

**BITS, PILANI-DUBAI**  
Dubai International Academic City, Dubai  
Year II-Semester II 2007-2008  
**COMPREHENSIVE EXAMINATION (CLOSED BOOK)**

Course No: TAUC 312	Course Title: Technical Report Writing	
Date : 31.05.2008	Time: 3 hours	Maximum Marks:120
		Weightage: 120

Note:

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.

**PART A**

**I**     *You are the Business Development Manager of Schlow's Restaurants. This major chain operates 137 restaurants that cater to middle-income families and stress "home-style cooking at modest prices". Five months ago, Schlow's main office asked you to find out why sales were declining and also to show how to turn things around. Your findings and recommendations for each restaurant is to be presented in a memorandum report to the restaurant manager. A copy will go to the main office. Write your report for the restaurant at Nasser Square, Deira managed by Christopher Champ.*

( 30 marks )

**II**     Rewrite the following sentences so as to make them *simple, concise and effective.*

( 20 marks )

1. There are many farmers in the area who are planning to attend the meeting which is scheduled for next Friday.
2. There are many ways in which a student who is interested in meeting foreign students may come to know one.
3. Trouble is caused when people disobey rules that have been established for the safety of all.
4. The subjects that are considered most important by students are those that have been shown to be useful to them after graduation.

5. Some people believe in capital punishment, while other people are against it; there are many opinions on this subject.
6. Taylor brought some candy back from Europe. It wasn't shaped like American candy. The candy tasted kind of strange to him.
7. Government leaders like to mention the creation of new jobs. They claim that these new jobs indicate a strong economy. They don't mention that low-wage jobs without benefits and security have replaced many good jobs.
8. A campus rally was attended by more than a thousand students. Five students were arrested by campus police for disorderly conduct, while several others are charged by campus administrators with organizing a public meeting without being issued a permit to do so.
9. A large number of people enjoy reading murder mysteries regularly. As a rule, these people are not themselves murderers, nor would these people really ever enjoy seeing someone commit an actual murder, nor would most of them actually enjoy trying to solve an actual murder. They probably enjoy reading murder mysteries because of this reason: they have found a way to escape from the monotonous, boring routine of dull everyday existence.

**III** Answer briefly.

- (a) What is the function of a report introduction?  
( 4 marks )
- (b) Define ethics, and explain what ethical communication does or does not cover.  
( 6 marks )

## **PART B**

- I. Assume you are Mike Forrest, Sales Representative, 'Fitness Associates', Dubai. Fitness Associates sells fitness equipment and services to businesses. You need to write a letter that generates new sales. Through a friend you learned that Crown Pizza is striving to reduce health care bills by downsizing its employee insurance plan. However you hope to convince the company that it would benefit from an on-site fitness centre. With regular exercise at an on-site fitness centre, employees lose weight and improve overall health. Write a sales letter to Ms. Kathleen Stewart, Human Resources Vice President, Crown Pizza Company. You may invent the necessary details. **(20 marks)**
- II. In a meeting held on 30 May 2008, the Managing Director of 'Signal White', Malaysia, decided to organize an international conference of dentists. In this regard the Managing Director wants to hold the second meeting with the Executive Directors of various departments to discuss on six issues such as budget, publicity, hospitality, etc... The agenda for this meeting is circulated separately as an annexure. As the secretary, Mr Robin Mathew, draft a notice.
- (1) a notice **(7 marks)**
  - (2) Write the minutes of the above meeting **(25 marks)**
- III. Mention two differences between an abstract and a summary of a report. **(4 marks)**
- IV. What is information overload and how can it be overcome? **(4 marks)**



and the world has plentiful stock of them. But even so they will not last forever. There is probably enough to last for several centuries. Fission in the techniques known up till now converts only one-tenth of one percent of its fuel into energy. Complete conversion of fissionable fuels into energy is known at present at laboratory level only. If it can be harnessed into a practical power device, one pound of fissionable fuel would be equivalent to three billion pounds of coal.

Now the scientists' quest is to find out some more efficient process for using these fuels outside the laboratory on industrial scale. But after even fissionable material is gone, what then? There is no reason to despair. The sun is continually pouring solar energy on earth: we have only to gather and harness it. Those who think that man will one day be left without any source of power are not far-sighted enough.

*( 362 words)*

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**TEST I (CLOSED BOOK)**

<b>Course No: TAUC 312</b>	<b>Course Title: Technical Report Writing</b>
<b>Date : 16.3.2008</b>	<b>Time: 50 minutes</b>
<b>Maximum Marks: 40</b>	<b>Weightage: 40</b>

**NOTE: ( Answer all questions. Answer all the questions in a sequence.)**

- I. What do you mean by face to face communication? Explain the merits and demerits of face-to-face communication. (8 marks)
  
- II. The Department of Employment, Ministry of Labour, is carrying out the Women Employment Survey 2007. The main aim of the survey is to establish what factors determine and shape women's lifetime labour market involvement.  
  
You have been assigned to prepare a questionnaire and mail it to the respondents. Assuming you have already prepared the questionnaire, *draft a covering letter* to be sent with the questionnaire. (12 marks)
  
- III. Define the terms ethical dilemma and ethical lapse with the help of an example. (6 marks)
  
- IV. Your boss owns a Lexus since three years. On the day of the Annual Celebration you saw him arrive in a new BMW. You asked your boss, "How much did you pay for that car?"  
Based on the concepts from 'Communication Barriers'; identify and explain the barrier. Also mention what could have been done to ensure proper communication. (6 marks)
  
- V. Briefly explain any four categories of Kinesics. (8 marks)