

ACADEMIC YEAR 2023 – 2024

Program	Year	Semester	Paper
LTM	3	2	MAIN 1
MODULE NAME:	BUSINESS WRITING		
MODULE CODE:	PENG-III-II	EXAM DATE:	19/05/2024
TEACHER'S NAME:	Zouhaier Slimi	DURATION:	2 hrs.

Questions to be answered on:	Allowed requirements	Number of pages
Space provided on the question paper	Pen	9

Points of Attention:

- For each question, the maximum earned points are mentioned between brackets at the end of each question.
- Write very clearly! Answers that are not readable are not marked and don't get points!
- Make sure your answers are written to the point.
- All answers should be written **in English**.
- Write all the answers **in blue or black pen only**.
- When finished, submit the question paper together with the answer scripts and the signed cover page to the invigilator.
- Any cheating/copying may result in an instant failing of the examination.

FINAL MARKS

STUDENT NAME:	
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STUDENT ID:	
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	40
	10

Number of answer scripts:

Invigilator:

Student's signature:

Time of receipt:

QUESTION 1

[5 marks]

Explain the importance of emotional intelligence in business writing. Provide concrete examples illustrating how emotional intelligence can enhance written communication in professional settings. (100-150 words)

Criteria	0 Mark	0.25 Mark	0.5 Mark	0.75 Mark	1 Mark
Understanding and Explanation	<i>No understanding of the importance of emotional intelligence in business writing, with no analysis or explanation provided.</i>	<i>Limited understanding, with minimal analysis or explanation.</i>	<i>Basic understanding, with some analysis or explanation, lacking depth or insight.</i>	<i>Adequate understanding, with analysis and explanation demonstrating depth of understanding.</i>	<i>Clear understanding, with detailed analysis and explanation demonstrating depth and breadth.</i>
Use of Concrete Examples	<i>No concrete examples provided, hindering illustration of the importance of emotional intelligence in written communication.</i>	<i>Few or irrelevant examples provided, limiting the illustration.</i>	<i>Some relevant examples provided, may lack relevance or detail.</i>	<i>Relevant examples clearly illustrate the importance.</i>	<i>Relevant examples clearly illustrate the importance enhancing comprehension.</i>
Clarity of Expression	<i>Explanation lacks clarity and coherence, hindering understanding.</i>	<i>Unclear or lacking coherence, making it challenging to grasp.</i>	<i>Somewhat straightforward but may lack organisation or coherence.</i>	<i>Clear, well-organised, and logically presented.</i>	<i>Clear, well-organised, logically presented, and insightful, facilitating understanding.</i>
Language, Punctuation, Mechanics, and Spelling	<i>Numerous errors impair comprehension.</i>	<i>Several errors hinder comprehension.</i>	<i>Some errors occasionally hinder comprehension.</i>	<i>Few errors, not significantly impacting comprehension.</i>	<i>Minor errors do not detract from clarity.</i>
Overall Writing Quality	<i>Writing lacks professionalism and coherence, detracting from the overall impact.</i>	<i>Somewhat organised but lacks professionalism and coherence.</i>	<i>Adequately organised, demonstrating some professionalism and coherence.</i>	<i>Well-organised, demonstrating professionalism and coherence.</i>	<i>Excellent organised, professional, and coherent, enhancing overall impact.</i>

(OpenAI, 2024)

QUESTION 2

[15 marks]

Evaluate the impact of AI on social media business writing skills. Conduct a critical analysis of the advantages and disadvantages of utilising AI for business writing on social media platforms. (150-200 words)

Marking Criteria	0 Marks	1 Mark	2 Marks	3 Marks	4 Marks	5 Marks
Understanding, Analysis, and Language	<i>No understanding of the impact of AI on social media business writing skills, with no analysis provided. Language use may be inappropriate or incomprehensible, hindering clarity.</i>	<i>Limited understanding, with minimal analysis. Language use may lack precision or coherence, impeding comprehension.</i>	<i>Basic understanding, with some analysis, but lacking depth or insight. Language use may contain occasional errors detracting from clarity.</i>	<i>Adequate understanding, with analysis demonstrating depth. Language use is clear and appropriate, with few errors not significantly hindering comprehension.</i>	<i>Clear understanding, with detailed analysis demonstrating depth and breadth. Language use is precise, coherent, and enhances clarity and comprehension.</i>	<i>Clear and insightful understanding, with exceptionally detailed analysis demonstrating exceptional depth and breadth. Language use is precise, coherent, and eloquent, significantly enhancing clarity and comprehension.</i>
Evaluation of Advantages and Disadvantages	<i>No evaluation of the advantages and disadvantages of utilising AI for business writing on social media platforms.</i>	<i>Limited evaluation, with minimal analysis provided.</i>	<i>Basic evaluation, with some analysis but lacking depth or insight.</i>	<i>Adequate evaluation, with analysis demonstrating depth of understanding.</i>	<i>Explicit evaluation, with detailed analysis demonstrating depth and breadth.</i>	<i>Clear and insightful evaluation, with exceptionally detailed analysis demonstrating exceptional depth and breadth.</i>
Critical Thinking	<i>No critical thinking demonstrated when evaluating the impact of AI on social media business writing skills and analysing the advantages and disadvantages.</i>	<i>Limited critical thinking demonstrated in evaluating the impact and analysing advantages and disadvantages.</i>	<i>Basic critical thinking demonstrated in evaluation and analysis.</i>	<i>Adequate critical thinking demonstrated in evaluation and analysis.</i>	<i>Clear critical thinking demonstrated in evaluation and analysis.</i>	<i>Clear and insightful critical thinking demonstrated in evaluation and analysis.</i>

(OpenAI, 2024)

QUESTION 3

[20 marks]

Construct a framework to tackle ethical concerns in AI-driven business writing within logistics communications and marketing. Identify dilemmas faced by writers and propose strategies for ethical navigation. (200-250 words)

Marking Criteria	0 Marks	1 Mark	2 Marks	3 Marks	4 Marks
Understanding and Analysis	No understanding of ethical considerations in AI-driven business writing; no analysis provided.	Limited understanding; minimal analysis.	Basic understanding; some analysis but lacking depth.	Adequate understanding; analysis shows depth of knowledge.	Clear understanding; detailed analysis demonstrating depth and breadth of knowledge.
Discussion of Ethical Dilemmas	No discussion of ethical dilemmas encountered.	Limited discussion with minimal analysis.	Basic discussion; some analysis but lacking depth.	Adequate discussion; analysis demonstrates depth of understanding.	Explicit discussion; detailed analysis demonstrating depth and breadth of understanding.
Proposal of Strategies	No proposal of strategies for addressing ethical dilemmas.	Limited proposal with minimal analysis.	Basic proposal; some analysis but lacking depth.	Adequate proposal; analysis demonstrates depth of understanding.	Clear proposal; detailed analysis demonstrating depth and breadth of understanding.
Critical Thinking	No critical thinking demonstrated.	Limited critical thinking demonstrated.	Basic critical thinking demonstrated.	Adequate critical thinking demonstrated.	Clear critical thinking demonstrated.
Language	Language may impede clarity and comprehension.	Language lacks precision or coherence, hindering comprehension.	Language adequate but may contain occasional errors.	Language is mostly clear with few errors.	Language is precise, coherent, and enhances clarity and comprehension effectively.

Reference:

OpenAI. (2024). GPT-3.5 [Computer software]. Retrieved from <https://openai.com/>

MLO & Bloom's Level of Complexity

Q #	MLO Addressed	Complexity Level	Mark	Remark
Q1	MLO1 MLO2	Apply	5	
Q2	MLO1 MLO3 MLO5	- Analysis - Evaluate	15	
Q3	MLO4 MLO6	- Analysis - Synthesis	20	