MAY 2023 **P/ID36520/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 elements of business writing?
2. Define “Business Writing”.
3. How does effective business writing look like?
4. Why is knowledge management important?
5. Give an example for knowledge management.
6. Mention some editing techniques.
7. How do you edit proofread?
8. What is oral communication?
9. List the three elements of oral communication.
10. Define CV.
11. In what way is web writing different?
12. What does a web content writer do?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each:

13. Give the basic principles of effective business correspondence.

14. What are the dimensions used for knowledge management?

15. Write on the different components of a newsletter.

16. List some examples of oral communication.

17. How will you go about preparing a CV for online writing?

18. Explain the format of a press release.

19. Give 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 Private Limited Company expressing your happiness for the services that they provided and for which you were satisfied. Invent necessary details.

21. Prepare a Newsletter on the events that took place in your college which is published every three months. Invent the necessary details.

22. Write an article to a newspaper on the shortage, condition of the drinking water and the problems faced by the general public.

23. Draft a speech to be given on NSS Day to the students on the awareness of Dengue fever.

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