



# NAMIBIA UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

COURSE CODE: PWR611S	COURSE NAME: PROFESSIONAL WRITING
DATE: JUNE 2024	MODE: FM, PM & DI
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY QUESTION PAPER	
EXAMINER:	DR T H N FRANS
MODERATOR:	MS K DU PLESSIS

INSTRUCTIONS	
<ol style="list-style-type: none"><li>1. Answer ALL the questions.</li><li>2. Write clearly and neatly.</li><li>3. Number the answers clearly.</li></ol>	
THIS QUESTION CONSISTS OF 7 PAGES INCLUDING THE COVER PAGE.	

#### PERMISSIBLE MATERIALS

1. Examination paper
2. Examination script

**SECTION A: QUESTION 1**

**[20]**

**GENERAL QUESTIONS**

**1.1 Choose the correct answer**

**(5)**

- A. The business letter is normally presented in:  
(a) indented format (b) multi-blocked format (c) fully blocked format
- B. The correct sequence for the date in letter writing is:  
(a) month, day, year (b) day, month, year (c) year, day, month
- C. The direct plan is used for:  
(a) good or neutral news (b) job application (c) report writing
- D. A company's letterhead carries information such as:  
(a) subject title of the letter (b) contact address (c) salutation
- E. The abbreviation used for signing or writing a letter on behalf of someone is:  
(a) pp (b) pps (c) ps

**1.2 Number the following statements to indicate the correct content sequence for a complaint letter:**

**(4)**

(a) Supply all the information that will make it easy to investigate your complaint, e.g., the nature and extent of the damage or defect.	
(b) Describe the inconvenience or loss you have suffered as a result of the mistake or defect in an objective way.	
(c) Briefly state the situation or background of the problem and say why you are writing.	
(d) Indicate the sort of solution you consider fair or ask for a prompt investigation into the matter.	

**1.3 Choose the correct difference between a memo and a letter.**

**(3)**

- (a) Date, Subject headings and message sections

(b) Addresses, salutation, complimentary closing

(c) Signature, subject, headings

(d) Message sections, salutation

**1.4 Indicate whether the statements below are True or False. Underline the correct answer: (3)**

(a) E-mail messages have to be highly readable, therefore you should use capital letters for your whole message. T or F

(b) Use short paragraphs and short sentences to make your email message highly readable. T or F

(c) Respond quickly and emotionally to e-mails you receive because you have to answer promptly. T or F

**1.5. Select the option which is NOT an important reason for the importance of the date on which the letter was written. (2)**

(a) For any business communication

(b) A critical piece of information documenting when the correspondence was sent

(c) For correspondence that may be kept for future reference

(d) To set the record straight

**1.6 Choose the correct explanation of what is meant by fully blocked (1)**

(a) All lines start on the left-hand margin, this saves times and is easy to format.

(b) The sender's address is on the right-hand side and sometimes the subject line and complimentary close are centred.

(c) The addresses are slanted, and paragraphs start 2 cm into a line

(d) The sender's address is on the right-hand side and paragraphs start 2 cm into a line

**1.7 Select one important feature of a well-written complaint letter. (2)**

(a) State your case subjectively

(b) Do not wait to calm down before you write your letter

(c) Try to use sarcasm

(d) Point out the mistake in a civilised manner

**SECTION B: QUESTION 2: TACTFUL MEMORANDUM**

**[20]**

Your company, which specialises in computer network installation and supplying other Information Technology (IT) services to government and private companies, has been experiencing serious financial problems because of the economic circumstances, and the company has not received contracts for work for its services for the past 10 months. As a Chief Executive Officer of Technologies and Solutions Company (TSC) write memorandum of about 150 words to your employees to inform them about your decision to retrench some of them.

Remember to write the retrenchment memo in a tactful, diplomatic way so that the employees leaving the company depart with positive feelings instead of feeling offended.

**SECTION C: REPORT WRITING**

**[30]**

**QUESTION 3: Read the following articles and follow the instruction below.**

1. **City of Windhoek urges residents to save water amid looming supply crises.**

**National News: by Feni Hivelwa**

**March 2024**

**EDITED**

City of Windhoek spokesperson Lydia Amutenya says NamWater earlier this year indicated that the combined amount of available water in the dams serving Namibia's central area may no longer be able to sustain its consumption needs beyond May 2025.

She said this in the municipality's newsletter, 'The Aloe', on Thursday. "Therefore, we are once again reminded to cut down on our water usage and save at least 10% or more of our water consumption," Amutenya said. The City of Windhoek has declared a category C water scarcity, as guided by its Water Demand Management Plan of May 2023. This requires residents to cut down on 10% of their water usage for the available water to further sustain the central areas. "Should we fail to meet our 10% water-saving target in this category, the next category, according to our water demand management plan, is severe scarcity, which imposes more severe restrictions in terms of water usage," Amutenya said. The city's monthly water watch indicates that water consumption in February was 14%.

2. **Windhoek's water supply in a climate-constrained future**

**By Pierre van Rensburg 22 March 2018**

**EDITED**

According to vulnerability assessments for Namibia, climate change will increase the temperatures by 1-4 degrees; rainfall will decrease by about 20 percent but increase in intensity. The recent past

demonstrates this pattern: unusually high intensity rainstorms were recorded in 2004, 2006, 2008, and 2011, while abnormally dry years were recorded in 2013, 2015, and 2016—and in 2016. For the first time ever, the dam serving as the main source of water for Windhoek received no inflows.

Windhoek’s water supply is primarily climate dependent; surface run-off captured in surface water dams is highly susceptible to evaporation, with estimated losses of approximately 50 percent over a 10 year period. Under the climate scenarios, evaporation is predicted to increase 10-15 percent, further straining water supplies.

### **Long-term water supply options**

In 2003, water planning studies for the central areas of Namibia and Windhoek predicted that demand would use all the available water by 2013—which came true at the end of that year. But from 2003 to 2013, the area experienced unusually high rainfall, frequently far exceeding the average annual amounts—and delaying implementation of proposed schemes to augment water supplies. But the 2014-16 drought clearly exposed the system’s shortcomings, and several emergency schemes just barely managed to save the capital city from disaster.

There are no feasible long-term supply options within a 300km radius of Windhoek. Today, two long-distance supply options are undergoing feasibility studies:

1. Linking of the current supply system for the central areas and Windhoek to the Okavango River, which is located to the north of Windhoek on the country’s border with Angola. This long-distance water transfer scheme, which would cover approximately 700km, has high infrastructure and upgrading costs.
2. Desalinate sea water at the coast and transfer it over 365km and up to 1650m above sea level. The exceptional altitude challenge complicates this long-distance water transfer scheme in terms of operational cost.

The proposed schemes—which are both plagued by inherent weaknesses and uncertainties—are considered the only viable long-term options. Regardless, the primary concern is that they are still in preliminary study phase and are unlikely to be implemented before 2024—which would be more than a decade after the fast-growing city first exceeded the limits of its water supply.

### **INSTRUCTIONS**

**Write only the following six sections of a SHORT FORMAL REPORT**

- |                          |     |
|--------------------------|-----|
| 1. Identification        | (4) |
| 2. Terms of reference    | (5) |
| 3. Three findings        | (3) |
| 4. Three conclusions     | (3) |
| 5. Three recommendations | (3) |

**Language and Style are marked out of (8)**

**Format and presentation out of (4)**

**NOTE: INVENT ALL THE INFORMATION THAT NEEDS TO BE USED WHEN WRITING THE REPORT**

**SECTION D: BUSINESS PROPOSAL**

**[30]**

**Question 4**

**Read the following two tender documents below, choose one tender and write the sections of a business proposal letter indicated below.**

**1. Tender ID: 26-271/2024**

Tender Brief

Provision for catering services for NDP6 Regional Consultation Meeting on 25 May 2024, Katutura East.

National Planning Commission invites you to submit your proposal for the following items for 150 people:

**LUNCH BUFFET**

- Starch: rice
- Meat: beef
- Salad: potato
- Cooldrink: 300ml assorted.

Queries if any should be addressed to: [pmu@npc.gov.na](mailto:pmu@npc.gov.na) at 26461 2834172/4123.

**2. The Cafeteria**

There is a need for a cafeteria at Namibia University of Science and Technology (NUST). The NUST staff and express their dissatisfaction with lack of a cafeteria where they can have their meal in comfort where they can chat and engage in discussion while having their foods. As a result of a lack of such space they have to walk to town to buy something to eat.

Imagine you are a businessperson and you saw that there is a need for a cafeteria on NUST campus. You are able and want to build the cafeteria to bring service to the staff and students. Write a business proposal that suits this situation to the management of the institution.

**INSTRUCTIONS**

Write the following sections of a Business Proposal using the type of proposal you have chosen.

- Identification (4)
- Introduction (3)
- Background, problem, purpose (4)
- Proposal, plan, schedule (6)
- Authorisation request (3)

**Do not write the budget and the staff sections but indicate that they are in the appendix. (2)**

**NOTE: Language, style and format will be marked out of**

**(8)**

**NOTE: You should invent all the necessary information that is needed for a business proposal.**

THE END