

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING STUDIES
PART I SECOND SEMESTER MAY 2013 EXAMINATIONS
IPU 1203 REPORT WRITING: THEORY AND PRACTICE
TIME 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE (3) QUESTIONS
 2. QUESTION 1 CARRIES 40 MARKS AND EACH OF THE OTHER QUESTIONS CARRIES 20 MARKS
 3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING
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1. A crisis has arisen. Mush-mellow Printers have printed a wrong book. Instead of printing a new Grade 2 Mathematics Textbook they have printed a Form 2 Mathematics Textbook. You are the Managing Director and you need to inform your Publishing house of the crisis. Write a report to each and following personnel, stating various ways to manage the crisis.
 - (a) Sales and Marketing Manager **(8 marks)**
 - (b) Production supervisor **(8 marks)**
 - (c) Editorial Manager **(8 marks)**
 - (d) Warehouse Manager **(8 marks)**
 - (e) Various Primary schools **(8 marks)**
2. There is a thin line between academic and management reports. Critique this statement showing clearly the structure of the two reports and also citing examples. **(20 marks)**
3. The reader is the most important person to the author of any report. Discuss this claim in relation to departmental and management reports, in a publishing house. **(20 marks)**
4. The size of an organization may affect the structure of a management report. Discuss **(20 marks)**
5. It is not possible to completely remove subjectivity from a formal report. Critique this statement. **(20 marks)**

6. A verbatim report refers to an account that records everything that was said during a conversation in the exact wording that was used at the time. State and explain the stages involved in writing such reports. **(20 marks)**

END OF PAPER