



## PART B

I. You are Mr. Ashok Verma, the secretary in 'Software Solutions', Gandhi Marg, Bangalore. Owing to the company's profits the Chairman of the company has proposed to set up a branch office in Mumbai. The Second meeting of the Board of Directors is to be held to discuss the same.

- (i) Write a *notice* notifying the members of the Board of Directors about the meeting. (5 Marks)
- (ii) The business transacted at the meeting was: Chairman's financial report, Overview of the proposal, review of staff allocation, report on budget target, report on profit target, etc. As the Secretary write the *minutes of the meeting*. You can invent the required details. (15 Marks)

II. Rewrite the following sentences to make them more effective and structurally correct. (15 Marks)

1. The newscaster spoke softly into a microphone wearing a bulletproof vest. 1
2. He noticed a large stain in the rug that was right in the centre. 1
3. We must bring about a reconciliation of our differences. 1 ½
4. Prior to accelerating productive operation, the supervisor inspected the machinery. 1 ½
5. We might further mention that we would be glad to furnish any of these whistles on a trial basis to the extent that if the smaller size is not adequate enough, it could be returned in lieu of the purchase of a large size depending upon actual operation and suitability of requirement for signal distance and audibility.
6. Even the best communicators learn as much as possible about their listeners, correct their own speech and tailoring their remarks to their interests, attitudes and what their values are.
7. It is not fair or just in the interest of consuming public that any commercial concern should acquire the sole power of trading in some particular article of the exclusion of its rivals.

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III. As Mr. Garcia write a *Sales Letter* to the managers of hotels, selling a product that you have developed, called- 'The Jogger'. Jogger is a motorized indoor track on which people can run or walk at their own pace and in the safety on their own rooms. This product is targeted for hotels and motels. The market segment comprises of people who are fitness-oriented and want to maintain their exercise regimen even during travel.

Write the letter to Mr. Marcus Abercrombe, Sales Manager, The Fac Hotel Group. You may create details you need, as long as they are consistent with the information given above.

(15 Marks)

IV. Condense the following passage. At the end write the number of words in your précis.

(10 Marks)

There is no doubt that people are growing more and more interested in the seas and that there is a great need for that interest. Men have long tried to probe the secrets of the oceans to gain knowledge for its own sake, but there are other practical reasons for doing so. The sea can provide us with many things that we need in everyday life. Future generations will probably draw more on the seas for their food, and not only food in the form of fish. Minerals necessary for modern industries are also there, when we can find out how to extract them.

We have explored and mapped most of the land, and we are quickly exploring the air. The seas present greater difficulty because we cannot yet, and probably never shall be able to, set foot on the deep ocean floor.

The aim of the extensive ocean-going expeditions, of the marine biological stations around the coasts, and even of those who simply study the shore uncovered by the tide is to build up our knowledge of this vast and unfamiliar world beneath the waves. In some cases the knowledge gained can be put to practical use, but much of it is for the eyes of mariners, interest lay in the currents, and especially those at the surface that carried their ships along. They were also interested in the weather over the sea. Yet, even these hard-bitten seamen were not immune from a curiosity about the animals and plants that lived below the waves. Their first impulse may have been to seek trade over seas, or to fish for food, but over and above this, anything strange or beautiful, whether caught up in their nets or cast ashore by the tides, caused them to wonder. So, from the earliest time the pursuit of practical everyday things went on side by side with the inquiry that springs from a desire to know more. Bit by bit grew the knowledge of the physical features of the seas, of such things as currents, waves and winds, as well as of the biology, the knowledge of animals and plants. (362 words)

**BITS, PILANI – DUBAI CAMPUS**

Knowledge Village, Dubai  
YEAR II - SEMESTER II 2003-2004  
TEST II (OPEN BOOK)

Course No: TA UC312

Date: 24.04.05

Time: 50 minutes

Course Title: Technical Report Writing

Maximum Marks: 50

Weightage : 50

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**NOTE: ( Answer all questions )**

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- I. Mr. Bob Adams, Managing Director of 'Photo Gallery, Inc.,' wants to expand the product line of the company. In addition to its present line of 'Still Cameras' the company wants to diversify and sell 'Digital Cameras'. You, Mr. William Clark, the Marketing Manager of the company, have been assigned the job of doing the research work (on features, popularity of the product, etc. ) and deciding whether it would be of any benefit to the company.

Using the appropriate format of a Letter Report, write a report stating your recommendation and backing it up with supporting facts and reasoning. You may create details you need, as long as they are consistent with the information given above.

**(25 Marks)**

- II. You work in a university bookstore which has an e-commerce website. The manager of the store wants you to conduct a survey to evaluate the website by analyzing the utility and popularity of the website, the preferences and demand for the products and services offered by the website, etc.

Design an appropriate questionnaire to be administered among the customers who shop online keeping in mind the objective of the survey. *Your questionnaire should have 20 questions.*

**(25 Marks)**

**BITS, PILANI – DUBAI CAMPUS**

Knowledge Village, Dubai

YEAR II - SEMESTER II 2003-2004

TEST I (CLOSED BOOK)

Course No: TA UC312

Date: 06.03.05 Time: 50 minutes

Course Title: Technical Report Writing

Maximum Marks: 50 Weightage : 50

**NOTE: ( Answer all questions )**

- I      **What are the various barriers to effective communication? Support your answer with suitable examples.**
- ( 20 marks )
- II      **Explain briefly.**
- ( 15 marks )
- (1) How are informational reports different from interpretive reports?  
(2) Would written or spoken messages be more susceptible to noise? Why?  
(3) How can your written reports influence your professional success?
- III      **As an Administrative Officer you have to inspect the photocopier and submit a report. Prepare a proforma for this report.**
- (15 marks)

**ATTN : II YEAR STUDENTS**  
**Answering Scheme/Marking Scheme is as follows:**

**BITS, PILANI – DUBAI CAMPUS**  
**Knowledge Village, Dubai**  
**YEAR II - SEMESTER II 2003-2004**  
**TEST I (CLOSED BOOK)**

**Course No: TA UC312**

**Date: 06.03.05 Time: 50 minutes**

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

**NOTE: ( Answer all questions )**

**I What are the various barriers to effective communication? Support your answer with suitable examples.**

**( 20 marks)**

**The barriers which prevent effective communication are:**

**(1) Psychological Barriers:**

- (a) These are caused due to difference in backgrounds and perception of problems. Rigidity of thought blurs their power of discrimination.**
- (b) People who think that they know it all distort their own vision due to their own attitude.**
- (c) The receivers on the other hand jump to conclusions without enough evidence.**

**(2) Interpersonal Barriers:**

- (a) Display of intense emotions such as love, hate, anger, jealousy and joy distort the message.**
- (b) A hostile and threatened attitude exercises a negative effect and causes the receiver to misinterpret the message.**
- (c) Each message is situation specific and wrong timing of the message can render it useless.**

**(3) Organizational Network Barriers:**

- (a) The organizational routes the flow of information thus restricting the share of information available to all.**
- (b) Authoritarian style of information distorts, fragments or blocks the information.**
- (c) With the staggering amount of data, vital and important information is sometimes rejected.**
- (d) Lengthy messages impede the effectiveness of communication.**

**Suitable situations may be given as examples.**