: Chris Dawkins, Marketing Manager, Gultra Electronics
Subject: (A) An Urgent Meeting on Sales Reduction
Date: December 12, 2017

The purpose of this memo is (B) presenting my impression of the board meeting on December 11. And on that impression we will have a meeting today...

Summary

As a participant I was sadly informed that considerably disastrous consequences have (C) emerged to our sales in the last quarter of 2017...

Discussion

Generally speaking, we were far from getting the results we had planned earlier in the year, especially with our fierce Chinese competitors overwhelmingly preying on us. Now is the time we need to do something about our (D) disappointing sales figures like that.

...

Recommendation

So all of you, Ann, Pete and Susan have to attend a meeting at 2 pm today in Conference Room 201. Please read this memo closely and each of you must think of a better play of your role in the first quarter of the coming 2018. Work on the following tasks and have your thinking results ready for the meeting.

27. An Excerpt of the User Manual of HAIER LCD TV Model LT26K3A

STEPS OF CONNECTING A DVD PLAYER TO YOUR TV

Make sure that both the TV and DVD player are switched off before you connect them.

Connection Option 1

- (A) 1. Connect the audio and S-VIDEO cables from the DVD player output jacks to the TV input jacks.
- (B) 2. Insert a disc into the DVD player and press PLAY button on the DVD player.
- ✓ (C) 3. You can now turn on the power of the TV first, then the DVD player.
- (D) 4. Press the SOURCE button on the TV to set the video input mode to S-VIDEO.



东南大学考试卷(A卷)

课程名称 研究生学位英语 考试学期 17-18-秋 得分 _____
适用专业 _____ 考试形式 闭卷 考试时间 90 分钟

ATTENTION: All answers on the Answer Sheet!

Part I International Conference (20%)

Section A (10%)

Directions: In this section, there are four choices for each item. Select ONE to complete the blank or answer the question.

- Academic presentation is a prepared and formal talk given by a speaker in public. It is a powerful way to transmit your message to an audience in a _____ way within a time limit.
A. complete and detailed
B. clean and complex
C. clear and structured
D. concise and confusing
- Fill in the preposition for the conference named "International Conference _____ Advanced Composite Materials in Bridges and Structures".
A. on B. in C. about D. about
- Which of the following statements is NOT correct concerning an opening speech at a conference?
A. When preparing opening remarks, use language that shows respect for the audience and the event.
B. Effective opening remarks capture the audience's attention and get them excited for the unique features of an event.
C. Opening remarks written in an informal language will help show respect for a serious gathering.
D. Follow the S-S-S formula for opening remarks: Keep it short, simple, and sincere.
- Which of the following is the most formal welcome remark in an opening session?
A. I'd like to welcome you all to the conference.
B. May I take the opportunity to welcome you to this conference?
C. A very warm welcome to this seminar. Thank you for showing up.
D. I'd just say a warm welcome.

5. Which of the following elements are usually included in a closing speech?

- Expressing thanks to keynote speakers, participants, moderator(s), organizer(s), and sponsor(s)
 - Evaluating the conference properly (achievements, significance, influences)
 - Reviewing or summarizing briefly what have been done at the conference
 - Introducing background information of the host and the occasion
 - Announcing the closing of the conference
 - Extending invitation to the next conference
- A. ①②③④⑤ B. ②③④⑤⑥
C. ①②③⑤⑥ D. ①②④⑤⑥

Section B (10%)

Directions: In this section, there are ten statements about how to give an effective presentation. Decide whether it is true (choose A) or false (choose B) for each statement.

- If you have no idea about how to introduce your laboratory, you may start by giving a general introduction of the lab's size, class and location.
- Q&A sessions are often full of confrontation and thus not suitable for young scholars to attend.
- An effective presentation usually includes the following parts:
(1) Tell the audience what you're going to tell them (introduction);
(2) Tell them about details of the main points (body development);
(3) Tell them what you've told them (conclusion)
- Tailor your presentation to the knowledge of your audience about the topic.
- The conference presentation should be seen as an opportunity to impress the audience rather than inform them.
- Use visuals sparingly but effectively.
- Do not exceed time limit. So you should rush through your presentation before time runs out.
- It is common practice to provide appropriate acknowledgments and references.
- When delivering your presentation, pay attention to your voice volume, pace and pitch.
- Do keep eye contact with the audience and make the take-home message persistent.

Part II Technical Communication (80%)

Section A Knowledge Confirmation (20%)

Directions: In this section, you will read questions or statements on document writing in technical communication. For each of them, you must select ONE as the best answer.

- An instruction contains the glossary part because _____
A. it needs to be brief or professional. B. it defines unfamiliar terminology.
C. it is related with academic research. D. it leaves a record of technical terms.

