
UNIVERSITI SAINS MALAYSIA

First Semester Examination
Academic Session 2005/2006

November 2005

HET 321 – Writing For Professional Purposes

Duration : 3 hours

Please check that this examination paper consists of **THREE** pages of printed material before you begin the examination.

Answer any **THREE** questions.

...2/-

1. Business readers want facts. They could care less about the forms in which the facts are presented. Comment on the logic of this evaluation.

[100 marks]

2. Apply the editing techniques in CMAPP model to evaluate the effectiveness of the letter below and write an improved version of the letter.

[100 marks]

Glo-Brite Sdn Bhd.

1-543A, 1st Floor
Kompleks Bukit Jambul
Off Jalan Dr. Awang 11900 Penang
04-645 4647 e-mail: Glob@streamyx.com

6 September 2005

The Manager
Restaurant Mahkota
Jalan Batu
14000 Bukit Mertajam
Penang

Dear Sir,

We are in receipt of your esteemed enquiry regarding our products. We are always happy to entertain requests and your requests regarding our furniture for your restaurant is by no means exception.

As you may already know, we have extended our range since the publication of the catalogue to which you refer in your request and I am forwarding to you our most recent catalogue in the event you may wish to reconsider your proposed order.

As you will see, our prices are very reasonable. As regards rosewood effect tables (code number RT 125), they are sold at RM 2495 each. As for mahogany effect tables (code number MT 038), they are sold at RM 2195 each. The rosewood effect dining chairs (code number RC 092), being of high standard export quality, are sold at RM 995 per set of six, whereas the mahogany effects dining chairs (MT 112) are sold at 895 per set of six. A 10% discount will be given for orders in excess of 5 units for the tables and 5 sets for the chairs.

We hope you will find our new catalogue interesting and the information herewith submitted useful.

Yours sincerely

Angelina Koh
Encl.

3. Answer [a] AND [b].

[a] Explain four netiquette conventions for business e-mails.

[b] Write a business e-mail message to Holiday Inn based on the following situation.

You are a Personnel Manager of a publishing company. Write an e-mail message to Holiday Inn to confirm a reservation for your overseas visitor, Mika Johansen for three nights from Thursday 3 November to Saturday 5 November. He will be arriving late on Thursday (approximately 11.00 pm), so ask the hotel to hold the room for him until that time. He may also want to have a late meal at the hotel. However, he will not require breakfast or any other meals. He will want a taxi at 8.30 am on Friday 4 November to take him to your office, DIY Publication in Georgetown, Penang. You will pay the accommodation with your VISA Card, No 4209 1803 3954 4647.

[100 marks]

4. Define chronological resume and functional resume and discuss the advantages and disadvantages of using each type of resume for new graduates.

[100 marks]