

**BITS, PILANI – DUBAI CAMPUS**  
Knowledge Village, Dubai  
YEAR II - SEMESTER II 2006-2007  
**COMPREHENSIVE EXAMINATION (CLOSED BOOK)**

Course No: TA UC312

Course Title: Technical Report Writing

Date: 30.05.07

Time: 3 hrs

Maximum Marks:110

Weightage : 110

*Notes:*

1. There are two parts of the question paper: Part A and Part B. Answer questions of Part A and Part B in the separate sheets provided for this purpose.
  2. Start answering every question from a fresh page.
  3. Answer questions in the sequential order.
  4. Answer all questions.
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**PART A**

1. You are Customer Relations Officer in Supra-Vu Electronics. The Marketing Manager of a company has asked you to cancel the cost of the digital multimeters he bought from you two weeks ago after seeing an advertisement of the same in *Business Management*.

Draft a suitable reply explaining what happened and *what adjustment* is being made. (15 marks)

- II. At a meeting of the members of Cultural and Literary Committee, IT University, Dubai, the following were discussed: Organization of the cultural events such as art exhibition, cookery competition for boys, henna for girls, Talents Day, skit competition, etc., organization of the literary events such as essay competition, short story writing competition, slogan writing competition, quiz, debate, etc.

Assuming that you are the secretary of the committee, write the following:

- (a) Notice
- (b) Minutes of the meeting.

*Invent the necessary details.*

(30 marks)

- III. Write *short notes* on

- (a) Downward, upward and horizontal communication in an organization
- (b) Letter of transmittal

( 10 marks)

## **PART B**

### **I. Identify the error and rewrite the following sentences in order to make them more effective.**

**(13 marks)**

- (1) The management is concerned with a particular problem the department is facing due to the lack of a certain amount of funds.
- (2) Writing copy may be more valuable experience than to make layouts.
- (3) The report discusses threadbare the problem of Traffic Congestion.
- (4) Past history suggests that our future prospects are bright.
- (5) The following summary is intended only certain information contained elsewhere in the prospectus.
- (6) The concentration by the Training Division of its time, money and other resources into our new programme is not advisable from our point of view.

### **II. Answer the following questions briefly.**

- (1) If the Call Number of a book is T911, then mention what the alphabetical and the numerical parts stand for?  
**( 2 marks)**

- (2) If the population of the respondents to a questionnaire is large and you cannot contact all of them, then how do you ensure reliability of the data that you collect?  
**( 5 marks)**

- (3) In an organizational set up one should keep the legal aspect in mind while dealing with public or private communication. What are the types of cases that can be filed for miscommunication? What precautions can be taken to avoid such situations?  
**(5 marks)**

**III.** Assume the role of a restaurant consultant and analyse the problem of Goslee's Restaurants. This major chain operates 137 restaurants that cater to middle -income families and stress 'home-style cooking at modest prices.' Goslee's hired you primarily because sales were declining and they wanted you to show them how to turn things around. You did this through analyses of kitchen operations, menu makeup, purchasing practices, and the like. You also distributed forms to customers to register their complaints.

**You will analyze the results of all the forms and based on your own research write a memorandum report to the restaurant manager, Charlotte Chapman. In the report review the situation and recommend corrective steps you think necessary. A copy will go to the manager of the head office. Use one illustration to substantiate your analysis.**  
**(30 marks)**

# **BITS, PILANI – DUBAI CAMPUS**

Dubai Knowledge Village

YEAR II - SEMESTER II 2006-2007

TEST II ( OPEN BOOK)

Course No: TA UC312

Date: 29.04.07 Time: 50 minutes

Course Title: Technical Report Writing

Maximum Marks:50 Weightage : 50

**NOTES: Answer all questions.**

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- I** 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 *20 questions*.

**( 25 marks )**

- II** Read the passage and write a precis . Also mention at the end the number of words you have used in the precis.

**(25 marks)**

Effective rational propaganda becomes possible only when there is a clear understanding, on the part of all concerned, of the nature of symbols and of their relations to the things and events symbolized. Irrational propaganda depends for its effectiveness on a general failure to understand the nature of symbols.

Simple-minded people tend to equate the symbol with what it stands for, to attribute to things and events some of the qualities expressed by the words in terms which the propagandist has chosen for his own purposes, and to talk about them. Consider a simple example. Most cosmetics are made of lanolin, which is a mixture of purified wool-fat and water beaten up into an emulsion. This emulsion has many valuable properties: it penetrates the skin, it does not become rancid, it is mildly antiseptic, and so forth. But the commercial propagandists do not speak about the genuine virtues of the emulsion. They give it a voluptuous name, talk ecstatically and misleadingly about feminine beauty, and show pictures of gorgeous blondes nourishing their tissues with skin food. 'The cosmetic manufacturers,' one of their number has written, 'are not selling lanolin, they are selling hope'. For this hope, this fraudulent implication of a promise that they will be transfigured, women will pay ten or twenty times the value of the

emulsion which the propagandists have so skillfully related, by means of misleading symbols, to a deep-seated and almost universal wish- to be attractive. The principles underlying this kind of propaganda are extremely simple. Find some common desire, some wide-spread, unconscious fear or anxiety; think out some way to relate this wish or fear to the product you have to sell; then build a bridge of verbal or pictorial symbols over which your customer can pass from fact to compensatory dream, and from the dream to the illusion that your product, when purchased, will make the dream come true. 'We no longer buy oranges, we buy vitality. We do not buy just a car, we buy prestige, and so with all the rest. In tooth paste, for example, we buy not a mere cleanser and antiseptic, but release from the fear of being repulsive. In vodka and whisky we are not buying a poison which, in small doses, may depress the nervous system in a psychologically valuable way; we are buying friendliness and good fellowship and brilliant, witty conversation. With the monthly best seller we acquire culture, the envy of our less literate neighbours, and the respect of the sophisticated. In every case the motivation analyst has found some deep-seated wish or fear whose energy can be used to move the consumer to part with his money and so, indirectly, to turn the wheels of industry. Stored in the minds and bodies of countless individuals, this potential energy is released by, and transmitted along, a line of symbols carefully laid out so as to bypass rationality and obscure the real issue.

Sometimes the symbols take effect by being disproportionately impressive, haunting, and fascinating in their own right. Of this kind are the rites and pomp of religion. These 'beauties of holiness' strengthen faith where it already exists, and where there is no faith, lead to conversion. Appealing as they are only to the aesthetic sense, they do not guarantee the ethical value of the doctrines with which they have been, quite arbitrarily, associated. One thinks of Keats-'beauty is truth, truth is beauty'. Alas, the identity exists only on some ultimate supra-mundane level. On the levels of politics and theology beauty is perfectly compatible with nonsense and tyranny. (595 words)

# BITS, PILANI – DUBAI CAMPUS

Knowledge Village, Dubai  
YEAR II - SEMESTER II 2006-2007  
QUIZ

Course No: TAUC 312

Course Title: Technical Report Writing

Date: 4.4.07

Time: 30 minutes

Maximum Marks: 30

Weightage :30

**NOTE: Answer all questions and write the answers in the Question Paper**  
**Do not overwrite while marking the answers**

## VERSION B

### I Fill in the blanks.

(10 Marks)

1. All human knowledge of man's intellect is divided into ten major classes under the \_\_\_\_\_ system.
2. \_\_\_\_\_ consists of a set of symbols for the purpose of communication.
3. In business organizations prescribing methods and procedures is a part of their \_\_\_\_\_.
4. In a questionnaire, questions which suggest or anticipate answers are termed as \_\_\_\_\_.
5. In \_\_\_\_\_ kind of ordering, you will speak about the topic in general and then discuss the particulars.
6. In the decimal numbering scheme only \_\_\_\_\_ and \_\_\_\_\_ are used.
7. The words, phrases, or sentences used for indicating the topics or subtopics should have \_\_\_\_\_.
8. Oral communication by its very nature is \_\_\_\_\_.
9. A network of geographically distant computers and terminals is termed as \_\_\_\_\_.
10. The system of symbols, beliefs, attitudes, values, expectations and patterns of behaviour is called \_\_\_\_\_.

**II. Choose the most correct option and write it in the space provided**  
**(10 Marks)**

1. While writing a report \_\_\_\_\_ tell us what we are required to do  
(a) Recommendations  
(b) Terms of Reference  
(c) Audience  
(d) Superiors  
Ans:
2. In data collection \_\_\_\_\_ method relies on sensory perceptions  
(a) Personal Interview  
(b) Telephone Interview  
(c) Personal Observation  
(d) Questionnaire  
Ans:
3. The one aspect in which a personal interview differs from a questionnaire is  
(a) The problem is broken into significant components  
(b) Choice of alternatives can be asked  
(c) Qualitative data is collected  
(d) None of the above  
Ans:
4. A Note Card is also called as a  
(a) Source Card  
(b) Bibliography Card  
(c) Reference Card  
(d) None of the above  
Ans:
5. Lack of empathy or identification with the other person leads to the following barrier in the process of communication  
(a) Differing Backgrounds  
(b) Categorical Thinking  
(c) Varied Perceptions  
(d) Communication Selectivity  
Ans:
6. *Day dreaming* is an example of  
(a) Extrapersonal communication  
(b) Intrapersonal communication  
(c) Interpersonal communication  
(d) None of the above  
Ans:
7. Verbal communication includes  
(a) linguistic communication  
(b) non-linguistic communication  
(c) extra linguistic communication  
(d) all of the above  
Ans:

- Ans:

**(10 Marks)**

1. Information in a magazine which is injurious to a person's reputation is called *slander*.
2. The software used so that a team of people can work on a project together using e-mail, networking and database technology is called *groupware*.

3. People who think that they have the complete information and are closed to any further information are called pansophists.
4. If the total number of the entire sample population is 10,000, then the ideal representative population would be 500.
5. Non-verbal cues play a prominent role in intrapersonal communication.
6. Cutter-Sanborn Table gives figure equivalents of groups of three letters , arranged in alphabetical order.
7. Cliches are used for the sake of meaning.
8. Literary figures of speech and emotive words should be used in technical writing to make it creative and expressive.
9. Representativeness of the sample for data collection refers to the composition of the sample.
10. All secondary sources of information are published material.



# **BITS, PILANI – DUBAI CAMPUS**

**Dubai Knowledge Village**

**YEAR II - SEMESTER II 2006-2007**

**TEST I (CLOSED BOOK)**

**Course No: TA UC312**

**Date: 11.03.07 Time: 50 minutes**

**Course Title: Technical Report Writing**

**Maximum Marks:50 Weightage : 50**

**NOTES: Answer all questions.**

1. Briefly explain the following terms with reference to communication and give one example for each term. (4x4=16 marks)  
(1) Fact-inference confusion  
(2) External-operational  
(3) Semantic gap  
(4) Information overload
2. 'Report writing is a discipline which trains the writer intrinsically'. Mention any four such aspects. (4 marks)
3. Why should we be perceptive of cultural differences in a global setup? Explain in about 50 words. (5 marks)
4. How can the grapevine be used by managers to test a new idea? Do you think it is a good idea to use the grapevine to test a new idea? Why or why not? (6 marks)
5. What do you understand by the phrase 'frame of reference'? Why do people need to have a common frame of reference to communicate with each other? (4 marks)
6. As an Administrative Officer you have to inspect the *photocopier* and submit a report. Prepare a proforma for this report. (15 marks)