

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama
Sidang Akademik 2001/2002

September 2001

HET 321 - Writing for Professional Purposes

Masa : 3 jam

THIS EXAMINATION PAPER CONTAINS FOUR [4] QUESTIONS IN THREE [3] PAGES.

Answer **ALL** questions.

1. State why the use of the following phrases or sentences in business letters is inappropriate, and give a more suitable alternative for each of them.
 - [a] In the event that your payment does not arrive on time.
 - [b] Pursuant to our recent conversation per telephone.
 - [c] Absolutely completely.
 - [d] True facts.
 - [e] Enclosed herewith.
 - [f] Your enquiry of 20 June is to hand and we note its content.
 - [g] We are by no means unaccustomed to dealing with complaints of this type.
 - [h] I am writing to inform you that I am really fed up with your shabby after sales service.
 - [i] I am applying for this job because it would give me some great business experience.
 - [j] We don't make refunds or return merchandise that is soiled.

[20 marks]

...2/-

2. How may the *balance theory* contribute to the effective writing of persuasive messages?

[25 marks]

3. A business report is said to be an orderly and objective communication of factual information which serves some business purpose. Elaborate.

[25 marks]

4. The following letter was written by the manager of Omni Tech Ltd in response to a letter of complaint regarding a scanner which was purchased from the computer firm. The complainant, Mr. Adam Malek, requested that the item be repaired free of charge by Omni Tech Ltd. but noted that the guarantee card and receipt for the item had been mislaid.

Comment on the effectiveness of the letter based on the following:

- [a] the style of language.
- [b] audience centredness.
- [c] the use of the 5As approach.

Omni Tech Ltd.
20, Cyber Road
Bukit Mertajam 11400
Penang

Our ref: K/122/MM
Your ref:
Date: 15 July 2001

Mr Adam Malek
12, Mayang Road
Bayan Baru 11900
Penang

Dear Sir

I have received your letter of complaint regarding the scanner which you claim to have purchased at this shop in January and note that you have lost the guarantee card as well as the receipt.

Kindly be informed that I am under no obligation to entertain this matter since there is no proof that the item was actually purchased from the store. You can imagine how easily we could be taken advantage of if we entertained every complaint where there was no documentary evidence to prove it. Therefore I can do nothing more than suggest that you endeavor to find the guarantee card and receipt allegedly provided by this firm. In the event that the said documents are produced within the guarantee period, I shall be in a position to consider your request for repairs to the scanner. If the repairs need to be done urgently, may I suggest that you bring the machine to the store so that the fault could be corrected. You would appreciate the fact that naturally you would have to pay.

Yours faithfully

M. Arumugam

[30 marks]