

BITS PILANI, DUBAI CAMPUS

Dubai International Academic City, U.A.E.

Year I-Semester I 2011-2012

COMPREHENSIVE EXAM

Course No: BITS F 112

Course Title: Technical Report Writing

Date:4.01.2012

Time: 2 Hours

Maximum Marks: 105

Weightage:35%

Note: 1. Answer each question separately.

2. Answer Part A, B and C in separate sheets.

PART A

Q.1. Rainbow Network is a company that manufactures several kinds of consumer goods, such as personal care products, home care products, and electrical appliances. For the last five years, there has been a gradual decline in profits owing to various causes, including fall in sales. The Chief Executive Officer has asked the Business Development Manager to investigate the causes and present the findings along with suitable recommendations in a report. Assuming yourself to be the Business Development Manager, write only an Introduction for the report. Invent the necessary details.

GOODS	YEAR				
	2007	2008	2009	2010	2011
Personal Care Products	45	40	37	27	15
Kitchen Care Products	35	33	29	22	13
Electrical Appliances	20	20	18	15	13

The data is given in percentage.

Introduction

(30 marks)

PART B

Q.2. The number of Internet users continues to grow rapidly around the world. For marketers, the internet represents a goldmine of potential customers. Unlike traditional print and broadcast media, an Internet site can be seen around the world at anytime. The trick, however, is to get your target customers to take time to visit your page.

As the Marketing Strategist for *Burlingtons*, London, a specialty garment mail-order company, you have been toying with the idea of going online for quite some time. However, you are concerned whether companies actually make any money by selling over the internet.

Write a letter report to the Marketing Director, whose office is in New York, explaining whether Burlingtons should develop an Internet presence. In order to do so, you have conducted a study to analyze the following factors: surfing habits of internet users, types of products they purchase online and growth trends in online commerce. (40 Marks)

Note: Recommendation is not required

PART- C

Q.3. The Director of College Education Bangalore, Karnataka has been concerned about the poor academic standards and mismanagement of the affairs of various Colleges in Bangalore. You as a Deputy Director of Education ,have been asked to enquire into the matter and submit a report to the Director. Prepare a cover letter for a mail questionnaire to be sent to Lecturers and Professors of various Colleges in order to collect data for the report.

Only Cover Letter for the Questionnaire- (20 Marks)

Q.4. Answer the following questions sequentially:

1. Write two advantages and two disadvantages of a telephonic interview. (4 marks)
2. Write the differences between abstract and summary of a report. (5 Marks)
3. What is a report? Mention any two differences between an oral and a written report. (6 Marks)

BITS PILANI, DUBAI CAMPUS
Dubai International Academic City, U.A.E.
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TEST II (OPEN BOOK)

Course No:BITS F 112	Course Title: Technical Report Writing		
Date:13.11.2011	Time: 50minutes	Maximum Marks:60	Weightage:20

Answer all questions.

**I. Rewrite the following sentences to make them simple, concise and effective:
(30 marks)**

1. The implication was that the issue will need to have been resolved prior to the conference that will be held in August.
2. The opening of the account in accordance with current procedures will have occurred prior to the beginning of business tomorrow.
3. Before you reorder, please review and examine all the items on your list so that you are absolutely certain that you have not ordered the same exact item more than once.
4. When you finally decide to sit down and start working on your paper, you should try to have all necessary resources organized and available so that you do not waste precious time looking for them.
5. It is not believed that the proposed design will meet all the required specifications based on the previous test experiences obtained in the laboratory.
6. The collision had the effect of a destructive force on the duplicator.
7. First and foremost, we hope and trust that our customer service department has completely eliminated all the problems and issues you are having with our account.
8. The basis for inclusion of information relating to previous years Table VI below is the availability of additional data, which could be easily collected, and also to give a more comprehensive picture.
9. In light of the fact that Mr Bansal left no stone unturned and worked with effort to build this website, I am of the opinion that we should award him the contract.
10. It is believed that the proposed design will meet all the required specifications based on the previous test experiences obtained in the laboratory.

- II. An environmental group wants to conduct a survey among college students to assess their knowledge of global climate change. The objective of this survey is to elicit information on their understanding of this problem, their awareness of the major causes responsible for**

climate change, the impacts and implications of this change, preventive measures that can be taken, etc.

Assume that you are a part of the survey team. *Design an appropriate questionnaire* to conduct the survey, keeping in mind the objectives of the survey. Your questionnaire should have *15 questions*.

(30 marks)

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TEST I (CLOSED BOOK)

Course No:BITS F 112

Course Title: Technical Report Writing

Date:25.09.2011

Time: 50minutes

Maximum Marks:60

Weightage:20

Answer each main question on a fresh page.

Answer all the questions in the same sequence given below.

- I. What is Communication? Explain the entire process of Communication in detail.
(14 marks)
- II. What are the main features of Business Communication? Give examples of two external Business activities.
(6 marks)
- III. Emotions can facilitate or hinder the communication environment. Discuss
(5marks)
- IV. Explain the following barriers with the help of a suitable example for each:
(15 marks)
 - a. Differing Backgrounds
 - b. Wrong Inferences
 - c. Impervious Categories
- V. 'Non-verbal means are more important than verbal means in oral communication.'
Discuss this statement, giving examples in support of your answer. (8 marks)
- VI. Explain briefly how an effective use of gestures can be made. (6 marks)
- VII. Describe the various vocal faults from which a speaker might suffer. (6 marks)