



---

## Writing Skills Test

---

**Instructions to examinees:**

- (i) Answer all **THREE** questions.  
(ii) Answer in **black** pen only.
- 

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

- (i) Gender diversity in the workplace  
(ii) Unlearning is challenging than learning  
(iii) Environmental degradation – threats and challenges  
(iv) Single national curriculum – opportunities and challenges

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)**

*(Word count also carries mark)*

**Q.2 Write a précis of 125-135 words of the following passage. (Word count carries mark)**

An incubator firm is an organization engaged in the business of fostering early stage companies through the different developmental phases until the companies have sufficient financial, human and physical resources to function on their own. Incubators focus on early stage start-ups that do not have a business model in place. They help to nurture a start-up by developing its strong idea into a viable product and are commonly referred to as a school for start-ups.

There are different types of incubators and each of them has its own profile. Incubators can take the form of business incubators, research incubators, academic incubators or venture capitalist incubators. Though they all operate with the same principle idea of helping small firms grow, they function differently in how they raise capital, the length of their incubation period, and the type of payment they receive for providing their incubation services.

An incubator firm can either be a 'non-profit' or a 'for-profit' entity. Non-profit incubators are funded by institutions such as universities or municipal organizations. Such incubators typically work on a fee-basis as opposed to taking an equity stake in the start-up. However, for-profit incubators look to gain equity in the company in exchange for their services. Gaining equity in an early stage company with strong growth prospects is the ultimate goal—and one that can provide a financial windfall for the incubator firm if the early stage company takes off.

The start-ups chosen for the incubator program expect to work with advisors and mentors who would offer their experience in the business world to help address questions and dilemmas they face. Incubator firms might put these start-ups through classroom-style sessions, wherein the teams must perform tasks such as gathering feedback from potential customers about their product. Throughout the incubator process, the start-ups are pushed to improve their ideas and learn how to convey their plans to customers and potential investors alike. It is not uncommon for start-ups to pivot during an incubator program after conferring with seasoned experts and testing their product or service with the public.

*Continued on next page....*

At the end of incubation program, the start-ups often present their business plans at a demo day session. Such an event brings together potential investors and other entrepreneurs who may wish to collaborate with or back the development of the start-up. **(10)**

Q.3 Kabir Textile Mills (KTM) has contracted with Food Server (FS) to provide meals for its factory staff. The factory runs 24 hours a day, seven days a week except on public holidays. The factory operates three shifts with 150 workers in each shift besides 35 executive staff in the first shift. As per the contract, the tea is served twice while meal is served once in each shift. Tea is served to the staff at their place while meal is served in a central canteen within the premises. Weekly menu plan, key performance indicators and associated penalties have been specified in the contract.

For the past couple of months, staff have been complaining about serving of stale food, deteriorating quality and meal shortages.

Assuming that you are Faiz Meer, Admin Manager of KTM. Write a letter to Ghalib Faraz, the owner of FS, reminding him about the penalties which may be imposed on verification of complaints and advising him to ensure non-recurrence of such complaints.

KTM is situated at 01 Silk Road KITE Area Karachi while FS operates from 42 Food Tower Burns Road Karachi. You may assume further details. **(15)**

**(THE END)**