

Angka Giliran:

No. Tempat Duduk:

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama
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HXE 201 – Report Writing and Editing in English

Masa : 3 jam

INTRODUCTION TO CANDIDATES

1. This paper contains **FOUR [4]** questions and comprises **ELEVEN [11]** printed pages. Check that your paper is complete.
2. Answer **ALL** questions.
3. Write your answer for **QUESTION THREE [3]** and **QUESTION FOUR [4]** in this examination booklet.
4. All questions carry equal marks.
5. Hand in this examination booklet together with your answer scripts at the end of the examination.

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SECTION A

1. You are the secretary of the Sports Committee in USM and have been asked to write to the Chairman of the National Tennis Committee suggesting that the next inter-state tennis competition be held in USM. Select a suitable format.

In your report, include the following:

- sports facilities e.g. tennis courts
- hostel accommodation
- transport facilities
- other relevant information

[100 marks]

2. Answer both [a] and [b].

- [a] Discuss the differences between informational and analytical reports.
- [b] Explain the proper use of graphics in a report. State some precautions when using graphic aids.

[100 marks]

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SECTION B

3. Edit the following text:

In supermarkets across Asia, bags of potato chips and containers of infant formula contain ingredients from transgenic (commonly referred to as genetically modified, or GM) crops. The non-governmental organization greenpeace has recently campaigned to expose the use of widespread GM ingredients imported from abroad in Thailand and Philippines. In the process, greenpeace may have also wittingly expose a growing market opportunity for foodstuff that are certified as not having been from GM crops. Unlike United States and Canada, Asia countries have not embraced GM seeds.

While Japan has recently approved 3 GM seed varieties, China is the only county in Asia growing GM crop: cotton. But several countries have import GM seeds and plants for field trails and GM rice is under developement with commercial varieties about five years of. Multinational seed companies have promoted GM seeds as akey technologyfor feeding populations that are growing. But for countries like Thailand, India and

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Vietnam, which exporting agricultural, the marketing benefits of avoiding GM crops may far outweigh many yield increases or nutritional benefits GM seeds may offer.

Wanchai Cherdshewasart, a member of the Prime Minister's National Board of BIOSafety says: "Now is our gold opportunity. Most countries are looking for non-GM produce. We should take advantage of it". The advantage of non-GM crops has to do all with consumer perceptions of GM crop. Carole Burke, editor of Food Industry Bulletin, a Japan publication, adds," Japanese consumers are very concerned about food quality and food safety in general, and Japanese consumers are very skeptical about the safety of GM foods."

That same skepticism has spurred several European countries to reject numerous shipments of America and Canada GM corn, soyabeans and canola. Thailand's Prime Minister, Thaksin Shinawatra, is aware well of how such consumer sentiment affects export markets. He is hedging his bets, and he recently told a local newspaper, "We should not say that we want or do not want GM ...People are just suspicious of the technology".

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While some GM commodities have been approved for import in Europe and Japan, many European governments now require the labeling of foods with GM ingredients. Asia countries are beginning to require the labeling of foods with GM. Some companies like Food-Processing giants Unilever and Nestle have eliminated the use of GM ingredients in their operations in Europe. Japan's top two brewers which are Asahi and Kirin, eliminated GM ingredients several years ago. Burke says, "All leading food processing companies in Japan are very conscious of consumer's fear of GM food. Market leaders in all segments of food industry are demanding GM-free commodities and the menus of major restaurant chains note their foods are GM-free".

As labeling becomes widespread, the demand for GM-free food is likely to increase and the demand for GM-free food could potentially represent a multi billion dollar market. Burke says the growth in demand can be compared to the demand for organic food. In Japan organic food represents only one to two per cent of food sales but will grow considerably while organic foods are the fastest growing segment of the food sales in U.S. In order to meet that demand, U.S. food processor Archer Midland has been offering American farmers a premium for non-GM corn and soybeans of eight cents a bushel.

...6/-

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But maintaining a separating storage and processing facilities for GM and non-GM commodities requires vigilant tracking who increases costs. To avoid this complication Brazil adopted the alternative strategy of banning simply the import of all GM seed and commodities. Brazil's new reputation as a reliable source for non-GM corn and soyabeans was key factor in South Koreas recent decision to import Brazil, rather than American corn. When GM rice hit the market, demand for non- GM Rice will likely follow, and Asia, which is the worlds rice bowl will be expected to meet that demand.

In Asia, Thailand is the country best position to reliably serve the non- GM market. More than two years ago, the government banned the import and cultivation of commercial GM seeds. While there are currently experimental field trails of Monsantos GM cotton, And the government funded National Centre for Genetic Engineering and Biotechnology is conducting research into GM papaya, tomato and cucumber, those fields trails may not be legal for much longer.

At the urging of Thai NGO Assembly of the Poor, Thaksins' cabinet is considering a ban on the field-testing of GN seeds and plants. Agricultural economist, Chaiwat Konjin who oversees a Major Asian

...7/-

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Development Bank agricultural loan in Thailand, says," It is not in interest of Thailand to produce transgenic crops. The trade issue is very important and we must protect our export market". Thailand has already run into problems with some of its market. A few months ago the government of Saudi Arabia rejected shipments of tuna packed in soya oil produced from GM soyabeans, imported from North America. The two countries have resumed trade in tuna, But Thai manufactures must now label the product as GM-free and pay for *certification* by a third-party testing facility.

This experience underscores the complexity of the situation and lends credence to greenpeaces calls to ban imports of GM commodities from other countries, which are often used in foods produced in Thailand. But even with such a wide ban, the genetic genie may already out of the bottle. There are reports of Thai farmers smuggling and growing GM seeds from China and there is always the possibility that GM seeds and plans will be brought into the country illegally or by inccident. While the verdict is still on whether GM crops are a boon for farmers and consumers or a risk with far- reaching enviromental implications, Thailand's pragmatism suggest a answer which is already familiar to business the customer is always rite.

[100 marks]

...8/-

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4. Proofread the following text:

Online recruitment is one of today's fastest-growing industries. There has been a explosion of recruitment Web sites, with more than thirty-three thousand career – specific sights on the internet today. Employers are increasing are increasingly using the internet to find employment, while more and more job seekers are using it to get smarter about potential opportunity and actual land jobs.

Despite it's growing use conducting a job search on internet is not always as simpler or as efficient as may appear. From the employers' point of view, there has been much discussion and debat whether over online recruitment advertising is as successful as traditional froms of such advertising. From job seeker's point of view, experts recommendations on now to present an online resume and apply for jobs on-line continue to change.

From our experience in help thousand of people in their job searches we have gained a very unique perspective on the effectiveness ofon line recruiting and the presentation of on line resume. With advancement of scanning, resume-management systems and key word searches on the internet it is often assumed that you need to develop a

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different resume for on line job applications to the resume you have prepared to sent to contacts via traditional mail. This is not necessary true. When prepared correctly, your well written well prepared resume will contain all the necessary keywords to attract attention whether it is read by a hiring manager, scanned and searched in a management system or indexed in a intranet site. You do not have to create different resume you can merely alter the format to suit the individual reception.

- **Just the Facts.** Don't waste time with resume fraud by either lying about your experience or adding popular keywords to your resume to attract recruiter attention. Be true to your record. You will find opportunities more closely suited to your background and goals and avoid problems from misrepresentation.

- **Talk the Talk.** Become familiar with the language and terminology of your profession and use it to describe your experience. Correct use of terminology will instantly allow the potential employer to understand your background and determine a probable fit quickly and efficiently.

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- Timing is Every Thing. Most large job sights list resume chronologically and recruiters often look at the most currant postings. Consequently it's a good idea to re-post your resume on a regular basis. Determined by the large number of hits the sight receives. For example a large world wide site such as www.monster.com receives much thousands of hits per day and you may need to re-post your resume weekly compared with the small, local sites where it may be necessary to re-post your resume every month or so

- Pick and Choose Be judicious and selective about the sites to which you post your resume. Recruiters will not take you seriously if she discover that you are discriminate about the position you're seeking. If you post your resume in every site and in every job bank, you will waste recruiters time never mend your own.

- Highlighting Key points. The technical attributes of internet mean that you cannot use bold, underlining or bullets in a plane text document to make various parts of your resume out stand. Instead consider using the following characters as substitute: bullets-use asterisks or pus signs at the beginning of lines: lines-use a series of dashes to separate sections: bald text-consider capital letters or use asterisks to surround the text

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- Going public. Be sure to investigate and be aware of the restrictions or lack of restrictions apply to any cite where you register your resume and personal information. For many of the less restricted cites, once you have posted your resume it becomes a public document and outside your control even many of the private resume databank and traditional mailouts do not always let you dictate who can and can look at your resume.

Hint: Where possible, **post** your resume on those sites with strong privacy restrictions. Where it is necessary to post your resume on the less restricted sites. instead of putting your homeaddress and phone number on the resume, consider renting a post office box and getting a voicemail account during your job search. Cansel both when your search is over.

- Update or Outdate. Before listing your resume on recruitment sites lock into whether it can be updated at no cost. Some Internet services will let you post your resume at no cost, but they will charge you updates.

[100 marks]