DECEMBER 2024 **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. Mention the elements of business writing.

2. Define knowledge management.

3. How does effective business writing look like?

4. How can one improve one's editing skills?

5. Why is knowledge management useful?

6. What does ### mean in a press release?

7. How do you edit proofread?

8. Define oral communication.

9. How can one edit his CV online?

10. What is the difference between CV and resume?

11. What two things web visitors consider?

12. What does a web content writer do?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Write briefly on the basic principles of effective business correspondence.

14. Explain the five basic criteria for writing well.

15. Explain the different components of a newsletter.

16. How do you create and edit a newsletter issue?

17. How will you prepare a CV for online writing?

18. Prepare a model CV so that the details could be filled up later.

19. Write a short note on the tips for writing Persuasive Web Content.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Draft a letter to the manager of a Public Limited Company congratulating them for the services that they provided and for which you were satisfied. Invent necessary details.

21. Prepare a knowledge officer cover letter. Devise the necessary details.

22. Write an article to a newspaper on the condition of the bad roads and the pot holes which are causing problems for vehicles.

23. Prepare a speech that you have to give for the freshers entering into college.

24. Write the format of a website that you use for sending mails, Invent necessary details.

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