



NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF EDUCATION AND LANGUAGES

COURSE CODE: PWR611S	COURSE NAME: PROFESSIONAL WRITING
DATE: JANUARY 2019	MODE: FM, PM & DI
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY/SUPPLEMENTARY QUESTION PAPER	
EXAMINER: *	DR T.H.N FRANS
MODERATOR:	MR C. GWASIRA

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Write clearly and neatly.3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script

THIS MEMORANDUM CONSISTS OF 7 PAGES (INCLUDING THIS FRONT PAGE)

QUESTION 1

The government of the Democratic Republic Congo is concerned about the Ebola virus which is still being identified in the North Kivu and Ituri provinces. On the 13 October 2018, Mr Tedros, who is the World Health Organisation Chief has been requested by the Minister of Health in the DRC to write a short formal report on the magnitude of the virus in the two provinces. Your report should reach the Minister's office on the 13 February 2019 for further action.

Your report has to provide the Minister with some immediate interventions to these regions. You also have to provide recommendations for an action plan to be taken.

Read the article below and answer the question that follows it.

Congo Ebola outbreak not yet stabilised – WHO chief

Mr Tedros, the World Health Organisation (WHO) chief said that it is too soon to say that an outbreak of Ebola in the Democratic Republic of Congo is stabilising due to difficulties in identifying new cases.

Since the latest outbreak was declared on 1 August, 112 confirmed and probable cases have been identified in eastern Congo's North Kivu and Ituru provinces, including 75 deaths, according to overnight data from Congo's health ministry.

Some areas close to the outbreak's epicentre in the town of Mangina are off-limits to health workers for security reasons, hampering efforts to control the spread of the disease.

"If one case is hidden in the red zone or an inaccessible area, it is dangerous. It can just spark a fire, just one case", Tedros told Reuters on the side-lines of a new conference.

"There is a decline (in new cases)... but still, considering the accessibility and red zones, we cannot say that the outbreak is stabilising," he told journalists earlier, adding that the next seven to ten days would be critical to controlling the outbreak.

His words echoed warnings from the International Federation of the Red Cross and the International Rescue Committee (IRC), which on Wednesday called for prompt action to avert a repeat of 2013-2016 Ebola outbreak in West Africa. More than 11 000 people were killed in that outbreak.

Congo has experienced 10 outbreaks of Ebola since it was discovered in the country's forested north in 1976. The disease causes haemorrhagic fever, and usually kills about half of the people infected.

"Without a swift, concerted and efficient response, this outbreak has the potential to be the worst ever seen," the IRC said in a statement. The current response has been aided by a new vaccine, which proved effective against Congo's last outbreak earlier this year, and experimental treatment which are being used for the first time. More than 4 500 health workers and contacts of Ebola cases have been vaccinated, and at least 17 patients have received treatment. Tedros said all of them were doing well.

"Now we have vaccines and we have therapeutics, and no one should really die of Ebola. But for this to happen, first of all we need to identify cases as early as possible," he stated.

The WHO has asked a number of countries as well as local religious leaders and chiefs to negotiate access to 'red zones' with rebel groups in the area, he said.

1. Write only the following sections report:

- The identification section (5)
- The terms of reference (5)
- The procedures section (give at least 2 methods and to whom they were used) (4)
- The conclusion section (provide at least 4 conclusions) (4)
- The recommendations section (provide at least 3 recommendations) (3)
- Finish with your signature and the completion date (2)
- Language and Style (7)
- DO NOT WRITE THE FINDINGS SECTION

SECTION B: BUSINESS LETTER WRITING

[30

QUESTION 2

During the last three months, five homes in your area have been broken into. As you can imagine, you are very concerned about this trend and hope Windhoek City Police would help you. All of the burglaries have occurred on weekend nights when many of you are sleeping or on holidays. It is clear that someone is targeting this neighbourhood at specific times.

Several of you have met to organise a neighbourhood watch programme, but you feel you need more help. You think that increasing police patrols at these vulnerable times and having volunteers remain in the neighbourhood on some nights and days and during holidays might help. In any case, you need to learn how to protect your homes better. You would like to schedule a neighbourhood meeting during which you or your representative could discuss what action should be taken.

As a representative of your neighbourhood watch, write a letter of complaint of about 250 words to the Chief of City of Windhoek in which you draw the attention of the police about the burglaries in your neighborhood. Follow the steps of writing a complaint letter. Invent addresses.

SECTION C: BUSINESS PROPOSAL [30]

QUESTION 3: Answer the following questions based on a business proposal

3.1 Describe the following concepts: (4)

3.1.1 Solicited proposal

3.1.2 Unsolicited proposals

3.2 Name all the sections of a business proposal. (3)

3.3 What are the important facts in the Introduction Section of a business proposal? (4)

3.4 Write an imaginary introduction of an unsolicited proposal of a business proposal. (5)

3.5 What should be included in the Staffing Section of a business proposal? (4)

3.6 What are the most important facts in the Authorisation phase? (4)

3.7 Define the following words as used in Business proposal. (6)

schedule, credentials, endorsement.

SECTION D: PERSUASIVE WRITING

QUESTION 4: [10]

4.1 Explain the AIDA principles with regard to writing a persuasive letter. (8)

4.2 Explain two differences between a direct and an indirect approach
in persuasive writing. (2)

-----END OF EXAMINATION-----