



# UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Fourth Semester – 2019

Paper: Technical & Business Writing (IT)

Course Code: ENG-232 / ENG-22452 Part – I (Compulsory) Time: 15 Min. Marks: 10

Roll No. in Fig. ....

Roll No. in Words. ....

Signature of Supdt.: .....

**ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.**

**Division of marks is given in front of each question.**

**This Paper will be collected back after expiry of time limit mentioned above.**

Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x1=10)

1) \_\_\_\_\_ studies a situation and plan for doing something about it and then determines whether that plan is practical and workable.

- a) Progress report
- b) Compliance report
- c) Feasibility report

2) \_\_\_\_\_ provides an opinion or judgement rather than a yes –no answer.

- a) Evaluation report
- b) Compliance report
- c) Feasibility report

3) One of the most common and one of the most important uses of technical writing is \_\_\_\_\_.

- a) Progress report
- b) Proposal
- c) Instructions

4) Cultural communication means \_\_\_\_\_

- a) Communication between two cultures
- b) Awareness of different cultures
- c) high and low cultures

5) A \_\_\_\_\_ CV lists your educational background and your work experience in reverse chronological order.

- a) Functional
- b) Traditional
- c) Skills

6) \_\_\_\_\_ requires knowing your audience and ensuring that your message provides all of the information that they need.

- a) Decoding
- b) Encoding
- c) Feedback

P.T.O.

7) \_\_\_\_\_ let's you gauge how successful you were at communicating.

- a) Encoding
- b) Context
- c) Feedback

8) Most of your interpersonal communication at work will be at \_\_\_\_\_ level.

- a) Friends and acquaintances
- b) Intimate
- c) Non intimate

9) The letter of \_\_\_\_\_ is a document written by the person who has given permission for conduction the project.

- a) Transmittal
- b) Authorization
- c) Acceptance

10) An \_\_\_\_\_, immediately preceding the body, is a concise description of the report.

- a) Acknowledgement
- b) Executive summary
- c) Discussion



**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

Q#2 Give short answers of five of these questions. (4x5=20)

1. Differentiate between Commercial versus grant proposals.
2. How do you decide whether to give the negative directly or to buffer it?
3. How do you use positive emphasis in a negative message?
4. What are the criteria for good subject lines?
5. Differentiate between goodwill messages and goodwill effort?
6. What sort of changes are taking place in our society that might change the way we respond to persuasive messages?
7. What is the purpose of an appendix in a research report?

Section – B

Q#3 Attempt two questions from the following. (2x15=30)

1. An important customer has asked your bank to extend his credit limit. As this customer's previous records show that he doesn't pay his credit bills in time, you are reluctant to extend his credit, and at the same time you don't want to lose him. Write either a positive or a negative letter, which ever seems appropriate to you. Follow all the formatting guidelines.
2. Design your own CV in the traditional format, listing all required information.
3. Write a memo to your assistant, and let him/her know what tasks to complete while you are on your annual leave.