

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Pertama

Sidang Akademik 1999/2000

HET 321 - Penulisan Untuk Tujuan Ikhtisas

September 1999

Masa: [3 jam]

THIS EXAMINATION PAPER CONTAINS FIVE [5] QUESTIONS IN TWO [2] PAGES.

Answer any **FOUR** [4] questions. All questions carry equal marks.

1. One of your co-workers at Campbell Ltd., Angela Simpson, has decided to apply for admission to the Harvard Business School's MBA programme. She has asked you, a Harvard graduate, to write a letter of recommendation for her. Here are the facts about Angela Simpson.

[a] She has an undergraduate degree in journalism from the University of Iowa.

[b] She has worked for Campbell for the past five years.

[c] Her primary responsibility has been to answer letters from consumers; she has done an outstanding job.

[d] She has admirable work habits and is an excellent writer.

[e] She lacks confidence as a speaker, especially when presenting her ideas orally.

Being a former Harvard student, you know that skills in classroom discussion and presentation influence a student's chances of success. Using the guidelines for effective recommendation letters, convince the reader that she has the ability to pursue the MBA programme.

2. Miss Amelina Kamal has applied for a job as a marketing executive at your firm, Karpel Kingdom. Her resume shows that she lacks experience and the necessary skills for the position applied. Using 'the indirect plan', write a letter to Miss Amelina Kamal rejecting her job application. You are the Managing Director of Karpel Kingdom. You may add any relevant detail.

3. Revise for effectiveness the following business memorandum, in order to make it more concise and logically ordered.

To: The Manager

Date: July 5 1999

From: Abdul Ramlee

Subject: Decent Lunch

Lunch is very important time for us. We have been sitting at our desks staring at our inhumane computers for three long hours, and we desperately need a sandwich or maybe even a hot meal with a glass of 'teh tarik' to get us through the rest of the day. People tell me breakfast is the most important meal, but I am convinced it is lunch.

We are not allowed to eat at our desks, which could be a good policy since we are tired of sitting there anyway. Besides, who wants to work on a desk covered with crumbs. We are supposed to eat in the cafeteria or else head out to Meany Restaurant or one of the fast food places nearby. Most of us hate fast food. It's too expensive anyway. With our pathetic salary, do you expect us to visit fast food places everyday? Meany Restaurant sells cheaper food. But still, it isn't worth a special trip there. So we are stuck with the cafeteria.

That means over a hundred people are waiting in line at noon for their lunch. Nearly half our lunch time is spent standing in line. And if we are the front of the line, we have to eat quickly so that others can have our seats. Why not have a staggered lunch hour? That means different groups eat between 11.30 a.m. and 1 p.m.

Increase the number of staff there too, if you can, especially those with good manners. Thanks for any attention you can give to this problem.

4. Compare and contrast a proposal and a progress report.
5. Explain with examples the 5 As formula for writing sales letters.