MAY 2022 **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 is Effective Business Writing?

2. What is Heyyyy?

3. How do you write a good paragraph?

4. What makes a press release effective?

5. Is it worth spending your time dealing with a press release?

6. How do you remove formatting from a Word template?

7. What does Oral communication involve?

8. How do beginners practice writing?

9. Is online CV free?

10. What is website structure?

11. How can we improve website structure?

12. What are buttons on a website called?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. List out the Tips for Structuring arid Writing Better Paragraphs.

14. What are press releases and why are they important to reporters?

15. How do you edit a newsletter?

16. What are the key skills to include in your resume and cover letter?

17. List some tips for making your online writing effective.

18. What are basics of web writing?

19. How do you structure your content?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Elaborate on the 10 C's of business writing.

21. How do you write a news story press release? Write a sample using your imagination.

22. Draft a speech to be given to the public of your district about taking preventive measures against the second wave of COVID.

23. Create an online CV of yourself which could be used for different occasions.

24. You have been asked to develop a website for a new product to be launched. Create one using necessary details.

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