

**Birla Institute of Technology and Science, Pilani (Pilani Campus)**

**Technical Communication \_ BITS F437**

**Mid-semester Test (Closed Book)**

**MM: 30**

**Duration: 90 mins**

**Date: 03 November, 2022**

*Answer both questions.*

*Write legibly.*

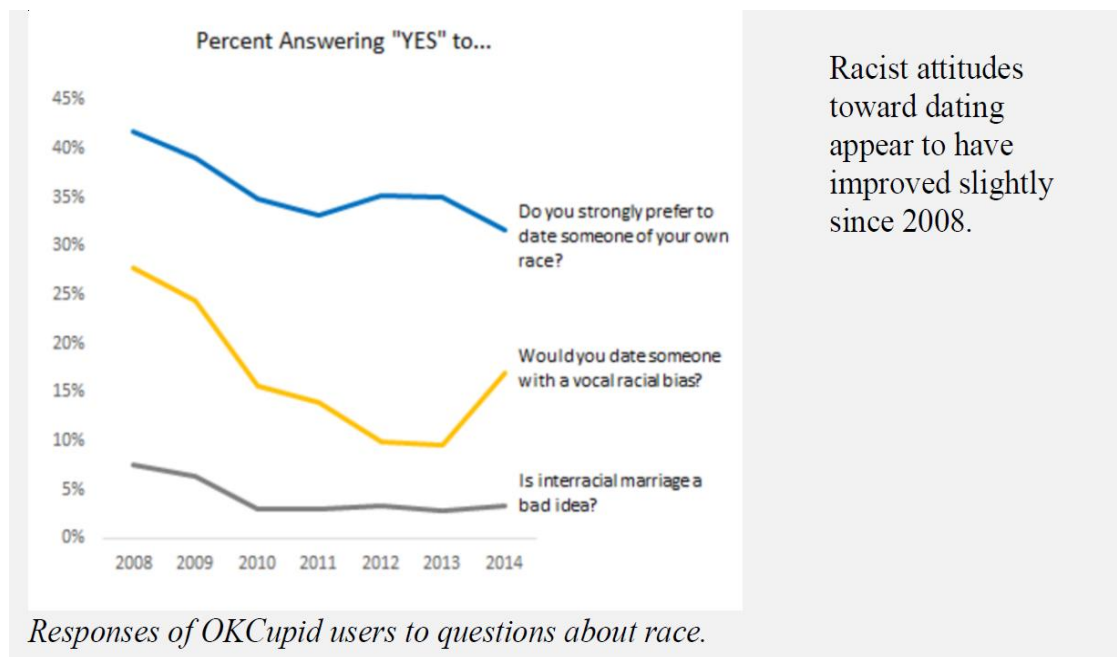
1. Context: You have become the Chief Sales Manager (CSM) of Sterling Products which manufactures bio-degradable packaging products using starch and gelatine. These tensile and degradable products are offered in a wide range of sizes and qualities. As the CSM you have been asked to draft a 'product proposal letter' to be sent to some of the retail market leaders in the state of Rajasthan. Among other aspects, the letter is meant to attract bulk orders from customers sooner than later. Keeping in view the purpose of the context, draft a letter proposal.

You may invent necessary detail such as company name, vendor details, product descriptions, and addresses for this purpose. **(Format 3 + Content 8 + Language 4 =15 Marks)**

2. What causes the writers in the figure below to lose their credibility? Explain. (Identifying the cause 3 + Explanation 7 + Language 5 = 15 Marks)

*Options:*

1. Going against common conventions for reporting or displaying data in the hopes readers will misinterpret the data.
2. Leading readers to believe that small differences are actually large (or vice-versa).
3. Leaving out important context or information that would change readers' understanding of the data.
4. Exaggerating the conclusions we can draw from the data.



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