DECEMBER 2023 **P/ID 36520/PEN2K**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What are the 5 C's of business writing?

2. Mention the four types of written business communication.

3. Why is it necessary to pay attention to form?

4. What is knowledge management?

5. Why is knowledge management useful?

6. What is a cut in editing?

7. Which comes first proof reading or editing?

8. Define oral communication?

9. Mention the three elements of oral communication?

10. What is the difference between CV and resume?

11. What is online writing?

12. What does a web content writer do?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Write a note on the principles of effective writing.

14. State the dimensions used for knowledge management?

15. Prepare a model newsletter.

16. What are some examples of oral communication?

17. Prepare a model CV for online writing?

18. Write on the format of a press release.

19. Write a brief note on writing Persuasive Web Content.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Write a thanking letter to a furniture shop for the goods supplied by them which were up to your satisfaction. Invent necessary details.

21. Prepare a Newsletter on the activates of a software company for a period of four months, inventing the necessary details.

22. Write an article to a local newspaper on the bad road conditions in your area which is causing traffic jam and accidents.

23. Draft a speech to be delivered on the college Day to the students on 'Dress Code'.

24. Explain the format of a website that you use for sending mails.
