

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama  
Sidang Akademik 2003/2004

September/Oktober 2003

**HET 321 – Writing for Professional Purposes**

Masa : 3 jam

THIS EXAMINATION PAPER COMPRISES **TWO** PAGES.

Answer ALL questions.

1. Discuss the effectiveness of adopting 'the 3A's plan' in the writing of sales letters.  
[30 marks]
2. Elaborate Lessikar and Pettit's (1998) definition of business report.  
[30 marks]
3. What factors should be considered in e-mail business communication?  
[25 marks]
4. State why the use of the following phrases or sentences in professional letters is inappropriate, and give a more suitable alternative for each of them.
  - [a] I am writing to inform you that I am really fed up with your shabby after sales service.
  - [b] We shall give due consideration to your application.
  - [c] We are by no means unaccustomed to dealing with complaints of this type.
  - [d] Please be informed that the two departments are cooperating together to increase sales.
  - [e] Kindly be informed of the fact that in 20th July 2003, a cheque in the amount of RM 5000 was deposited in your account.[15 marks]