Birla Institute of Technology & Science, Pilani, Pilani Campus

BITS F112: Technical Report Writing
Semester II (2022-23)

Comprehensive Examination (Open Book)

Maximum Marks: 80　　　　**Time: 8.00 a.m.- 10.00 a.m.**　　　　**Date: 14 July 2023**

Answer all three questions.
Write legibly.
Grammatical errors will be penalized.

1. Healthy Bites Pvt. Ltd. is a national brand in the fast-food consumable industry. They cater to the dietary needs of the on-the-move fast-paced lifestyle of metro cities. They are also in the business of supplying meals to the workplace. The company has recently observed a declining trend in the workplace customer base, resulting in losses. More importantly, the company is worried about its brand image. The company's General Manager has asked you, the Business Development Manager, **to investigate the decline** and suggest **recommendations** to improve the situation. Write a Memo Report inventing necessary details. **(25 marks)**

2. The UN general secretary has asked his South Asian Reporting Team residing in India to submit a report on the rural-urban divide in the state of Uttarakhand. The team found that 67.99% of the state's population lives in rural areas, while only 32.01% stays in urban centres. The team also discovered that the urban population is highly diverse in terms of culture, languages, and religions. One salient feature of this diversity is the heterogeneous composition of the urban population compared to the rural population. This composition resulted due to the migration of people from several rural regions in search of livelihood to urban centres. To tabulate different aspects of diversity prevalent in the urban population, the team has decided to survey the urban dwellers of Dehradun, the capital of Uttarakhand, using a questionnaire. Assuming you are a member of this Reporting Team, **write an abstract** between 150 and 200 words for this report. Additionally, **prepare a questionnaire** to be circulated among the participants in Dehradun. **Frame ONLY five questions** related directly to the topic (*one for each type - short answer, multiple choice, checklist, rating scale, and ranking*), excluding questions on personal information. **(10+5×3=25 marks)**

3. The Global Gender Gap report 2023 published by the World Economic Forum has observed a decline in women's participation in the global labor force in recent years. According to the report, 'no country has yet achieved full gender parity' although some developed countries from Europe have closed at least 80% of their gap. The following figures show the representation of women by industry. Considering the fact that there is a decline in hiring rates of women across industries from 2022, write a detailed **Discussion** (analyze the figures and interpret the results), followed by at least **5 recommendations** for women's economic empowerment.

   (Discussion = **20** Marks; Five recommendations 5 × 2 = **10** Marks) Total: **30 Marks**
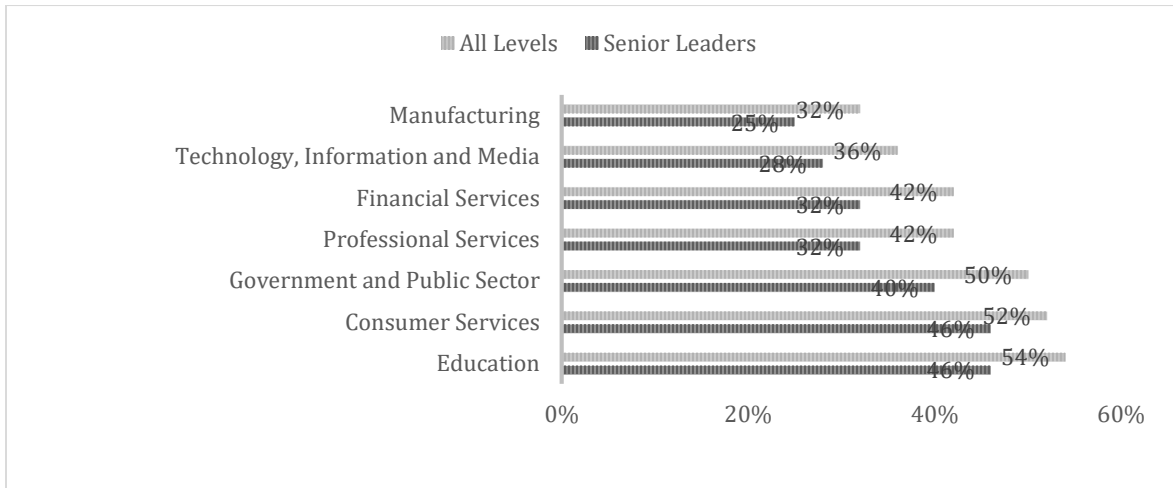

Figure 2.1: Women's representation in the workforce, all levels vs. senior leaders, by industry, 2022
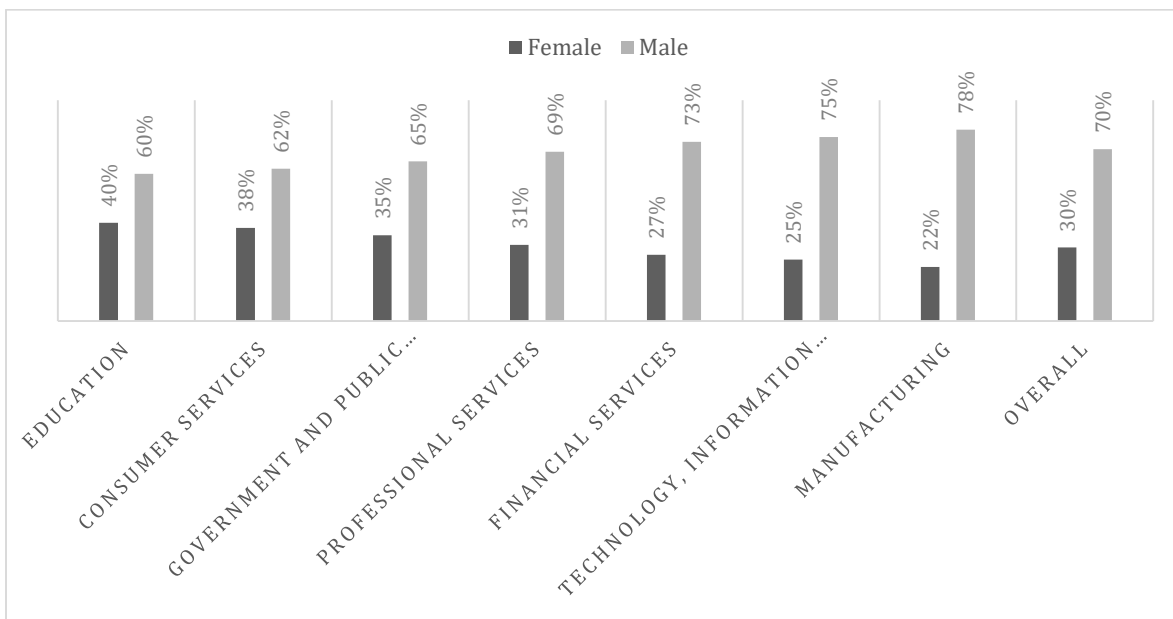

Figure 2.2: Gender representation by STEM graduates for AI (Artificial Intelligence) talent, by industry, 2022

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