

**UNIVERSITY COLLEGE TATI (UCTATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: BGE 1212
COURSE	: TECHNICAL COMMUNICATION I
SEMESTER/SESSION	: 1-2023/2024
DURATION	: 2 HOURS

Instructions:

1. This question booklet contains **3** sections. Answer 3 sections **ONLY**
2. All answer should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hands and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 8 PRINTED PAGES INCLUDING COVER PAGE

SECTION A: READING COMPREHENSION (30 MARKS)

Answer all questions. Questions 1 to 8 are based on the following passage.

The Crucial Role of Professional Writing Skills in the Workplace

- I In today's dynamic and fast-paced workplace, possessing professional writing skills is a key factor for success. Effective communication through the written word is vital in various fields and careers, impacting everything from daily tasks to career advancement. This article explores the significance of professional writing skills in the workplace and provides practical tips to enhance these skills immediately. 5
- II Professional writing skills transcend specific fields, encompassing journalism, marketing, business, law, and more. At its core, it involves effective communication through the written word, encompassing listening, researching, structuring, and editing. Whether composing a professional email, crafting a report, or drafting a proposal, clarity and correctness matter. These skills are not just for those with writing aspirations; they are **fundamental** for career advancement and success in various roles. 10
- III **Better Communication**
Effective communication is foundational in any professional setting. Writing skills enable more impactful interactions with supervisors, colleagues, and clients. In the intricate web of business relationships, proficient writing contributes to problem resolution, contract negotiation, and overall success. Written communication often allows for quicker and clearer comprehension compared to verbal exchanges, particularly when dealing with remote colleagues. 15
- IV **More Persuasive**
In the realm of ideas, strong writing skills empower individuals to articulate and convey their points persuasively. Whether pitching new ideas or convincing clients and colleagues, the ability to express thoughts effectively **fosters** recognition, respect, and stronger working relationships. This persuasive edge can significantly contribute to career advancement. 20
- V **Improve Office Administration** 25
Administrative roles heavily rely on strong writing skills for tasks such as creating meeting minutes, drafting correspondence, and transcribing conference calls. Clear and concise writing is pivotal in maintaining organized records and excelling in tasks like SEO and social media strategies, crucial for administrative responsibilities.

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- VI **Increased Confidence** 30
- Clarity in expression through writing significantly boosts confidence. Whether presenting project ideas to supervisors, pitching concepts to clients, or crafting meeting agendas, strong writing skills instill a sense of assurance. This newfound confidence can translate into heightened overall productivity, facilitating a more proactive approach to tasks and commitments. 35
- VII **Demonstrate Courtesy and Respect**
- Even in minor office interactions, writing skills play a vital role in maintaining professionalism, courtesy, and respect. Clear and **concise** written communication, whether in emails or meeting minutes, contributes to a positive working environment. This proficiency is particularly valuable in promoting effective teamwork. 40
- VIII **Talent Stands Out**
- Strong writing skills set individuals apart, enhancing their visibility in various roles and career paths. Whether aiming for career advancement within a current position or exploring new opportunities, these skills open doors. In managerial roles, effective writing is crucial for communicating goals, expectations, and managing projects. 45
- IX **Maintaining Professionalism**
- The written word reflects and shapes professionalism. Even for non-writers, tasks like drafting emails or meeting notes require well-written and edited documents to convey an appropriate tone. Tips for maintaining professionalism include using active verbs, proofreading, seeking feedback, and aligning the document's style with its purpose. 50
- X **Increasing Credibility**
- In a competitive workplace, strong writing skills contribute to gaining a competitive edge. Effective communication, especially through ubiquitous email correspondence, is paramount. Poorly-written emails can **undermine** credibility with prospects and hinder success in securing interviews for coveted job positions. 55
- XI In conclusion, professional writing skills are paramount in today's multifaceted workplace. Regardless of one's career trajectory, **honing** these skills is essential for effective communication, career advancement, and overall success. The tips provided offer a practical guide for immediate improvement, emphasizing the transformative power of strong writing skills in the professional landscape. 60

Adapted from :

<https://writemore.io/blog/The-Importance-of-Writing-Skills-in-the-Workplace>

TECHNICAL COMMUNICATION I (BGE 1212)

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1. According to the article, why are professional writing skills considered a **key factor for success** in today's dynamic workplace,? (2 marks)
 2. Identify the **four (4) core components of professional writing skills** (4 marks)
 3. How do professional writing skills contribute to **effective communication**? (1 marks)
 4. How do strong writing skills contribute to **better communication in a professional setting**. (2 marks)
 5. List the **three (3) importance of having strong writing skills** in business relationships? (3 marks)
 6. Explain how professional writing skills empower individuals to be more persuasive in the realm of ideas. Provide examples of **two (2) situations** where this **persuasive ability is beneficial**. (3 marks)
 7. Discuss the role of strong writing skills in office administration. Provide **three (3) examples of tasks in administrative roles** that heavily rely on these skills. (3 marks)
 8. Strong writing skills contribute to talent standing out in various roles and career path. Provide **examples of situations where these skills are crucial** for career advancement. (2 marks)
 9. What do the following words and phrases in bold refer to?
 - a. Fundamental (Paragraph 2, line 11)
_____ (2 marks)
 - b. Foster (Paragraph 4, line 22)
_____ (2 marks)
 - c. Concise (Paragraph 7, line 38)
_____ (2 marks)
 - d. Undermine (Paragraph 10, line 54)
_____ (2 marks)
 - e. Honing (Paragraph 10, line 57)
_____ (2 marks)

SECTION B – SHORT ANSWERS (30 MARKS)*Answer all questions.*

1. Discuss why listening is often considered more complex compared to the act of hearing. Provide **two (2) reasons**. (4 marks)
2. There are five basic methods of note-taking. Identify and explain the differences of **two (2) methods**. (4 marks)
3. Identify the **best period or timeframe** for reviewing your notes and explain its importance. (2 marks)
4. Identify **two (2) problems** in the following e-mail message. (4 marks)

Compose Mail	
To	<input type="text" value="Afni Nasir"/>
Cc	<input type="text"/>
Bcc	<input type="text"/>
Subject	<input type="text" value="Meeting Update"/>
<p>Hey Afni,</p> <p>Just a quick reminder about the team meeting tomorrow at 9:00 am in the break room. Please make sure to bring your notes from the previous meeting and also prepare a brief summary of your progress on the project. Looking forward to hearing everyone's updates.</p> <p>Thanks, Syafini</p>	
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; text-align: center;"> Send (in-a-hurry) (immediate/now) </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; text-align: center;"> Send (no-hurry) (within 12 hours.) </div> <div style="border: 1px solid black; border-radius: 10px; padding: 5px; text-align: center;"> Send (later) (within 24 hours.) </div> <div style="margin-left: 20px;"> Attach files </div> </div>	

5. You are the secretary of Dynamic Gen. Sdn Bhd. The Chief Executive Officer (CEO) of the company sent you an email. **Write a short response** to the email. (4 marks)

From : amnamalika@dynamicgen.com
Subject : Negotiation on purchasing Telus Khidmat Operasi (TKO). Bhd. shares
<p>Prepare a draft notice of meeting for an executive committee meeting with the members of the board to discuss the matter above. Invite all executives from the Sales and Purchasing Department.</p> <p>Let's have the meeting on the first week of next month, preferably, before noon. Also Ms Noratikah Abu, the Sales and Purchasing Director will report on the Telus Khidmat Operasi (TKO). Bhd.portfolio portfolio during the meeting.</p> <p>Thanks.</p>

6. Identify **the three (3) purposes and two (2) data source** of a report based on the following Introduction section of the report. (4 marks)

<p align="center">Report On The Customer Help Desk's Inbound Customer Call Performance</p> <p>Introduction</p> <p>The following report evaluates the current performance level of our customer help desk based in Pudsey, Leeds. It focuses on its performance when dealing with inbound/incoming customer enquiries made by phone.</p> <p>This report was produced in response to the results of a recent customer survey. This survey identified a high level of customer dissatisfaction with our company's help desk. Of the 1506 customers who left a rating for the help desk in the survey, 1254 of those rated the service as bad or terrible. Of this 1254, 67% gave the reason for their dissatisfaction as 'call waiting time', while 25% said that the 'service is unhelpful'.</p> <p>The purpose of this report is to identify failings with the current set up of the help desk which could account for this low customer rating and to recommend changes to the help desk to improve the service provided to customer.</p>

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7. Differentiate **two (2) distinct features** between the letter and memo report formats. (4 marks)
8. Identify **the type of tenses and explain the differences** in meaning between the sentences in pairs. (4 marks)
- a. The meeting started when we arrived.
 - b. The meeting had started when when we arrived .

