

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING**  
**PART I SECOND SEMESTER MAY 2011 EXAMINATIONS**  
**IPU 1203 REPORT WRITING: THEORY AND PRACTICE**

**TIME: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. ANSWER QUESTION ONE AND ANY OTHER THREE (3) QUESTIONS BELOW.
2. QUESTION ONE CARRIES 40 MARKS AND THE REST 20 MARKS EACH.
3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.

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1. A new book was due from the printers in a week's time. The Sales and Marketing department is geared to market it for the new school term starting in two week's time. A crisis has arisen and the printer can only deliver in three week's time. Assess all the following functions in the publishing house that may write reports to whom and for what reasons.
    - (a) Managing Director
    - (b) Production Supervisor
    - (c) Editorial Manager
    - (d) Warehouse Manager
    - (e) Sales and Marketing
  2. You are managing the publication of the Kalanga grade seven textbook. UNICEF Zimbabwe that has been funding it is winding down due to lack of funds. Write a report meant to persuade UNICEF to take up the project to completion.
  3. Discuss the common problems with report writing that a reporter should take care to avoid.
  4. Examine the factors on which the content of the body of a report depends.
  5. Discuss the key differences between an essay and an academic report.
  6. Express Publishers use templates from computer packages and the internet, for structure/format, when compiling their monthly reports. State and explain the merits and demerits of using such tools.

**END OF PAPER**