

**UNIVERSITI SAINS MALAYIA**

**Peperiksaan Semester Pertama**

**Sidang Akademik 2000/2001**

**September/Oktober 2000**

**HET 321 - Writing for Professional Purposes**

**Masa: [3 jam]**

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

Answer any **THREE** [3] questions. All questions carry equal marks.

1. Analyse the strengths and weaknesses of the following solicited job application letter.

10 Jalan Songket  
22300 Maran  
Pahang Darulmakmur

3 – 8 – 00

Cyberworld Construction Sdn. Bhd.  
321 Jalan Cyber  
50420 KUALA LUMPUR

Dear sir

I am writing to inform your good self that I am interested in applying for the job of technician in your esteemed organisation.

The details of my education and experience are given in the resume which I enclosed together with this letter.

I am presently working in a mechanical engineering firm in my home town. The job is exciting, but I like the pay, the benefits and the prospects for advancement that your company offer.

Thank you.

Yours faithfully

Mazuin Arshad

2. For many years, your company has been sending free copies of a glossy magazine, "Discovery", to anyone who requested to be on your mailing list. The cost of this publication is about RM 10 each issue. In an effort to minimize expenses, your firm's director has suggested charging for postage on those magazines sent outside Malaysia. This number is sizeable because you have readers in several Asian countries especially Japan. Write a letter explaining the new policy.
3. Answer both (a) and (b)
  - (a) Explain three reference systems used to acknowledge sources in business reports.
  - (b) Explain three factors which determine the placement of graphics in a report.
4. Business readers want facts. They are not bothered about the way the facts are presented. Evaluate this comment.
5. Explain in as much detail as possible the components of a long report.