



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: VARIOUS	LEVEL: 6
COURSE CODE: SPW 611S	COURSE NAME: Specialised Writing
SESSION: JULY 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

SUPPLEMENTARY / SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms. A. Tjiramanga Dr. A. Peel
MODERATOR:	Mr A. Brewis

INSTRUCTIONS
1. Answer ANY THREE questions. 2. Write clearly and neatly. 3. Number the answers clearly.

THIS QUESTION PAPER CONSISTS OF 4 PAGES (Including this front page)

Answer ANY THREE of the questions below.

Question 1

(25 marks)

You have just collected your car from a service at Excellence Garage. On your way home, you realise that your brakes are binding (or sticking) and making a screeching noise whenever you apply them. After a nervous drive home through 5pm traffic, you sit down to email a complaint to the manager of Excellence Garage, demanding a refund of the \$10,000 you spent on the service, because you want to take your car to another garage for a look-over. The manager responds with an adjustment email declining your request for a refund.

- A. Write the email of complaint expressing your disappointment at the standard of service, your anxiety at the risk in your having to drive the car in that condition, and a demand to be refunded what you paid for the service.
- B. Write the answer to that complaint, declining the request.

Question 2

(25 marks)

Edit the text below. There are a number of problems with regard to content and language (spelling, register, formality). Rewrite the text in a professional way. You may leave out parts, correct and add text where appropriate.

Minutes

Minutes of the departmental staff meeting held on 4 April 2017 in the board room at 8:00 am.

1. Opening and Welcome

The chairperson opened the meeting and welcomed all members.

2. Attendance

The following staff members were present:

Mr. tjitendero (chair)

Ms Nelly (secretary)

Mr. T

Mr. Shindume

Mr. riruako

3. Apologies

The apologies were received form ms Maria and Ms Beukes.

4. Confirmation of the agenda:
The agenda was adopted without amendments.

5. Approval of the minutes
The minutes were confirmed by mr John and seconded by Mr Riruako.

6. Matters arising from the last meeting:
No matters have arisen.

7. Matters for discussion
 - 7.1 It was announced that the end-year function would take place on 4 December 2017 at Safari Court hotel.
 - 7.2 The issue of training new staff members was discussed. It was decided that the training will take place from 2 – 3 May 2017. The training would be done in-house in the training venue. Ms Mbai should approach Ms Amakali should to facilitate the training. Ms Nelly should book and arrange the necessary equipment for the training and inform new staff members about it. Finally, Mr shikongo was of the opinion that the training should be for 4 days instead of 2.
 - 7.3 Mr riruako reported on the 2nd phase of Project xyz. He mentioned that everything was going according to plan. However, he pointed out that there might be an issue arising during the 3rd phase depending on the whether conditions, as it will take place during the rainy season.

8. AOB
There was no any other business.

9. Date for next meeting
The next meeting would take place on 10 May at 9:00 in the board room.

10. Closing
The chairperson thanked the members for attending and closed the meeting at 9:00.

Chair

Secretary

Date

Question 3**(25 Marks)**

Imagine you are the Head of the Communications Unit in a large organization. Your previous proposal for implementing a quarterly newsletter has already been approved. Now you need your Communications officers to be trained in using the software which you have purchased for the newsletter production.

Write an internal funding proposal for training communications officers in using new software for newsletter writing. Use the following facts to write the proposal: three-day training, software "perfect news", three communications officers, outsource the presenter, costs for training N\$ 6000,00 per person, transport to venue provided by your organization.

(approx. 500 words)

Question 4**(25 marks)**

Using the five Ws and an H principle of news writing, produce a newsletter article of 350 words which describes, with facts and direct quotes, what you saw and who you spoke to between waking up this morning, and arriving at your seat in the examination hall for this exam.

Total: 75 Marks