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## Writing Skills Test

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Q.1 Write an essay of approximately 300 words on any one of the following topics:

- (i) China Pakistan Economic Corridor – dreams and challenges
- (ii) Artificial intelligence and its impact on society
- (iii) The role of art and culture in the development of a nation
- (iv) How is social media reforming our society?

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.

*(Word count also carries mark)*

(15)

Q.2 Write a précis of 120-130 words of the following passage. *(Word count carries mark)*

Lahore is a centre of attraction for local as well as international tourists. It is known for its rich arts and cultural heritage. The historical monuments and buildings of Lahore stand as reflection of Mughal art and architecture. However, the heritage also has a semblance of Aryans, Arabs, Persians, British, Sikhs and Greeks. Lahore fort, Badshahi mosque and Shalimar garden are few of the major architectural marvels of Lahore.

The people of Lahore celebrate many festivals and events throughout the year. The World Performing Arts Festival is held every year, usually in November. This ten-day festival consists of musical programs, theatre, concerts, dance, mime and puppetry shows. The festival has an international character, with nearly 80 percent of the shows performed by international performers. The Festival of Lamps or Mela Chiraghan, is celebrated every spring on the last Friday of March. The National Horse and Cattle Show is held annually in spring. Its week-long activities include a livestock display, horse and camel dances, tent pegging, colorful folk dances from all regions of Pakistan, mass-band displays, and tattoo shows in the evenings. The mausoleum of Sufi Saint Data Ganj Bakhsh is also situated in Lahore. His death anniversary is held there every year at which thousands of devotees pay their homage.

The National College of Arts is one of the great institutions of Lahore and has produced some of the country's most famous painters, writers, actors and musicians. There are several art galleries throughout the city which hold regular exhibitions; among which the Drawing Room Art Gallery is the most popular.

Lahore also has some of the most versatile, classy and inviting restaurants in the world. The blend of food at some uniquely expressive locales is exceptional. The food streets in the historic locales of Lahore including Gawalmandi, Anarkali and Badshahi mosque are very popular among tourists. Numerous cafés serve local delicacies under the lights and balconies of restored havelis (traditional residential dwellings). Some of the trendiest restaurants in Lahore are concentrated on the M.M. Alam Road in Gulberg. Here, dozens of high-class culinary outlets, ranging from western franchises to traditional, ethnic or theme restaurants, attract all classes of Lahore's residents. New restaurants are constantly opening, and the business is extremely competitive.

(10)

Q.3 Lunar Distribution Network (LDN) is a large distribution company having distributorship of some leading companies. Its relationship with one of its major clients Solar Limited (SL) turned sour, when SL appointed another distributor in LDN's territory. SL has now written a letter in which it has quoted the following reasons for dissatisfaction with LDN:

- (i) LDN fails to cover its assigned territory as it does not maintain sufficient stock level of SL's products.
- (ii) Customer deliveries are often incomplete or inaccurate.
- (iii) LDN deducts salary of salesmen on account of charges such as late coming, violation of dress code, leaves, etc. Such deductions demoralise them which in turn affects SL's sales.
- (iv) Promotional scheme discounts dedicated for retailers are usurped as two superstores have complained that LDN had not passed on the scheme discount to them.

As Chief Executive Officer of LDN, write a letter to Shams Aftab, your counterpart at SL, defying the claims made by SL.

Assume that your name is Chand Mehtab and your office is situated at Hilal Street, Korangi Industrial Area, Karachi whereas corporate office of SL is situated at Raiwind Road Lahore. You may make further necessary assumptions to strengthen your response.

**(15)**

**(THE END)**