

UNIVERSITI SAINS MALAYSIA

First Semester Examination
Academic Session 2004/2005

October 2004

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 FOUR** questions.

1. Mr. Alex Lee has applied for a job as a Sales Executive at your firm, R. H. B. Insurance where you are the Managing Director. His resume shows he has 5 years' related work experience in the field and has the requisite qualifications for the job. Write a letter to Mr. Alex Lee to offer him the position. Mention the following details:

- Starting salary: RM 36 000 per annum
- Report for work: Monday 25 October 2004
- Sign 2 copies of enclosed Contract of Employment and return them to Ms Joanna Teh, Human Resource Department together with acceptance letter.
- Read relevant sections of the enclosed Staff Handbook.
- Arrive at Reception at 9:30 a.m. on 25 October and ask for you.

[100 marks]

2. You work as a Public Relations Officer at Coventry Components, a factory dealing with computer chips and light machinery parts. Send a memorandum to all the staff at your factory informing them 5 visitors from Zentax Industries will be visiting your factory. Zentax Industries recently placed a 3 year contract with your factory to supply them with components. You may use some of the facts below:

- Date of visit: 8 – 11 November
- Visitors: Mr. Jason Quah (Managing Director of Zentax Industries) and 4 of his colleagues
- Necessary for all employees to answer questions or explain product procedures in their sections
- Direct all staff to be helpful and informative

[100 marks]

3. Answer both [a] AND [b].

[a] Discuss the functions and characteristics of good news and bad news messages.

[b] Write appropriate messages (no inside address required) to the following individuals for the following situations:

[i] Mr. Cheah was recently elected as Chairman of the Trade Association in your district.

[ii] Your colleague, Mrs. Valerie Subramaniam, was recently promoted Department Manager.

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- [iii] Your business associate's partner, Mr. Hiroshi Tanaka, passed away while visiting his family in Japan.
- [iv] Your colleague, Miss Angela Tan, from the Sales Department is in hospital recovering from an illness.

[100 marks]

4. Discuss, with examples, the five As approach (King, 2003) used in replying to letters of complaint in commercial correspondence.

[100 marks]

5. Compare and contrast a proposal and a progress report.

[100 marks]