



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.

(15)

(THE END)