



Writing Skills Test

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.

(15)

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) (10)

Continued on next page....

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 officer 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)