



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: NOVEMBER 2023	MODE: FM, PM & DI
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY QUESTION PAPER	
EXAMINER:	DR THN FRANS
MODERATOR:	MS K DU PLESSIS

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

SECTION A: BUSINESS CORRESPONDENCE

[30]

QUESTION ONE: TACTFUL MEMORANDUM

Read the article below and follow the instruction below.

Katutura residents demand solutions

2023-09-07 Pricilla Mukokobi

Fed up with no concrete responses from City fathers, a large group of Katutura residents for the umpteenth time took to the streets yesterday to air their frustrations with high utility debts and the municipality's use of Red Force to collect debt. Led by the Katutura Residents Committee, the group of concerned residents conducted a peaceful march through Independence Avenue to the Government Park, where they submitted a petition to the Minister of Urban and Rural Development, Erastus Uutoni. In the petition, they urge the minister to demand the City of Windhoek to write off their debts, eliminate consumption estimates, introduce pre-paid electricity and water meter systems, and eliminate Red Force. **NOTE: The Ministry of Urban and Rural Development is the line ministry of the City of Windhoek.**

Imagine you are the Chief Executive Officer of the CoW. You have received the letter from the minister with these complaints from these residents. In reply to this, write a tactful memorandum to the minister concerning the complaints. Follow the conventions of fully block format of business correspondence. Your MEMO should be written in 250 words. Invent all the necessary information.

SECTION B: REPORT WRITING

[30]

QUESTION TWO

Influenza and Pneumonia in Windhoek are taking a toll on the life of people. You are the Director in the Ministry of Health and Social Services in Namibia. You have attended the World Health Conference in Lusaka – Zambia on Influenza and Pneumonia. On the 13 August 2023 the Minister of Health and Social Services has asked you to investigate Influenza and Pneumonia in Windhoek area and write a report based on your findings. Your report should reach the Minister's office on the 13 November 2023 for further action. The report has to provide the Minister with information on the effects of the Influenza and Pneumonia. You also have to provide recommendations for an action plan to be taken to overcome these diseases. 500 words.

Read the passage below on influenza and pneumonia to get information for you to be able to write your report.

Influenza and Pneumonia

Influenza (flu) is a highly contagious viral infection that is one of the most severe illnesses of the winter season. Influenza is spread easily from person to person, usually when an infected person coughs or sneezes.

Pneumonia is a serious infection or inflammation of the lungs. The air sacs fill with pus and other liquid, blocking oxygen from reaching the bloodstream. If there is too little oxygen in the blood, the body's cells cannot work properly, which can lead to death.

Influenza is a common cause of pneumonia, especially among younger children, the elderly, pregnant women, or those with certain chronic health conditions or who live in a nursing home. Most cases of flu never lead to pneumonia, but those that do tend to be more severe and deadly. In fact, flu and pneumonia were the eighth leading cause of death in the United States in 2016.

For both influenza and some types of pneumonia there are protective vaccines, although none are 100 percent protective. As flu strains change each year, it is necessary to get a flu vaccination each season to make sure you are protected against the most current strains. Pneumonia vaccinations are usually only necessary once, although a booster vaccination may be recommended for some individuals. Ask your healthcare provider if you are up to date on your vaccinations and to determine if any additional vaccinations are right for you.

The best way to prevent getting influenza is by getting a flu shot. Flu shots are safe and effective at reducing flu illness, hospitalizations and death. It usually takes about two weeks for your body to develop immunity to influenza, so make a plan to get your flu shot as soon as possible!

What Is Pneumonia?

Pneumonia is an infection of the lungs that may be caused by bacteria, viruses, or fungi. The infection causes the lungs' air sacs (alveoli) to become inflamed and fill up with fluid or pus. That can make it hard for the oxygen you breathe in to get into your bloodstream. The symptoms of pneumonia can range from mild to severe, and include cough, fever, chills, and trouble breathing.

Many factors affect how serious a case of pneumonia is, such as the type of germ causing the lung infection, the person's age, and their overall health. The people most at risk are infants and young children, adults 65 or older, and people who have other health problems.

Pneumonia is a leading cause of hospitalization in both children and adults. Most cases can be treated successfully, although it can take weeks to fully recover. Tens of thousands of people in the U.S. die from pneumonia every year, most of them adults over the age of 65.

What Causes Pneumonia?

Pneumonia can be caused by a wide variety of bacteria, viruses and fungi in the air we breathe. Identifying the cause of your pneumonia can be an important step in getting the proper treatment.

What Are the Risk Factors?

Anyone can get pneumonia, but many factors can increase your chances of getting sick and having a more severe illness. One of the most important factors is your age. People age 65 and over are at increased risk because their immune system is becoming less able to fight off infection as years go by. Infants and children two years of age or younger are also at increased risk because their immune systems are not yet fully developed.

Other risk factors can be grouped into three main categories: medical conditions, health behaviors, and environment.

Medical conditions

- Chronic lung diseases such as COPD, bronchiectasis, or cystic fibrosis that make the lungs more vulnerable.
- Other serious chronic illnesses, such as heart disease, diabetes and sickle cell disease.
- A weakened immune system due to HIV/AIDs, an organ transplant, chemotherapy or long-term steroid use.
- Difficulty swallowing, due to stroke, dementia, Parkinson's disease, or other neurological conditions, which can result in aspiration of food, vomit or saliva into the lungs that then become infected.
- Recent viral respiratory infection—a cold, laryngitis, influenza, etc.
- Hospitalization, especially when in intensive care and using a ventilator to breathe.

Health behaviors

- Cigarette smoking, which damages the lungs.
- Drug and alcohol abuse, which increase the risk of aspiration pneumonia.

Environment

- Exposure to certain chemicals, pollutants or toxic fumes, including secondhand smoke.

Reviewed and approved by the American Lung Association Scientific and Medical Editorial Review Panel.

Page last updated: November 17, 2022

INSTRUCTIONS FOR ANSWERING THIS QUESTION

1. You may use relevant information from the article and invent any details required, but may not copy whole sentences from the article.
2. Write only the following sections of the report:
 - The identification section (5)
 - The terms of reference (5)
 - The finding section (give at least 4 findings) (4)
 - The conclusion section (provide at least 3 conclusions) (3)
 - The recommendations section (provide at least 3 recommendations) (3)
 - DO NOT WRITE THE PROCEDURE SECTION
 - Language and Style (5)
 - Format and presentation (5)

SECTION C: PERSUASIVE WRITING

[20]

QUESTION THREE

Read the scenario below and answer the question that follow accordingly.

MENTAL ILLNESS

People with mental illness are far too often subjected to discrimination and unfair treatment. It is particularly unfortunate that much of this stigmatization comes from the very people they depend upon for help--those in the mental health professions. Too many practitioners and scientists maintain "us-versus-them" attitudes and are extremely reluctant to admit any personal or family experiences of mental illness. This culture of concealment must change.

You have noticed that there are many people with mental illness in your town. You cannot just look at these people suffering without doing anything to help. Write the following sections based on the information above. You can add information.

- 3.1 Attention (5)
- 3.2 Action (5)
- 3.3. In the context of the scenario above provide each of the following: (4)
 - a. Rhetorical question
 - b. Statement creating credibility
- 3.4 What is a persuasive writing in business? (2)
- 3.5 What do ID in the AIDA model stand for? A (2)
- 3.6 Explain what metaphor as an indirect claim means. (2)

SECTION D: BUSINESS PROPOSAL WRITING

[20]

QUESTION 4

- 4.1 Define the following: (4)
 - 4.1.1 Solicited proposal
 - 4.1.2 Unsolicited proposal
- 4.2 Provide content on each of the following sections of a business proposal
 - 1) Proposal, plan, goal (5)
 - 2) Staffing (4)
 - 3) Budget (3)
 - 4) Authorisation (4)

THE END

