

BITS, PILANI – DUBAI CAMPUS
Knowledge Village, Dubai
YEAR II - SEMESTER II 2003-2004
COMPREHENSIVE EXAMINATION

Date: 03.06.04; Course No: TA UC312; Course Title: Technical Report Writing
Time: 3 hrs Maximum Marks: 120 Weightage: 120

NOTE: Answer all questions.

I Explain briefly-

1. What are the main features of business communication.
2. As a manager, how can you impress on your employees the importance of including both negative and positive information in messages?
3. What is the "you" attitude and how does it differ from an "I" attitude?
4. How does the denotative meaning of a word differ from its connotative meaning?
5. How does an abstract word differ from a concrete word?
6. Would you use a direct or an indirect approach to ask employees to work overtime to meet an important deadline?
7. What are the three main differences between a memorandum report and a letter report?
8. What is paraphrasing?
9. What is the difference between an abstract and a summary?
10. What are the advantages and disadvantages of asking your employees to "fill in the blanks" on standardized reporting forms?

(30 marks)

- II At the third Sales Meeting of Zenith Electronics, Dubai, the following business was transacted: Sales Manager's report, review of sales target, review of incentives and bonus, recruitment of sales executives, sales training program, lunch for sales team, any other matter. Assuming that you are the Secretary of the Sales Department, write the *mimutes of the meeting*. Invent the necessary details.

(20 marks)

- III Read the following document, then (1) identify its type (2) analyze its strengths / weaknesses and (3) revise the document so that it follows the *proper format and guidelines taught to you*. Invent the necessary details.

(30 marks)

Dear Anderson:

I'm writing to you because of my disappointment with my new TelePath X2 Faxmodem. The modem works all right, but the volume is set too high and the volume knob doesn't turn it down. It's driving us crazy. The volume knob doesn't seem to be connected to anything but simply spins around. I can't believe you would put out a product like this without testing it first.

I depend on the modem to run my small business and want to know what you are going to do about it. This reminds me of every time I buy electronic equipment from what seems like any company. Something is always wrong. I thought quality was supposed to be important, but I guess not.

Anyway, I need this fixed right away. Please tell me what you want me to do.

IV

You are the Customer Relation Officer in Emirates Supply, Dubai, whose president is Amenah Saleh. Today Ms. Saleh received a telephone call from the irate office manager of Magnet Industries, who explained that he ordered some desperately needed supplies last Friday for delivery by 9 a.m. Monday. Leena P. of sales assured the Magnet manager that the goods would be delivered on time. They weren't. President Saleh wants to know exactly what happened. She assigns you the task of investigating the situation. Now you will write up your findings in the form of a *direct-order letter report*. In addition to presenting your findings, you will give President Saleh your recommendation for handling the situation.

(40 marks)

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TEST I (CLOSED BOOK)

Course No: TA UC312
Date: 14.03.04 Time: 50 minutes

Course Title: Technical Report Writing
Maximum Marks: 50 Weightage : 50

NOTE: (Answer all Questions)

- I** Discuss various elements of communication process.
(8 marks)
- II** For the following tasks, identify the necessary direction of communication, suggest an appropriate medium of communication and briefly explain your suggestion.
- (a) As personnel manager, you want to announce details about this year's company picnic.
 - (b) As director of internal communication, you want to convince top management of the need for a company newsletter.
 - (c) As production manager, you want to make sure that both the sales manager and the finance manager receive your scheduling estimates.
 - (d) As marketing manager, you want to help employees understand the company's goals and its attitudes toward workers.
(6 marks)
- III** Top management has asked you to speak at an upcoming executive meeting to present your arguments for a more open communication climate. Which of the following would be most important for you to know about your audience before giving your presentation? Briefly explain your choice.
- (a) How many top managers will be attending
 - (b) Your audience's preferred management style
 - (c) How firmly these managers are set in their ways
(6 marks)
- IV** As an Administrative Officer you have to inspect the overhead projectors and submit a report. Prepare a proforma for this report.
(15 marks)

V

You are Assistant Director of Human Resources in Emirates Advertising Agency. You have been asked by your Director to evaluate staff benefit program of your company by conducting a survey and by determining the employees' present level of knowledge about the program, their opinions of the benefits presently offered and their preferences for additional benefits. Assuming you have already prepared the questionnaire, write a covering letter to be sent with the questionnaire.

(15 marks)