WRITING SKILLS TEST
(SPRING 2016 TO SPRING 2020)

ICAP PAST PAPERS BANK

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INTRODUCTION

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These suggested answers are prepared only on the principle of hints to answers rather than detailed theory and description. These answers are not meant to provide the assessment criteria against the particular examination questions as the purpose of these suggested answers is only to guide the students in their future studies for ICAP’s examination. These have been prepared on the basis of the International Standards and laws applicable at the relevant time. The intention is not to update these answers with changes in law subsequently.

We are hopeful that the students will use these suggested answers to the best of their ability and make the maximum use of this material as a study aid. The Institute may, however, not be able to respond to individual queries from students. Finally, we would encourage all students to freely provide us with their feedback, as their comments would help us to further improve the publications.
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Writing Skills Test

Q.1 Write an essay of approximately 350 words on any one of the following topics:

(i) Passing chartered accountancy examinations.
(ii) An experience which changed my outlook on life.
(iii) The effects of stress on students for securing good grades.
(iv) Lessons which may be learned by older generation from younger generation.

Note: word count carries marks

Your essay will be assessed on the following criteria:
- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language, vocabulary, organization and logical presentation of ideas. (15)

Q.2 Write a précis of 120-125 words of the following passage. (Word count carries marks)

Rethinking the Work-Life Equation:

Phyllis Moen, a sociologist and a professor at the University of Minnesota, and Erin Kelly, a professor of work and organization at M.I.T., participated in a research endeavor in the technology department of a corporation referred to as TOMO, examining the interplay among work, family and health. Their research paper was published in American Sociological Review.

For the purpose of research, half the employees in the technology department were randomly assigned to a control group and continued operating under the company’s usual policy (flexibility given at the manager’s discretion). The remaining technology employees participated in what they thought was a new initiative but was, in fact, part of Moen and Kelly’s field experiment. The new policy was both radical and, in concept, simple: Workers in the experimental group were told they could work wherever and whenever they chose to, so long as projects were completed on time and goals were met; the new emphasis would be on results rather than on the number of hours spent in the office. Managers were trained to be supportive of their employees’ personal issues and were formally encouraged to open up about their own priorities outside work — an ill parent, or a child wanting her mom to watch her soccer games. Managers were given iPods that buzzed twice a day to remind them to think about the various ways they could support their employees as they managed their jobs and home lives.

The research found that employees in the experimental group met their goals as reliably as those in the control group, and they were, in short, much happier: They were sleeping better, were healthier and experienced less stress. Other studies examining the same workplace found that the effects even cascaded down to employees’ children, who reported less volatility around their own daily stresses; adolescents saw the quality of their sleep improve. Subsequently, over a three year period, it was noticed that the employees in the experimental group reported less interest in leaving the organization than those in the control group.

(Total word count = 341) (10)
Q. 3 You are the procurement manager of **Big Publishing Limited (BPL)**, a company engaged in the business of printing textbooks and periodicals. Two of the printing machines currently used at BPL have to be replaced due to wear and tear. You have been asked by the CEO to arrange for the purchase of two new printing machines without delay.

Write a letter to **Salam Distributors** at Plot Number 105, Sharah-e-Iqbal, Lahore, a supplier of quality printing machines, making an inquiry about the possibility of supplying two new machines to your office at the earliest. Mention your requirements relating to the following features:

- Operational Efficiency
- Capacity
- Options Available

Also ask for prices and discounts, performance guarantees, time frame for the supply and possibility of exchanging (trading) the old machines used at present for new machines.

Assume that you are Anjum and your company is located at the University Road, Peshawar.

(The END)
Writing Skills Test

Q. 1 Write an essay of approximately 350 words on any one of the following topics:

(i) Importance of early reading skills in a child’s academic performance.
(ii) Marketing and promotion is the key to a successful business.
(iii) The power of prayer.
(iv) Why I want to be a Chartered Accountant?

(Note: word count carries marks)

Your essay will be assessed on the following criteria:

- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language, vocabulary, organization and logical presentation of ideas. (15)

Q. 2 Write a précis of 125-130 words of the following passage. (Word count carries marks)

**Academic Integrity:**

Stories of cheating in schools often make national headlines and are frequently met with widespread shock. How could such actions occur on the campuses of elite colleges and high schools? What’s going on with students these days?

It’s easy for us to throw up our hands and say this behavior is the inevitable outcome of our students seeing questionable standards and dishonesty in sports, government and businesses.

Students still cheat in familiar ways -- copying from another student’s paper or sneaking in a cheat sheet on exam day -- but students are also cheating in new ways, using technology to plagiarize essays or text test answers. Research shows that academic integrity is a predicament on both ends of the achievement spectrum -- both high achievers and low achievers cheat. They feel enormous pressure to get the grades and test scores they believe they’ll need for future success, and they know the high stakes that are tied to their assessments.

With years of research on academic integrity, researchers have found that schools can use a number of effective strategies to reduce cheating rates. For instance:

(i) Launching school-wide discussions about expectations for integrity. Encouraging students, parents and educators to work together to establish clear and consistent policies for handling infractions.

(ii) Making the students to focus on learning the material in-depth and on mastering skills, instead of just cramming for tomorrow’s test.

(iii) When students perceive that the teacher knows them as individuals, they are less likely to cheat. Focusing on students’ social and emotional learning can improve the classroom climate and lower cheating rates.

(iv) Instead of relying predominantly on unit tests, a mix of essays, projects, presentations, think-alouds, etc., along with traditional tests and quizzes, may more accurately reflect a student’s knowledge and can reduce the anxiety (and subsequent urge to cheat).

(v) Considering abiding by the "less is more" rule. Determining how much homework is really necessary, and making sure that students understand the purpose of each assignment.

However, the better course of action to help schools would be to change the “cheat to compete” mentality.

(Total word count = 350) (10)
Q.3 Assume that you are the marketing manager of Sarmaya Chemicals Limited (SCL), a company engaged in the business of marketing a spray for the prevention of malaria in rural areas. SCL has received a complaint from one of its customers, Bukhar Associates, that the product is outdated and non-effective. Upon investigation, you discovered that few outdated cartons of the spray were inadvertently provided to the sales staff.

Write a letter to Bukhar Associates at Plot number 111, Iqbal Road, Badin explaining the reasons for the inconveniences caused to them.

Assume that you are Kausar and your company is located at Machar Road, Dadu.  

(The END)
Q.1 Write an essay of approximately 350 words on any one of the following topics:

(i) Vacations promote creativity and relieve stress.
(ii) Growing menace of environmental pollution in Pakistan.
(iii) Importance of solar energy for Pakistan.
(iv) The tuition syndrome.

(Note: word count carries marks)

Your essay will be assessed on the following criteria:
- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language, vocabulary, organization and logical presentation of ideas. (15)

Q.2 Write a précis of 125-130 words of the following passage (Word count carries marks).

**Importance of Early Childhood Education:**

Brain in early childhood takes what environment offers and learning environment that challenges and motivates children is the first preparation of child education. The education given in early childhood shapes foundation of the life and helps mental and academic development of a child. Effective curriculum and education in early childhood encourage and develop language skills and ability to acquire vocabulary.

In old days, many people used to think that children don’t have ability to distinguish what is right and wrong so there is no need to educate them in their early ages. However, even though it is true that they can't differentiate between right and wrong, it is also true that children absorb everything that they hear and see like sponge and therefore early education is essential.

Research and study on brain development shows how closely the knowledge gained in early age is connected to development of emotional, physical, and social capability of individuals. If these fundamental capabilities are not developed in early ages, it would affect a child’s learning potential. Early childhood is defined as first eight years of life of an individual. Eighty-five percent of brain develops by the age of five and the brain of a child at the age of three is 2.5 times more active than the brain of an adult.

Development in early childhood not only affects the academic and physical activities, but also involves relationship with other people and emotional and cognitive development. People usually think that children struggle to find their ego in adolescence; however, children actually start to realize their identity in the first eight years of their life. It is at this age that their inner capacity of imagination and self-image of gender roles starts to develop and they learn how to associate with friends and start to look at people around them.

Parents and educators should understand that children also have their own thinking and proper education based on care and attachment has a potent influence on them. Society and community should also recognize the importance of education given during this age and also that early childhood education is the most efficient investment for a society.

(Total word count = 362) (10)

*Continued on next page...*
Q.3 Nice Electronics Limited (NEL) is engaged in the business of import and supply of refrigerators to distributors in Lahore and Islamabad. NEL has recently imported a consignment of 300 refrigerators from Hong Kong. The consignment packed in five 40ft containers was insured with Lalazar Insurance Limited (LII). En-route Port Qasim, Karachi to NEL’s warehouse in Abpara, Islamabad one of the trucks carrying 60 refrigerators met an accident due to which all the 60 refrigerators got damaged beyond repairs and have to be considered as a total loss.

As Manager Import and Logistics, you are required to write a Letter to LII at Plot number 502, Denso Hall, Karachi informing them about the accident and asking for compensation. The letter should contain all relevant information necessary for establishing a well-substantiated claim for compensation.

Assume that you are Shamim and NEL is located at Iqbal Town, Lahore. (15)

(THE END)
Q.1 Write an essay of approximately 350 words on any one of the following topics:
(i) How can I improve my Self-Esteem?
(ii) A life without purpose is a life without destination
(iii) Importance of literature in student life
(iv) Impact of social media on the lives of teenagers
(Note: word count carries marks)

Your essay will be assessed on the following criteria:
- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language, vocabulary, organization and logical presentation of ideas.

Q.2 Write a précis of 125-130 words of the following passage (Word count carries marks).

The Economic & Social Cost of Illiteracy:
Over the years, there have been many attempts to place an economic value on the cost of illiteracy in various nations. According to an estimate it costs the global economy more than USD 1 trillion each year because up to one in five people worldwide struggle with illiteracy.

Complete illiteracy means a person cannot read or write at all. Of equal relevance is the concept of functional illiteracy which means a person may be able to read and write simple words, but cannot apply these skills to tasks such as reading a medicine label, balancing a cheque book, or filling out a job application.

Around the world, the impact of illiteracy on personal income varies. On average, illiterate people earn 60%-70% less than their literate counterparts.

One study shows that after adjusting for inflation, the income of a person with poor literacy stays about the same throughout his or her working life. However, individuals with good literacy and numeracy skills can expect their incomes to increase at least two to three times what they were earning at the beginning of their careers.

Employees in today’s workforce are expected to create, edit and read numerous documents on a computer. UNESCO indicates that education improves understanding of new technologies and facilitates their diffusion and implementation – factors which also promote economic growth.

Illiteracy significantly limits a person’s ability to access, understand and apply health-related information and messages. The link between illiteracy and crime is also clear. In various countries, studies show that a majority of prison inmates have poor literacy skills. Also, amongst juvenile delinquents, up to 85% are functionally illiterate.

Improving literacy skills is a key first step in overcoming the obstacles that lock individuals into a cycle of poverty and disadvantage.

In the end, one can put figures on the social cost in terms of welfare payments or the burden on the health system. But the real opportunity cost will never be known. These are the costs of lost opportunities i.e. the opportunities to create individual financial wealth, encourage entrepreneurs and build healthier and more stable families. If these opportunities are availed, they can make a significant contribution to welfare of all segments of the society.

(Total word count = 372)
Q.3 Assume that your name is Misbah and you are working as Director Marketing in Adwiyat Limited (AL), a reputed pharmaceuticals company, located at 25 Dostana Road, Karachi. AL is engaged in the manufacture of syrup to combat obesity in young children. The product is reasonably priced and can be used for a period of three months. Research has proved that there are no side effects or after effects in the use of this product.

Write a persuasive letter to Dr. Akhtar, who is the Chief Operating Officer of ‘Happy Child’ an NGO involved in improving child health. The office of the NGO is situated at Ravi Plaza, Room No. 105, Sharah-e-Iraq, Karachi.

Your letter should explain:

- the main causes of obesity in children and the diseases to which obese children are prone to.
- the responsibility cast on everyone in the community to eradicate this menace.
- the convenience of using your product in the households thereby preventing diseases and promoting healthy lifestyle.

You may assume any data that may be relevant in order to make your case convincing and persuasive. It may be noted that your purpose is not merely sales promotion, but a social welfare act to fulfil your company’s CSR responsibilities. (15)

(THE END)
Presentation and Communication Skills Course-I

The Institute of Chartered Accountants of Pakistan

10 March 2017
1 hour 15 minutes – 40 marks

Writing Skills Test

Q.1 Write an essay of approximately 350 words on any one of the following topics:
   (i) Empowerment of women
   (ii) Importance of tolerance in society
   (iii) Benefits of China Pakistan Economic Corridor
   (iv) The growing menace of environmental pollution
   (Note: word count carries marks)

Your essay will be assessed on the following criteria:
- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language, vocabulary, organization and logical presentation of ideas. (15)

Q.2 Write a précis of 120-125 words of the following passage (Word count carries marks).

Gender bias in research: A myth or reality?
The generalization that men are from Mars and women are from Venus is arguably among the most popular gender-related clichés of all times. The cliché alludes to differences in the manner in which men and women perceive, interpret, and approach various aspects of and situations in life. But when a generalization such as this begins to influence the opportunities available to men and women in professional fields, including researchers or scientists, it assumes a different significance. When the professional capabilities of male or female researchers are evaluated on the basis of their gender, it leads to an imbalance in the career growth opportunities available to both. Ideally, the arena of research, where conclusions are drawn only after objective evaluation, should not witness gender discrimination. But several researchers and individuals from within academia have spoken about the existence of a gender bias in various fields of research. Let’s discuss “the Yale study of 2012,” which was conducted to investigate gender bias in the field of research.

The Yale study
A group of researchers from Yale University conducted an experiment on scientists to look for evidence of gender bias. They tested the hypothesis that the scientists in their lab were not likely to be biased because they were trained to be objective. In their randomized double-blind study, they asked 127 experienced science faculty to assess an application for a laboratory manager position. All 127 participants received the same application, but with a male or female name. The assessment results revealed that the participants tended to rate the male applicant more positively than the female applicant. The male applicants were also selected for a higher salary range than the female applicants. Mediation analyses conducted by the researchers revealed that the participants perceived the female applicant as being less competent.

Conclusion
Social and cultural constructs of gender as well as perceptions of what men or women are capable of achieving, obstruct scientific development. Studies such as these prove that gender discrimination is exercised, albeit subtly or subconsciously, in scientific field as well. The investigators concluded that interventions at the faculty level could help eliminate instances of subconscious gender discrimination exhibited by the study participants.

(Total word count = 368) (10)

Continued on next page...
Q. 3 Assume you are Abdul Basit, Manager Marketing of Classic Uniform Company Limited, a manufacturer of workers uniforms for corporate customers. On 12 December 2016, you have received an order from Taimoor Petroleum Limited (TPL) for supply of 2,500 sets of shirts and trousers of various sizes for their staff posted at the petrol/gas stations throughout the country at a price of Rs. 1,400 per set. The delivery schedule as per the order was as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>No. of sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 February 2017</td>
<td>1,000</td>
</tr>
<tr>
<td>15 April 2017</td>
<td>1,000</td>
</tr>
<tr>
<td>15 June 2017</td>
<td>500</td>
</tr>
</tbody>
</table>

The first consignment was delivered on time. However, due to a major fire in the factory of your fabric supplier on 25 February 2017, it would not be possible for you to manufacture the cloth for quite some time.

TPL is a valued customer and you would certainly want to retain their business.

Required:
Write a letter to Mr Shahid Khan, Purchase Manager, Taimoor Petroleum Limited, situated at Plot No. 100 The Mall, Lahore explaining the situation and requesting him to extend the delivery dates. You may use your imagination to provide any other information you consider helpful for a positive response from TPL.

(15)

(THE END)
Writing Skills Test

Q.1 Write an essay of approximately 350 words on any one of the following topics:
   (i) Decline of sports in Pakistan
   (ii) Inclusion of Pakistan Stock Exchange in MSCI emerging markets
   (iii) War is a strange game in which the only winning move is – not to play
   (iv) Importance of early childhood education

(Note: word count carries marks)

Your essay will be assessed on the following criteria:

- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language, vocabulary, organization and logical presentation of ideas. (15)

Q.2 Write a précis of 120-125 words of the following passage (Word count carries marks).

Philosophy of space and time
Philosophers have discussed the nature of time since at least the time of ancient Greece. For example, Parmenides presented the view that time is an illusion. Centuries later, Newton supported the idea of absolute time, while his contemporary Leibniz maintained that time is only a relation between events and it cannot be expressed independently. The latter approach eventually gave rise to the spacetime of relativity.

Time Travel
Time travel is the concept of movement between certain points in time, analogous to movement between different points in space, typically using a hypothetical device known as a time machine, in the form of a vehicle or of a portal connecting distant points in time. Time travel is a recognized concept in philosophy and fiction, but traveling to an arbitrary point in time has a very limited support in theoretical physics, and usually only connected with quantum mechanics or wormholes, also known as Einstein-Rosen bridges. In a more narrow sense, one-way time travel into the future via time dilation is well-understood phenomenon within the frameworks of special relativity and general relativity, but advancing a large amount of time is not possible with current technology.

Backward Time Travel
Many in the scientific community believe that backward time travel is highly unlikely. Any theory that would allow time travel would introduce potential problems of causality. The classic example of a problem involving causality is the “grandfather paradox”: what if one were to go back in time and kill one’s own grandfather before one’s father was conceived? Some theories, most notably special and general relativity, suggest that suitable geometries of spacetime or specific types of motion in space might allow time travel into the past and future if these geometries or motions were possible. In technical papers, physicists discuss the possibility of closed time-like curves, which are world lines that form closed loops in the spacetime, allowing objects to return to their own past. There are known to be solutions to the equations of general relativity that describe spacetimes which contain closed time-like curves, such as Godel spacetime, but the physical plausibility of these solutions is uncertain.

(Total word count = 347) (10)

Continued on next page...
Q.3 A heavy duty printer installed at Sandesa Couriers Limited (SCL) went out of order. The repair cost of the printer quoted by the authorized support vendor is more than its written down value. The IT head of SCL had therefore advised Nasir, procurement manager of SCL, to coordinate with Candle Limited (CL), authorized sales retailer of heavy duty printers and get quotation for similar or a better printer. He also advised Nasir to check:

- the possible reduction in price in case SCL trades out the old printer
- if CL could provide a backup printer until the new printer is received

On behalf of Nasir, write a letter to CL’s sales manager as advised by the IT head.

CL’s office is situated at 101 Fortune Avenue, Islamabad. Assume other necessary details.

(The End)
Writing Skills Test

Q.1 Write an essay of approximately 350 words on any one of the following topics:

(i) Pakistan – a land of opportunities
(ii) What if there were no smart phones and internet
(iii) The need for education reforms in Pakistan
(iv) When there is a will there is a way

(Note: word count carries marks)

Your essay will be assessed on the following criteria:

- Introduction and conclusion
- Quality of text, use of idioms and phrases
- Language, vocabulary, organization and logical presentation of ideas

Q.2 Write a précis of 130-140 words of the following passage. (Word count carries marks)

A brief history of Pakistan Movement

The Indo-Pak sub-continent remained a British colony from 1849–1947. The sub-continent’s inhabitants did not approve of the British rule in united India. An uprising that occurred in 1857 eventually turned into a freedom movement, which exemplifies the efforts of the people of British India in gaining their independence.

Muslims ruled the sub-continent before the British incursion and suffered due to the 1857 uprising against the British East India Company. Leaders such as Sir Syed Ahmed Khan and Syed Ameer Ali worked diligently for political advancement of the Muslims.

The Indian National Congress was formed in 1885, which later on became British India’s largest political party. Major Muslim political leaders, including Mr. Muhammad Ali Jinnah, were members of the Indian National Congress and worked towards Hindu-Muslim unity and India’s independence.

However, strong Hindu nationalism gave birth to the Two Nations Theory, an ideology that is accredited as being the basis for Pakistan’s creation. The All India Muslim League was founded on December 30, 1906. There was growing demand for an independent Muslim state in India. In 1930 Dr. Muhammad Iqbal presented the idea of a separate Muslim state that would geographically consist of the Muslim majority areas in the sub-continent. The word Pakistan was first coined by Choudhary Rahmat Ali in 1933 in his pamphlet ‘Now or Never’. In 1940 the Pakistan Resolution was passed in Lahore demanding greater Muslim autonomy in British India.

The 1945-46 elections were, by far, the most critical at all levels in the annals of the history of the sub-continent. Elections for the Central Legislature were held in December 1945. The Muslim League announced that it would contest the elections on two clear-cut issues: (i) Pakistan is the unanimous demand of the Muslims of India and (ii) the Muslim League is their sole representative organisation. In the election, Muslim League managed to win all the 30 seats reserved for the Muslims. In Provincial elections which were held in January 1946, the Muslim League captured approximately 95% of the Muslim seats. Indeed, the massive electoral verdict in Pakistan’s favour during 1945-46 was the most important development between the adoption of Lahore Resolution and the emergence of Pakistan. By all standards, this verdict represented the most critical step in the establishment of Pakistan. Finally, Pakistan gained independence from the British rule on 14 August 1947.

(Total word count = 394) (10)
Q.3 Kamran Khan has been appointed recently as Quality Control Engineer of Zohran Housing Limited (ZHIL). During his visit to an on-going project of 300 bungalows, he observed inconsistency in mixing ratio of construction material. He also found that non-approved brands were being used along with approved brands in the installation of concealed electric, water and sewerage fittings. Moreover, the site supervisor was least interested in compliance with the health and safety procedures for labourers and most of the procedures were not being followed.

On behalf of Kamran, write a short report for the management of ZHIL highlighting the adverse impact of the situation prevailing at the site.  

(The END)
Writing Skills Test

Q.1 Write an essay of approximately 300 words on any one of the following topics:

(i) The Friday sale craze
(ii) From ‘Open Sesame’ to ‘Biometric Locks’ – is fantasy turning into reality?
(iii) Investment priorities for a developing country – pen or weapon?
(iv) A stitch in time saves nine
(Note: word count carries marks)

Your essay will be assessed on the following criteria:
- Introduction and conclusion
- Quality of text, use of idioms and phrases
- Language, vocabulary, organization and logical presentation of ideas

(Q.2) Write a précis of 125-135 words of the following passage. (Word count carries marks)

Educational and neurological research indicates that the first five years of life, the foundation years, are crucial to the process of learning, and must be treated with care and creativity to channel the potential of young individuals embarking upon the intricate and exciting paths of knowledge. In general two types of education system are adopted for early education i.e., teacher-centred and child-centred.

In a teacher-centred education system, the teacher decides what the children will learn, and the latter have only a passive role. The system leans on rote learning, obedience, compliance and conventionality rather than analysis and creativity. Parent-teacher meetings are of little practical value, as the parents are neither quite literate nor cognisant of Early Childhood Education requirements, and usually acquiesce to the prevalent teaching and assessment methodologies offered to them.

In a child-centred education system, the theory and practice of teaching are of crucial importance. Constructive learning processes and painstaking research-based teaching methodologies are developed to encourage unique ways of learning and thinking. The objective is to increase the child’s capacity to learn rather than just taking him through the educational curriculum.

In England, the pedagogical practice of scaffolding is followed with teachers helping students only when they need it, in a step by step manner. In Germany, the Montessori approach is popular, which inculcates independent problem solving through play-based learning. A Japanese preschool experimented with garden settings and found them most congenial for embedding concepts of time, space and mathematics. Last year, Finland stopped the use of cursive handwriting, replacing it with print writing to facilitate learning keyboard skills as part of a global move towards digital communication. Innovative approaches are being continuously introduced with startling results.

The use of educational aids such as jigsaw puzzles for conceptualising space, shapes and design, tape recorders for phonetics and pronunciation, and music and dance are highly effective in enhancing child development and learning. Innovative approaches are being continuously introduced with startling results.

Continued on next page....
Children want to be respected and counted. They want their views to be heard rationally, want to be involved in decision-making processes, and informed of their rights. A child-centred approach recognises that children’s insights are as important as the teacher’s in creating different perspectives of knowledge.

(Total word count = 368) (10)

Q.3 Bader Kamal Distributors (BKL) are distributors of a leading cosmetic brand. During a recent heavy spell of rain, one of its supply vans got stuck in water and 90% of the items worth Rs. 349,569 have been spoiled. All supply vans of BKL are insured by Support Assurance Services (SAS) whose office is located at 3rd Floor, Sania Towers, off I. I. Chundrigar Road, Karachi.

As Manager Operations of BKL, write a letter to SAS providing information about the incident and asking for early settlement of claim. The letter should contain all relevant information necessary for establishing a well substantiated claim for compensation.

Assume that your name is Laiq Faq and your office is located at Plot number 149 near Jam Sadiq Bridge, Korangi Industrial Area, Karachi.

(The END)
Presentation and Communication Skills Course-I
9 March 2018
1 hour 15 minutes – 40 marks

Writing Skills Test

Q.1 Write an essay of approximately 300 words on any one of the following topics:

(i) Growing trend of e-commerce in Pakistan
(ii) The changing global alliances – challenges and opportunities for Pakistan
(iii) Social media – a blessing or a curse
(iv) Advancement in communication technology during last two decades

(Note: word count carries marks)

Your essay will be assessed on the following:

- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language and vocabulary.
- Organization and logical presentation of ideas.

(15 marks)

Q.2 Write a précis of 125-135 words of the following passage. (Word count carries marks)

Drawing money from an ATM is easy but it is not as safe as one may think. Don’t be deceived into believing that your card is not susceptible to data capture. Data is stored on ATM cards either on chips or on magnetic strips. Data from these magnetic strips or chips can be compromised by using various types of devices such as skimmers and shredders. With this information, a criminal can have access to your bank account.

To capture pin code, quite often, a fake key pad is installed over the existing one. Unauthorised camera installed around the card reader or over the camera slot is also used to capture key strokes. The pin code and data captured from the magnetic strip are then used to clone cards that can easily be used to manipulate your account from any ATM.

Risks to ATMs cannot be eliminated; however, these could be mitigated by practicing various safety measures. For example, try to use ATMs in locations that are used frequently throughout the day as busy ATMs need to be replenished frequently; therefore, the chances of detection by bank staff of any manipulation are higher. Similarly, try to use ATMs inside the bank branch where customers have to pass by to enter the bank for other services as these are less likely to have skimmers installed. Use of ATMs installed at such locations also reduces the risk of being held up by criminals. Further, if you see something unfamiliar or non-standard, immediately stop and contact the bank through hotline phone installed near or inside the ATM booth.

We may also check ourselves if the ATM is manipulated or not in few simple steps. For example, try to move the covering over the card slot as skimmers are generally pasted or held in place by double sided tape that could easily be fixed and removed on application of minimal force. Also, in most cases, the skimmers require the card to be smoothly inserted inside. Hence, it is good to wiggle the card slightly while inserting. This may disrupt the reading capability of the skimmer.

Last but not the least, always use both hands to enter your PIN code in such a manner that the keypad is covered, making it difficult for any hidden camera to capture your key strokes.

(Total word count = 385) (10 marks)

Continued on next page....
Q.3 Cool Dairy Products (CDP) is a Lahore based company with branches in Faisalabad, Gujranwala and Multan. Last year, a 100 KVA generator was shifted to Multan from Lahore, when it had already completed 35,000 hours of operation. Recently the generator has malfunctioned and stopped working.

After thorough inspection, the maintenance vendor has informed that malfunction was caused due to overheating of the engine and it needs to be completely overhauled.

As Manager Administration at CDP’s Multan branch, write a letter to Saleem Yousuf, General Manager, CDP, 302 Jail Road, Lahore, seeking his approval for the repair of the generator and renting a generator as replacement, during the period in which repair is being carried out. Also suggest purchase of a new generator instead of repairing the existing one.

Assume that your name is Talat Mehmood and your office is situated at 101, Khanewal Road, Multan. You may make necessary assumptions to provide information/data which may be relevant in the given situation, to support your suggestion to purchase new generator.

(THE END)
Writing Skills Test

Q.1 Write an essay of approximately 300 words on any one of the following topics:

(i) Energy crisis in Pakistan
(ii) The role of imports and exports in the development of a country
(iii) Imagine a world without accountants
(iv) Reading habits and the digital world
(Note: word count carries marks)

Your essay will be assessed on the following:
- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language and vocabulary.
- Organization and logical presentation of ideas.

15 marks

Q.2 Write a précis of 125-135 words of the following passage. (Word count carries marks)

Heat stroke is a form of an abnormally elevated body temperature with accompanying physical symptoms including changes in the nervous system function. It is a true medical emergency that is often fatal if not properly and promptly treated. Common symptoms and signs of heat stroke include high body temperature, the absence of sweating, hot red or flushed dry skin, rapid pulse, difficulty in breathing, strange behaviour, hallucinations, confusion, agitation, disorientation, seizure, and/or coma.

While the elderly people are at greatest risk for heat stroke, infants and children are also at risk. In particular, infants or young children who are unattended in a locked car may suffer heat-related illness quickly, since the indoor temperature of a locked car can rise to dangerous levels even in moderate weather. Sometimes, infants have died of heat stroke when overly bundled in their cribs. Among older children and teens, heat stroke or heat-related illness is a risk for athletes who train in hot environmental conditions.

Victims of heat stroke must receive immediate treatment to avoid permanent organ damage. Such treatment includes getting the victim to a shady area, removing clothes, applying cold or tepid water to the skin, exposing the victim directly to the fan to promote sweating and evaporation and placing ice packs under the armpits and groin. If the person is able to drink liquids, have him drink cold water or other cold beverages that do not contain alcohol or caffeine. Monitor body temperature with a thermometer and continue cooling efforts until the body temperature drops to 101 to 102 F (38.3 to 38.8 C). Always notify emergency services immediately. If their arrival is delayed, they can give you further instructions for treatment of the victim.

The most important measures to prevent heat strokes are to avoid becoming dehydrated and to avoid vigorous physical activities in hot and humid weather. If you have to perform physical activities in hot weather, drink plenty of fluids, but avoid alcohol, and caffeine, which may lead to dehydration. Your body will need replenishment of electrolytes (such as sodium) as well as fluids if you sweat excessively or perform vigorous activity in the sunlight for prolonged periods. Take frequent breaks to hydrate yourself. Wear hats and light-coloured, light-weight and loose clothes. Keep cars locked when not in use and never, ever, leave infants, children or pets unattended in a locked car.

(Total word count = 393) 10 marks

Continued on next page....
Q.3 Sweet Bakers (SB) has a chain of bakeries and sweet outlets in Rawalpindi and Islamabad. It also serves customers’ orders booked through its website. The website is hosted by Web Shore (WS) whose office is situated at G-100 MB Area, Islamabad. For the past couple of months SB’s website is experiencing frequent downtime due to issues at the WS’s end. Despite several complaints to the support team, website is still experiencing frequent downtime.

Assume that your name is Fatch Jang and you are admin manager of SB and also look after the IT related matters. Write a letter to Rija Khan, General Manager Sales and Support of WS, highlighting the issue and its effects on SB’s business. The letter should also convey the message that SB would change its web host if the problem is not resolved at the earliest.

The corporate office of SB is located at 43-Jehlum Road Rawalpindi. Assume other necessary details.

(THE END)
Presentation and Communication Skills Course-I

7 September 2018
1 hour 15 minutes – 40 marks

The Institute of Chartered Accountants of Pakistan

Writing Skills Test

Q. 1 Write an essay of approximately 300 words on any one of the following topics:
   (i) China Pakistan Economic Corridor – dreams and challenges
   (ii) Artificial intelligence and its impact on society
   (iii) The role of art and culture in the development of a nation
   (iv) How is social media reforming our society?

Your essay will be assessed on the following criteria:
- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language, vocabulary, organization and logical presentation of ideas.
(Word count also carries mark) (15)

Q. 2 Write a précis of 120-130 words of the following passage. (Word count carries mark)

Lahore is a centre of attraction for local as well as international tourists. It is known for its rich arts and cultural heritage. The historical monuments and buildings of Lahore stand as reflection of Mughal art and architecture. However, the heritage also has a semblance of Aryans, Arabs, Persians, British, Sikhs and Greeks. Lahore fort, Badshahi mosque and Shalimar garden are few of the major architectural marvels of Lahore.

The people of Lahore celebrate many festivals and events throughout the year. The World Performing Arts Festival is held every year, usually in November. This ten-day festival consists of musical programs, theatre, concerts, dance, mime and puppetry shows. The festival has an international character, with nearly 80 percent of the shows performed by international performers. The Festival of Lamps or Mela Chiragh has, is celebrated every spring on the last Friday of March. The National Horse and Cattle Show is held annually in spring. Its week-long activities include a livestock display, horse and camel dances, tent pegging, colorful folk dances from all regions of Pakistan, mass band displays, and tattoo shows in the evenings. The mausoleum of Sufi Saint Data Ganj Bakhsh is also situated in Lahore. His death anniversary is held there every year at which thousands of devotees pay their homage.

The National College of Arts is one of the great institutions of Lahore and has produced some of the country's most famous painters, writers, actors and musicians. There are several art galleries throughout the city which hold regular exhibitions; among which the Drawing Room Art Gallery is the most popular.

Lahore also has some of the most versatile, classy and inviting restaurants in the world. The blend of food at some uniquely expressive locales is exceptional. The food streets in the historic locales of Lahore including Gawai Mandi, Anarkali and Badshahi mosque are very popular among tourists. Numerous cafes serve local delicacies under the lights and balconies of restored havelis (traditional residential dwellings). Some of the trendiest restaurants in Lahore are concentrated on the M.M. Alam Road in Gulberg. Here, dozens of high-class culinary outlets, ranging from western franchises to traditional, ethnic or theme restaurants, attract all classes of Lahore's residents. New restaurants are constantly opening, and the business is extremely competitive.

Continued on next page....
Q 3 Lunar Distribution Network (LDN) is a large distribution company having distributorship of some leading companies. Its relationship with one of its major clients Solar Limited (SL) turned sour, when SL appointed another distributor in LDN’s territory. SL has now written a letter in which it has quoted the following reasons for dissatisfaction with LDN:

(i) LDN fails to cover its assigned territory as it does not maintain sufficient stock level of SL’s products.
(ii) Customer deliveries are often incomplete or inaccurate.
(iii) LDN deducts salary of salesmen on account of charges such as late coming, violation of dress code, leaves, etc. Such deductions demoralise them which in turn affects SL’s sales.
(iv) Promotional scheme discounts dedicated for retailers are usurped as two superstores have complained that LDN had not passed on the scheme discount to them.

As Chief Executive Officer of LDN, write a letter to Shams Aftab, your counterpart at SL, defying the claims made by SL.

Assume that your name is Chand Mehtab and your office is situated at Hilal Street, Korangi Industrial Area, Karachi whereas corporate office of SL is situated at Raiwind Road Lahore. You may make further necessary assumptions to strengthen your response. (15)

(THE END)
Q. 1  Write an essay of approximately 300 words on any one of the following topics:

(i)  The economic and social cost of illiteracy
(ii)  Fake news and social media
(iii)  Balancing the work-life equation
(iv)  Importance of women’s education for the nation

Your essay will be assessed on the following criteria:

- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language, vocabulary, organization and logical presentation of ideas.

*Word count also carries mark*  

(15)

Q. 2  Write a précis of 125-135 words of the following passage.  

*Word count carries mark*

During the British rule in the subcontinent, its rulers constructed various magnificent buildings and towers in the main cities of the subcontinent. Merewether Memorial Tower and Empress Market are two such architectures in Karachi.

Merewether Memorial Tower was raised by public subscription as a memorial for Sir William L. Merewether, who served as Commissioner of Sindh from 1867 to 1877. It was designed by James Strachan, the Municipal Engineer, and its foundation stone was laid by the then Governor of Bombay, Sir James Fergusson in 1884. It was constructed in 1886 and was formally opened to the public in 1892 by the then Commissioner of Sindh, Sir Evan James. It is now located at the junction of M.A. Jinnah Road and I.I. Chundrigar Road which are amongst the busiest roads of Karachi. The Tower stands on a base of 44 square feet and has a height of 102 feet. James Strachan designed the tower in the Gothic Revival style which was very popular in Victorian England, to evoke the architecture of Medieval England. The structure is built in buff-colored stone and shows a heightened sensitivity to detailing and emphasis on carving and decoration. The architecture takes the form of an Eleanor cross. Eleanor crosses were a series of 12 monuments erected in England by King Edward I between 1291 and 1294, in memory of his wife, Eleanor of Castile. Three of the original Eleanor Crosses still exist in England. Many similar Gothic style structures were built in England in the Victorian era and similar clock towers also exist in other cities of Pakistan.

The Empress Market was constructed between 1884 and 1889 and was named to commemorate Queen Victoria. It was constructed at a well-chosen site that was clearly visible from a great distance. The foundation stone of the Empress Market was also laid by the then Governor of Bombay, James Fergusson in 1884. It was designed by the same architect who designed the Merewether Memorial Tower. The building was arranged around a courtyard, 130 feet by 100 feet, with four galleries, each 46 feet wide. The galleries provided accommodation for 280 shops and stall keepers. At the time of its construction, it was one of only seven markets in Karachi. Presently, it is located in Saddar town of Karachi and still hosts hundreds of diversified shops.

*Continued on next page...*
Q.3 On 30 November 2018, hackers managed to withdraw US dollars 50 million from the customers’ accounts of a leading bank. The Central Bank (CB) of the country immediately issued security warning to all banks of the country and advised them to strengthen the controls and issue security advisory to their customers in this regard.

In view of the above, YEY Bank (YB) has decided to guide its customers to protect their personal information such as national identity card number, mother’s maiden name, home address and telephone number besides their bank related information. Miscreants may attempt to obtain such information by pretending to be bank staff, representatives of cellular service providers, lucky draws or sometimes law enforcing agencies and in this regard, they may use phone calls, emails or fake websites. Customers’ bank accounts could be compromised if their personal information and or bank account related information falls in the hands of miscreants.

The management of YB has advised its Customers Relationship Manager, Akbar Mughal, to write a letter to all customers for their guidance.

You are required to write a letter on behalf of Akbar Mughal to a customer Razia Sultana whose address is 99-C, Brave Town, Karachi. Assume that same letters would be written to all customers and your office is situated at 01 Banking Plaza, Banking Avenue, Karachi. (15)

THE END
Writing Skills Test

Q.1 Write an essay of approximately 300 words on any one of the following topics:
   (i) Rise of Artificial Intelligence
   (ii) Contingency planning – a must for all walks of life
   (iii) Importance of civic sense
   (iv) Terrorism – a common challenge

   Your essay will be assessed on the following criteria:
   • Introduction and conclusion.
   • Quality of text, use of idioms and phrases.
   • Language, vocabulary, organization and logical presentation of ideas.

(Word count also carries mark) (15)

Q.2 Write a précis of 125-135 words of the following passage. (Word count carries mark)

During World War II (WWII), a vast majority of the world’s countries fought on one of the two different sides i.e. the Allies Powers and the Axis Powers. The main Allied powers were Great Britain, the United States, China and the Soviet Union whereas the main Axis powers were Germany, Japan and Italy. However, some countries stayed neutral and did not fight from either side.

The common purpose of the Axis Powers was to expand their territories beyond their existing boundaries. On the other hand, the Allies wanted to defeat the Axis powers and create a peaceful post-war world. The Allies' creation was a response to the aggression and unprovoked war the Axis had unleashed upon the world. Each country under Allies power had different ideas about what this post war world would look like. Britain wanted to create a post-war Europe that would prevent Germany from rising again. The United States wanted a permanent end to the fascist regimes of Germany, Italy and Japan and to foster democracy throughout the world. The Soviet Union wanted to crush Germany and gain influence over Europe. The United States, Great Britain and the Soviet Union coordinated their foreign and military policies and created institutions in common to support these policies and win the war.

During the final stage of WWII, the United States detonated two nuclear bombs over the Japanese cities of Hiroshima and Nagasaki on 6th and 9th August 1945 respectively. The United States dropped the bombs after obtaining the consent of Great Britain, as required by the Quebec Agreement. This Agreement stipulated that the United States and Great Britain would pool their resources to develop nuclear weapons and that neither country would use them against each other nor against other countries without mutual consent. The Agreement also did not permit passing of nuclear weapon related information to other countries.

The two bombings killed hundreds of thousands people, most of whom were civilians. The bombing on Hiroshima and Nagasaki remains the only use of nuclear weapons in the history of armed conflict. Japan announced its surrender to the Allies within a week after the bombing of Nagasaki. On 2 September 1945, the Japanese government signed the instrument of surrender, effectively ending WWII. The ethical and legal justification for the bombings is still debated to this day.

(10)

Continued on next page….
Q.3 Venus Satellite Network (VSN) has rights to broadcast the matches of Football Super League (FSL) which is a premium tournament of the region. The league is underway; however, the management of FSL has received a notice from VSN stating that VSN would not broadcast FSL’s matches after three days without assigning any specific reason. Despite immediate telephonic contact and attempts to resolve the issue, VSN remains rigid on its stance.

Assume that your name is Sultan Zaid and you are Project Manager of FSL responsible for managing broadcasting contracts. Write a letter to Javed Ansari, Chief Operating Officer of VSN, expressing displeasure of FSL on VSN’s action and the course of action FSL might take in case VSN does not resume the broadcasting.

FSL’s office is situated at Level 1, Buj Jannah, Sharjah, UAE while VSN’s office is situated at Communication Street, Dubai Sports City, UAE. You may use your imagination and make further relevant assumptions to strengthen your arguments.

(15)

(THE END)
Writing Skills Test

Q. 1 Write an essay of approximately 300 words on any one of the following topics:

(i) The need for economic reforms in Pakistan
(ii) Impact of growing popularity of e-stores on conventional shopping centres
(iii) Younger generation is more practical than the older generation
(iv) Role of indoor and outdoor games in developing a healthy society

Your essay will be assessed on the following criteria:

- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language, vocabulary, organization and logical presentation of ideas.

(Word count also carries mark) (15)

Q. 2 Write a précis of 125-135 words of the following passage. (Word count carries mark)

Modern art has always had a bad press in certain newspapers and amongst certain sectors of the public. In the public mind, it seems, art is divided into two broad categories. The first is 'classic' art, which includes representational painting, drawing and sculpture; the second is 'modern' art, also known as abstract or non-representational. According to a survey conducted by Charlie Moore, one of Britain's most influential artistic commentators, British popular taste runs decidedly in favour of the former. He found that the men or women in the street have a distrust of cubism, abstracts, sculptures made of bricks and all types of so-called 'found' art. Everyone does not believe in primary colours, abstraction and geometry in nature. The most common comment is that such-and-such a painting is “something a child could have done”.

Lewis Williams, director of the Beaconsfield Galleries in Hampshire which specialises in modern painting, agrees. “Our great museums and galleries specialise in work which is designed to appeal to the lowest common denominator. It may be representational, it may be ‘realistic’ in one sense, but a lot of it wouldn't make it into the great European galleries. Britain has had two or three major world painters in the last 1000 years, so we make up the space with a lot of second-rate material”.

Emily Cope, who runs the Osborne Art House, believes different. “In Britain, we have artistic influences from all over the world. There's the Irish, Welsh, and Scottish influences, as well as Caribbean, African and European. We also have strong links with the Far East, in particular the Indian subcontinent. All these influences come to bear in creating a British artistic outlook. There is tendency to say that British people only want garish pictures of clowns crying or ships sailing into battle, and that anything new or different is misunderstood. That's not my experience at all. The British public is poorly educated in art, but that is not the same as being uninterested in it”. Cope points to Britain's long tradition of visionary artists such as William Blake, the London engraver and poet who died in 1827. Artists like Blake tended to be one-offs rather than members of a school, and their work is diverse and often word-based so it is difficult to export.

(continued on next page...)
Q.3 Alpha Foods (AF) is a leading manufacturer of variety of biscuits and potato chips. At present it has agreement with two transport companies Beta Cargo (BC) and Gama Transport (GT) for supply of its products throughout the country.

Osama, CEO of AF, has received a complaint from Fahim, owner of BC, for unfair treatment. Fahim alleged that Shahbaz, Manager Operations of AF, is a close relative of owner of GT and therefore favoured GT while assigning supply jobs. He also alleged that Shahbaz makes use of his influence to delay the processing of BC’s invoices while GT’s invoices are cleared on priority.

On behalf of Osama, respond to Fahim’s complaint assuring him about thorough investigation of his complaint and likely action(s) upon completion of the investigation.

AF is situated at 169 Peoples Colony, Faisalabad while BC’s office is located at 343 Raiwind Road, Lahore.

(THE END)
Writing Skills Test

Q.1 Write an essay of approximately 300 words on any one of the following topics:

(i) The need for economic reforms in Pakistan
(ii) Impact of growing popularity of e-stores on conventional shopping centres
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- Introduction and conclusion.
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(Word count also carries mark)

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Continued on next page...
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On behalf of Osama, respond to Fahim’s complaint assuring him about thorough investigation of his complaint and likely action(s) upon completion of the investigation.

AF is situated at 169 Peoples Colony, Faisalabad while BC’s office is located at 343 Raiwind Road, Lahore.  

(THE END)
Writing Skills Test

Q. 1 Write an essay of approximately 300 words on any one of the following topics:

(i) Importance of tolerance in society
(ii) Possibilities of an amicable solution of Kashmir issue
(iii) The need for tax reforms in Pakistan
(iv) Increasing popularity of internet games

Your essay will be assessed on the following criteria:

- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language, vocabulary, organization and logical presentation of ideas.

(Word count also carries mark) (15)

Q. 2 Write a precis of 125-135 words of the following passage. (Word count carries mark)

It is interesting just how easily children learn language. Children who are just three or four years old, who cannot yet tie their shoelaces, are able to speak in full sentences without any specific language training.

In the middle of last century, experts regarded child language development as the process of learning through mere repetition. Language “habits” developed as young children were rewarded for repeating words correctly and ignored or punished when they used incorrect forms of language. Yet even though the modern view holds that language is instinctive, experts are convinced that the interaction a child has with its parents is crucial to its developments. In fact, a baby’s day-to-day experience is so important that the child will learn to speak in a manner very similar to the model speakers it hears. According to a particular study, babies recognise the sound of their own names as early as four and a half months. Babies know the meaning of Mummy and Daddy by about six months. By about nine months, babies begin recognizing frequent patterns in language. A baby will listen longer to the sounds that occur frequently.

In an experiment the researchers arranged their visits to the homes of 16 nine-month-olds for ten days. During each visit they played an audio tape that included the same three stories. The stories included odd words such as “python” or “hornbill”, words that were unlikely to be encountered in the babies’ everyday experience. After a couple of weeks during which nothing was done, the babies were brought to the research lab, where they listened to two recorded lists of words. The first list included words heard in the stories whereas the second included similar words, but not the exact ones that were used in the stories. The babies listened longer to the words that had appeared in the stories, which indicated that the babies had extracted individual words from the stories. When a control group of 16 nine-month-olds, who had not heard the stories, listened to the two groups of words, they showed no preference for either list.

This does not mean that the babies actually understand the meanings of the words, just the sound patterns. It supports the idea that people are born to speak, and have the capacity to learn language from the day they are born.

(10)

Continued on next page….
Q.3 Eastern Hosting (EH) is a web hosting service provider. It provides foreign web server to its clients for their hosting services. It has an agreement with Global Host (GH) to gain access to US based servers. EH provides various web hosting packages to its clients in Pakistan based on these servers. EH pays fee to GH in USD while it receives payments from its clients in PKR.

EH has long term agreements with its clients, ranging between two to five years, with monthly payment condition. As PKR has depreciated around 25% against USD during last year, existing contracts with the clients are not feasible for EH to continue. When EH approached to its clients to increase the service charges, most of them refused to do so till the completion of the contract period. In order to avoid further financial losses and retain the clients, EH has decided to negotiate the fee with GH.

Assume that you are Raza Badami, COO of EH. Your CEO has advised you to write a letter to Arthur James, your counterpart in GH, explaining the situation that EH is facing and requesting him for revision of fee. The letter should contain logical arguments to support your request for revision in fee. You may assume necessary details.

Office of EH is situated at 101 Technology Street, Karachi, Pakistan, while office of GH is located at 901 Hosting Tower, Hyper way, Illinois, USA. (15)

(THE END)
Writing Skills Test

Instructions to examinees:
(i) Answer all THREE questions.
(ii) Answer in black pen only.

Q.1 Write an essay of approximately 300 words on any one of the following topics:
(i) Lessons we may learn from the poetry of Allama Iqbal
(ii) Healthcare facilities in Pakistan
(iii) Can the world sustain a nuclear conflict between Pakistan and India?
(iv) Information technology, a tool or threat to accountants

Your essay will be assessed on the following criteria:
- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language, vocabulary, organization and logical presentation of ideas. (15)

(Word count also carries mark)

Q.2 Write a précis of 125-135 words of the following passage. (Word count carries mark)

Every autumn, when recruitment of new graduates and school leavers begins, major cities in Japan are flooded with students hunting for a job. The season is crucial for many students, as their whole lives may be determined during this period.

Instead of employing people whose skills can be effective immediately, Japanese companies select those applicants who have potential and can be trained to become suitable employees. For this reason, recruiting employees is an important exercise for companies, as they invest a lot of time and money in training new staff. This is basically true both for factory workers and for professionals. Professionals who have studied subjects which are of immediate use in the workplace, such as industrial engineers, are very often placed in factories and transferred from one section to another. By gaining experience in several different areas and by working in close contact with workers, the engineers become more effective members of the company. Workers too feel more involved by working with professionals and by being allowed to voice their opinions. Because of this system of training, employees become all-rounders with higher prospects of retention.

On the job, working relationships tend to be very close because of the long hours of work and years of service in common. Social life in fact is frequently based on the workplace. Restaurants are always crowded at night with people enjoying an evening out with their colleagues. Senior staff often play the role of mentor. This may mean becoming involved in the lives of junior staff in matters such as marriage and the children’s education.

The average age of retirement in Japan is between 55 and 60. However, retirement is not an eagerly awaited time to undertake things such as travel and hobbies. Many Japanese simply cannot get used to the freedom of retirement and look for ways of constructively using their time. They feel that if they do not work, they will be abandoned by society. This has led to the development of some municipal job centres which advertise casual work such as cleaning and lawn mowing. Given that Japan is facing the problem of an increasingly ageing society, such activities may be vital in the future.

Continued on next page....
Q. 3 Real Ornaments (RO) is a recently established startup that develops low cost beautiful ornaments which are equivalent to similar ornaments imported from China and India. RO is targeting to sell its products through hypermarkets and for this purpose it has developed various promotional packages for achieving targeted sales volumes.

On behalf of Sarim Mehmood, business development manager of RO, write a letter to Saad Khan, procurement head of Hi-Planet, a hypermarket with country-wide branches, offering them promotional packages for RO’s products through their shelves nationwide. You may assume necessary details.

Office of RO is situated at 99 Entrepreneur Street, Korangi Industrial Area, Karachi while head office of Hi-Planet is located at 123 Shopping Hub, Real Commercial Area, Karachi. (15)

(THE END)
Writing Skills Test

Instructions to examinees:
(i) Answer all THREE questions.
(ii) Answer in black pen only.

Q.1 Write an essay of approximately 300 words on any one of the following topics:

(i) There is no victor in war – the only loser is humanity
(ii) Return of international cricket in Pakistan
(iii) Three great scientific inventions of present era
(iv) Coronavirus and responsibility of world

Your essay will be assessed on the following criteria:
- Introduction and conclusion.
- Quality of text, use of idioms and phrases.
- Language, vocabulary, organization and logical presentation of ideas.
(15)

(Word count also carries mark)

Q.2 Write a precis of 120-130 words of the following passage. (Word count carries mark)

By the fall of 1929, US stock prices had reached levels that could not be justified by reasonable anticipations of future earnings. As a result, when a variety of minor events led to gradual price declines in October 1929, investors lost confidence and the stock market bubble burst. Panic selling began on ‘Black Thursday’ 24 October 1929 and by 29 October 1929, it turned to flat-out panic. That was only the beginning of the market collapse. By the mid of November, the stock market had lost a third of its September value, and by 1932, stocks had lost ninety percent of their value.

The stock market crash signalled the beginning of the Great Depression, but it was only one factor among many root causes of the depression. A weak banking system, further collapsed in already-low farm prices and industrial overproduction each contributed to the economic downturn. The 1930 Hawley-Smoot Tariff, which raised average tariff rates to nearly 60 percent, caused America’s international trading partners to retaliate by raising rates on US-made goods. The result was shrinking international trade and a further decline in global economies.

As the effects of the depression cascaded across the US economy, millions of people lost their jobs. By 1930 there were 4.3 million unemployed; by 1931, 8 million; and in 1932 the number had risen to 12 million. By early 1933, almost 13 million were out of work and the unemployment rate stood at more than 20 percent. Those who managed to retain their jobs often took pay cuts of a third or more. More than a third of the nation’s banks failed in the three years following 1929. Long lines of desperate and despairing people outside banks hoping to retrieve their savings were common. Many ordinary citizens lost their life savings when banks failed. Farmers were hit particularly hard by the crisis. On top of falling prices for crops, a devastating drought in Oklahoma, Texas and Kansas brought on a series of dust storms known as the Dust Bowl. In the South, sharecroppers endured crushing poverty and almost unimaginable degradation.

(10)

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Q.3 Cricket is the most popular sport in Trueland; however, due to occurrence of terror incidents in past, international matches are held under tight security. Besides providing 24X7 armed security to the teams, all roads, around the teams' hotel, cricket stadium and from hotel to cricket stadium, remain closed for general public whenever a cricket match is held. Further all shops and offices in such areas are also remained closed during this period. Such arrangements not only cause inconvenience to the citizens but also affect business activities.

The management committee of Trueland Chamber of Commerce (TCC) is gravely concerned about the loss sustained by the business community due to closure of business as part of security arrangements for cricket matches. During its recent meeting, it has been decided that the President of TCC will approach interior ministry for the resolution of these concerns.

Write a letter on behalf of Danish Salman, President of TCC, to the Interior Minister, Behram Khan, explaining to him the impact caused by security arrangements on the daily routine of citizens and particularly on business activities. Also suggest possible solution(s) to the above problems identified by you. You may assume necessary details.

TCC is situated at 101 City Centre, Stadium Road, Trueland while Interior Minister's address is Office of Interior Affairs, Justice Street, Trueland. (15)

(THE END)