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UNIVERSITI SAINS MALAYSIA

First Semester Examination  
Academic Session 2007/2008

October/November 2007

**HET 321 – WRITING FOR PROFESSIONAL PURPOSES**

Duration: 3 hours

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

Answer FOUR questions. Answer any TWO questions from Section A and TWO from Section B. Each question carries 25 marks.

Section A

1. Poor use of words is a barrier to effective written communication. Evaluate this statement with reference to analytical business reports.
2. Discuss the relevance of the 'cooperative principles' in business writing.
3. Discuss the effectiveness of adopting 'the 3A's plan' in the writing of sales letters.
4. Elaborate Lessikar and Pettit's (1998) definition of business report.

Section B

5. Write an effective e-mail message to Crown Royal Hotel based on the following situation.

You are a Personnel Manager of a publishing company. Write an e-mail message to Crown Royal Hotel 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.

6. Mr. Zakaria Harusani, your General Manager, wants you to inform all employees that receipts will be required for reimbursement of all business related expenses. Currently only expenses in excess of RM50 require receipts. Prepare an effective memo to all employees.

7. You work in the customer service department of a mail order company that sells wedding invitation cards. Today you receive the following letter:

14, Jalan Selamat  
Jelutong, 11600  
Penang

12 September 2007

To whom it may concern,

I am returning the wedding invitation cards which I ordered last month. My fiance and I decided not to get married. Please send me a refund of RM1000 which I had paid for the cards.

Thank you.

(Marry Choo)

Using the indirect approach, write an effective reply letter to Marry Choo refusing her request for a refund. You may add relevant information.