



SIR ARTHUR LEWIS COMMUNITY COLLEGE
ACADEMIC YEAR (2024/2025) – SEMESTER TWO
END OF SEMESTER EXAMINATION

COURSE CODE : COM106
COURSE TITLE : TECHNICAL COMMUNICATION
LECTURER(S) : ALEXANDRA SERIEUX-PROSPERE
DATE : 8th MAY 2025
TIME : 9 a.m. – 11 a.m.
DURATION : 2 Hours
STUDENT ID # : _____

GENERAL INFORMATION AND INSTRUCTIONS

- Students must sign **IN** and **OUT** on the examination class list.
- Write your ID number on the question paper.
- This paper has 2 sections:
 - **Section 1: 40 Marks** - 40 Multiple Choice worth 1 Mark each. Circle the correct answer on the question paper.
 - **Section 2: 10 Marks** – Letter Writing. Choose **ONE** from **either** part A or B.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

Section 1- Multiple Choice: 40 marks – 1 mark per question.

Instructions: *Circle the most suitable option for each question.*

1. What is the primary purpose of an oral presentation?
 - A. To entertain an audience with humor
 - B. To share or disseminate knowledge through speaking
 - C. To read a manuscript verbatim
 - D. To avoid written communication
2. Why is an extemporaneous presentation often preferred over a manuscript presentation?
 - A. It allows the speaker to engage with the audience while maintaining structure
 - B. It eliminates the need for preparation
 - C. It ensures exact word-for-word delivery
 - D. It reduces the risk of forgetting content
3. During a business meeting, a manager suddenly asks an employee to explain the results of a recent project without prior notice. What type of presentation is this?
 - A. Manuscript
 - B. Extemporaneous
 - C. Impromptu
 - D. Memorized
4. A university professor is presenting research findings at an academic conference and wants to ensure a balance between structure and audience engagement. Which method of delivery should they use?
 - A) Impromptu
 - B) Extemporaneous
 - C) Manuscript
 - D) Memorized
5. A politician delivering a formal speech about a new policy wants to ensure every word is communicated exactly as intended. What is the best method of delivery?
 - A) Impromptu
 - B) Manuscript
 - C) Extemporaneous
 - D) Memorized
6. Which of the following is NOT a purpose of a technical report in business and industry?
 - A) To guide budget planning
 - B) To track progress and growth
 - C) To provide personal opinions on business matters
 - D) To improve decision-making
7. What is an important consideration when preparing a technical report?
 - A) The audience and purpose of the report
 - B) The use of complex jargon regardless of the reader
 - C) The length of the report
 - D) The number of charts included
8. A company is deciding whether to purchase a new machine based on a technical report. What type of report would most likely be used?
 - A) Feasibility Report
 - B) Investigative Report
 - C) Progress Report
 - D) Field Report

9. An organization investigating a recent workplace accident prepares a detailed report analyzing the cause and suggesting preventative measures. What type of report is this?
 - A) Field Report
 - B) Investigative Report
 - C) Feasibility Report
 - D) Progress Report
10. A company must determine whether expanding into a new market is a good decision. What type of report should they prepare?
 - A) Feasibility Report
 - B) Incident Report
 - C) Progress Report
 - D) Field Report
11. What is the primary purpose of a letter of inquiry?
 - A) To complain about a product
 - B) To request specific information
 - C) To advertise a service
 - D) To apply for a job
12. What should be included in the conclusion of an inquiry letter?
 - A) A request for additional inquiries
 - B) A demand for an immediate response
 - C) An expression of gratitude and an incentive for responding
 - D) A summary of unrelated topics
13. Why is it important to make the tone of an inquiry letter friendly?
 - A) To convince the recipient to buy a product
 - B) To make it easier for the recipient to understand the language
 - C) To increase the likelihood of receiving a response
 - D) To show that the sender is not in a hurry
14. What is the main reason for listing questions or requested information clearly in an inquiry letter?
 - A) To make the letter longer
 - B) To confuse the recipient
 - C) To ensure the recipient understands what is being asked
 - D) To make the letter appear formal
15. How can a sender compensate the recipient for providing information?
 - A) By offering to pay for materials or promoting their product
 - B) By requesting a free sample
 - C) By writing a longer letter
 - D) By sending multiple follow-up letters
16. Imagine you are a business owner inquiring about wholesale pricing for products. How would you encourage the supplier to respond quickly?
 - A) By threatening to buy from a competitor
 - B) By promising to place a large order if the prices are reasonable
 - C) By demanding an immediate response
 - D) By sending an anonymous letter
17. What is the plural form of the word "memorandum"?
 - A) Memorandums
 - B) Memos
 - C) Memorandas
 - D) Memoranda

18. Why is a direct organizational strategy appropriate for good news or routine messages?
- A) Because it helps to persuade the writer
 - B) Because it gradually builds up to the bad news
 - C) Because the main point is in the first paragraph.
 - D) An indirect approach might seem too blunt
19. Why is the subject line of a memorandum important?
- A) It allows the sender to include personal opinions
 - B) It gives readers an immediate idea of the topic
 - C) It serves as the main body of the memo
 - D) It is optional and not necessary in a memo
20. How is the format of a memorandum different from a traditional letter?
- A) Memos always include a salutation
 - B) Memos use block format and do not have indentations
 - C) Memos are usually longer than letters
 - D) Memos do not require a subject line
21. If you need to send a memo to employees about an upcoming holiday, which organizational strategy should you use?
- A) Direct organizational strategy
 - B) Indirect organizational strategy
 - C) A combination of both
 - D) No specific strategy is needed
22. You have to inform employees about job layoffs. How should you structure your memo?
- A) State the bad news immediately in the first paragraph
 - B) Use an indirect organizational strategy to gradually present the bad news
 - C) Write the memo in an informal tone with jokes to soften the impact
 - D) Avoid writing a memo and announce it verbally instead
23. A manager wants to send a memo to all employees reminding them of an upcoming safety training. What should be included in the closing paragraph?
- A) A summary of the company's history
 - B) Personal opinions about workplace safety
 - C) The date and time of the training and a courteous closing
 - D) An unrelated motivational quote
24. The following is not an example of business correspondence.
- A) Memoranda
 - B) Fax
 - C) Company Logo
 - D) Business Letter

Use this memo to answer questions number 25 to 28.

MEMORANDUM

DATE: November 17, 2018

TO: All Employees

FROM: Emma Johnson, VP, Marketing Department

SUBJECT: Facilities Update

I'm writing to inform you that, over the next few weeks, our kitchen area will be under construction as we re-model.

As our company continues to grow, we feel it necessary to provide more communal dining space, and we are grateful to our facilities team for their hard work in making that happen.

If you have questions or concerns regarding the re-model, you can access the full report [here](#). In the meantime, we are sorry for the inconvenience.

In between the weeks of December 1 - December 31, please use the kitchen on the second floor if you need a microwave. We will also keep that kitchen stocked per usual with snacks and soda.

Thank you for your cooperation.

25. What is the primary purpose of the memorandum?
- A) To inform employees about a change in leadership in the Marketing Department
 - B) To provide employees with updates on kitchen remodelling and alternative arrangements
 - C) To seek employee feedback on the company's dining facilities
 - D) To announce the grand opening of a new communal dining space
26. How does the author ensure clarity and organization in the memo?
- A) By using bullet points to highlight key details
 - B) By including a question-and-answer format for common concerns
 - C) By following a structured format with a clear subject line, introduction, explanation, and conclusion
 - D) By addressing each employee individually in the greeting
27. What can be inferred about the company's values based on this memo?
- A) The company prioritizes employee well-being and communal spaces
 - B) The company focuses more on aesthetics than functionality
 - C) Employee concerns are secondary to construction plans
 - D) The company does not provide alternative solutions for employee inconveniences
28. How does the memo address potential employee concerns about the remodel?
- A) By explaining the timeline and providing alternative kitchen facilities
 - B) By requesting employees to work from home during construction
 - C) By offering financial compensation for meal expenses
 - D) By ensuring the remodel will be completed within a few days
29. **Which** of the following would be the MOST relevant skill to include in an engineering job application letter?
- A) Experience with public speaking and event coordination.
 - B) Proficiency in AutoCAD and SolidWorks for design purposes.
 - C) Advanced knowledge of culinary arts and baking techniques.
 - D) Excellent skills in playing a musical instrument.

30. Which section of a job application letter should include specific examples of past projects or technical achievements?
- The introduction paragraph
 - The body paragraphs
 - The closing paragraph
 - The header of the letter
31. What is the primary purpose of a proposal?
- To outline a project budget
 - To request funding for a project
 - To persuade the recipient to approve, fund, or grant permission for a project
 - To describe the methodology of a project
32. If you are writing a proposal for an unsolicited project, which section will be especially important to convince the recipient to approve the project?
- Background of the Problem
 - Benefits
 - Methods and Procedures
 - Qualifications
33. How can the methods and procedures section of a proposal serve as a persuasive strategy?
- By showcasing the timeline for project completion
 - By explaining the process in detail to show knowledge and competence
 - By detailing the equipment costs involved in the project
 - By outlining the credentials of the team involved
34. What is the main role of the conclusion in a proposal?
- To introduce the project's timeline
 - To summarize the cost breakdown of the project
 - To urge the recipient to contact the proposer and remind them of the project's benefits
 - To list the qualifications of the proposal writer

Below is a proposal by students of engineering. Use this proposal to answer questions 35 to 40.

Proposal for the Construction of a Campus Tuck Shop

1. Introduction and Background In response to the increasing demand for accessible and quality food services on campus, we propose the construction of a tuck shop within the college premises. This initiative is designed to address the daily needs of students and staff while providing a convenient and affordable food outlet. Given our technical expertise as engineering students, we plan to handle the electrical wiring and air conditioning (AC) unit installation in-house, ensuring cost-effectiveness and hands-on learning.

2. Objectives

- **Meeting Demand:** Establish a centrally located tuck shop that caters to the high volume of student food purchases.
- **Cost Efficiency:** Utilize the engineering skills of our team to self-install wiring and AC units, reducing overall project expenditure.
- **Skill Development:** Provide practical, real-world project experience for engineering students in project management, electrical work, and facility design.

3. Project Scope and Technical Details

- **Site Selection:** Identify a high-traffic area on campus that is easily accessible to students from all departments.
- **Structural Design:** Develop a compact and efficient design that includes a service counter, storage space, and seating area.
- **Electrical and HVAC Installation:**
 - **Wiring:** Our team will design and implement a safe, energy-efficient electrical system to support lighting, cooking equipment, and point-of-sale systems.
 - **AC Units:** We will procure and install appropriate AC units to ensure a comfortable environment, particularly during the warmer months.

- **Sustainability:** Emphasize energy efficiency and proper insulation in the design to lower operating costs and promote sustainability.

4. Benefits and Impact

- **Enhanced Convenience:** Students will have ready access to meals and refreshments during academic hours.
- **Revenue Generation:** The tuck shop can potentially generate additional income to support campus initiatives or student activities.
- **Practical Experience:** Engineering students gain hands-on experience in design, construction, and facility management, reinforcing classroom learning with real-world applications.

5. Timeline and Budget Overview

- **Planning and Design:** 4 weeks – Finalize location, design drawings, and materials list.
- **Construction Phase:** 8 weeks – Site preparation, building erection, wiring, and AC installation.
- **Project Testing and Launch:** 2 weeks – Final safety inspections, system testing, and launch event.

A preliminary budget will be developed, with estimated costs covering materials, AC units, basic construction supplies, and a contingency for unforeseen expenses. In-house labour (wiring and HVAC installation) will be performed by the engineering team, substantially reducing costs.

35. What is the primary objective of constructing the proposed tuck shop on campus?

- A) To create a revenue-generating business for the college
- B) To provide a convenient and affordable food outlet for students and staff
- C) To enhance the engineering students' classroom learning
- D) To replace existing food services on campus

36. Which of the following technical tasks will the engineering students handle in the proposed project?

- A) Designing the tuck shop layout
- B) Installing the AC units and electrical wiring
- C) Managing the overall budget
- D) Selecting the site for construction

37. How will the engineering students contribute to the cost efficiency of the project?

- A) By designing the layout of the tuck shop
- B) By purchasing cheaper materials for construction
- C) By performing the electrical wiring and AC installation themselves
- D) By reducing the project timeline

38. What is the expected impact of the tuck shop on campus?

- A) It will provide an additional revenue stream for student activities and support campus initiatives
- B) It will replace the existing food services entirely
- C) It will only offer food during specific hours
- D) It will only provide seating for students during lunch breaks

39. Which potential challenge highlighted by the proposal is most likely to critically affect the overall success of the tuck shop project?

- A) The lack of a marketing plan for food sales.
- B) Technical issues arising from untrained installations affecting operational efficiency.
- C) The limited availability of food suppliers on campus.
- D) The location being too accessible and crowded.

40. If the proposal were to be expanded to include renewable energy solutions, such as solar panels, which of the following would be the primary benefit?

- A) It would eliminate the need for any traditional power sources.
- B) It would align the project with sustainable engineering practices by reducing long-term energy costs.
- C) It would unnecessarily complicate the installation process without providing significant cost benefits.
- D) It would require outsourcing the entire project to external renewable energy experts.

SECTION 2 – Business Writing – (10 Marks)

Part A:

Write a letter of enquiry on any ONE of the two advertisements below. Your letter should be between 200 to 250 words and **MUST** include at least three (3) enquiries.

The state of the art
Dorka Auto Scanner
that every mechanic is talking about
is now available
at
Nato's Hardware Supplies.
It can reduce your workload in half.
Satisfaction guaranteed.
Call us today. We are located in Union.

Are you tired of sitting at home all day doing nothing, getting nowhere?
Well if you do we have just what you need.

The RDC Vocational institute are offering 6 weeks training courses in a variety of technical areas.

Classes start at the end of May at a reasonable cost to you.

*Application forms can be obtained at www.rdcvocational.lc
email us at rdcvoc@gmail.com*

OR

Part B: LETTER WRITING – 10 Marks

Write a cover letter to apply for the following advertised positions. Remember the requisite sender and receiver’s addresses and the other essential parts.

WE ARE HIRING!

Sales Engineers

Qualifications:

- OPEN TO GRADUATES OF ENGINEERING, INTERIOR DESIGN, ARCHITECTURE, MARKETING OR EQUIVALENT.
- MUST HAVE EXCELLENT COMMUNICATION SKILLS. MUST BE SELF-MOTIVATED, ASSERTIVE AND HARDWORKING.
- SHOULD HAVE A POSITIVE WORK ATTITUDE, ADAPTABLE AND CAN WORK WELL UNDER PRESSURE.

Responsibilities:

- TO PREPARE AND CONDUCT PRODUCT PRESENTATIONS (FORMAL OR INFORMAL) TO VARIOUS CLIENTS.
- TO PROMOTE OUR PRODUCTS TO VARIOUS CLIENTS AND ESTABLISH A NETWORK OF KEY ACCOUNTS TO CREATE LONG TERM BUSINESS RELATIONSHIPS

Send your
R E S U M E S

PIEDRA
PIEDRA SYSTEMS, INC.

VIA EMAIL: info@pedrastones.com
BRING IT TO: Unit 315 AIC Burgundy Empire Bldg,
ADB Ave. cor Sapphire Ortigas Center, Pasig City.
CALL US 5846084 to 86 or 5846070 to 71

Overall Marks: 50

End of Examination