

Birla Institute of Technology and Science, Pilani, Pilani Campus

BITS F112: Technical Report Writing (For “O” Sections)

Semester I, 2021-22

Comprehensive Examination (Open Book)

MM: 80

Duration: 120 minutes

Date: 17 February 2022

Answer all questions. You should finish the entire question before you move to the next one.

Write legibly. Spelling errors will be penalized.

1. For many decades XYZ had enjoyed major market share in car sales in India. However, in the last 4-5 years it has experienced a sharp decrease in its market share. The top management of the company is worried about its shrinking market share. You are the Marketing Director and have been assigned the task to conduct a study and find out the reasons behind the loss of its dominance in car sales in India.

Prepare a questionnaire to assess the customers' choice and the factors which impact their decision in car purchase. Your questionnaire should have a total of 10 questions including a question related to relevant personal information. The questionnaire must have at least one question of the following types:

1. Polar/Binary
2. Multiple Choice
3. Ranking
4. Open-Ended
5. Scale

(2x10 = 20 Marks)

Also, identify the sample and its background (demography) that you would like to approach for the data and justify your choice.

(5 Marks)

2. You are the Manager of Production Department of Zephyr Corporation Pvt. Ltd. In the past eight months, the employees' productivity has not improved, and the upcoming season requires a significant increase in the production of goods. Write a Memo Report to the Human Resource Manager explaining the reasons for the decline in the production and recommending changes in the working policy of the company to improve productivity. Invent the necessary details.

(Marks: 30 Marks)

3. The following illustration is drawn from a study which has analyzed the *Tweets* on National Education Policy (NEP 2020) before the release of NEP 2020 (which is mentioned as Phase 1 in the illustration) and after the release of the NEP 2020 (which is mentioned as Phase 2 in the illustration). It examined the behavioural responses, particularly the emotions, of Indian citizens in these two phases. Write an analysis with interpretation of the illustration in 200-300 words. **(25 Marks)**

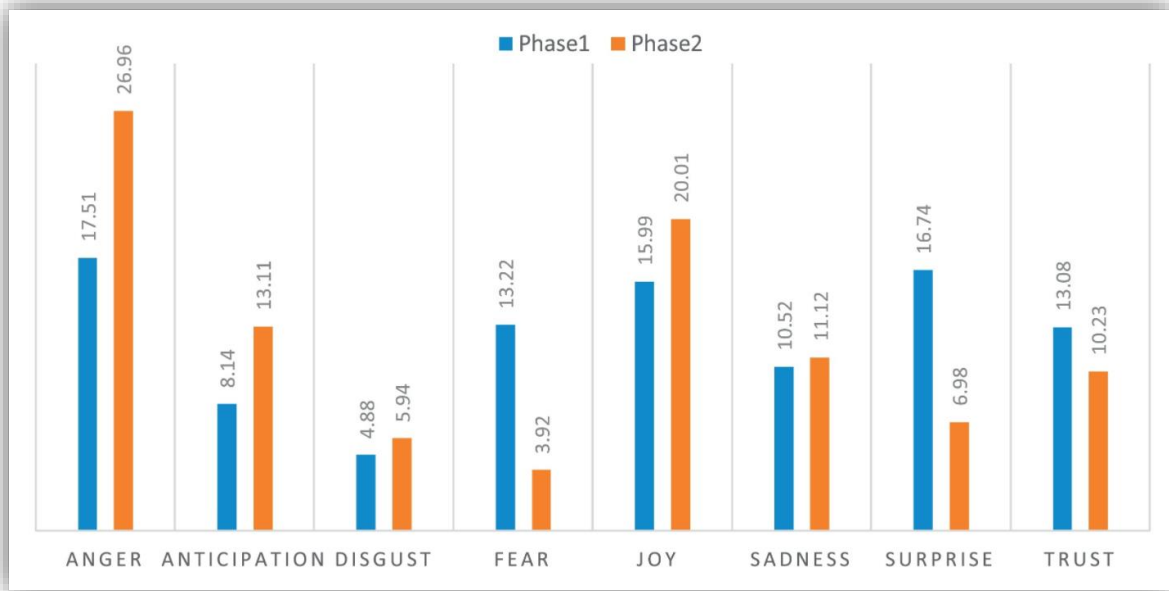


Figure 1: X-axis denoting the emotions displayed in Phase 1 and Phase 2 and Y-axis denoting the number of Tweets in both the phases; the first bar for each emotional aspect denotes Phase 1, while the second bar denotes Phase 2.