MAY 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. What is Effective Business Writing?

2. List the four types of written business communication.

3. Mention the four pillars of knowledge management.

4. Define knowledge management

5. How do you rewrite a press release?

6. What is a cut in editing?

7. What is a boilerplate in a press release example?

8. Define oral communication

9. What are the three elements of oral communication?

10. How many pages should a CV be?

11. How is web writing different?

12. Why is it necessary to know our audience?

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. What are the principles of effective written business communications?

14. Write briefly on the four components of knowledge management

15. State the reasons for sending a Press Release.

16. What are some examples of oral communication?

17. Why should you establish clear goals for your communication?

18. How you will write a press release?

19. Why should we follow the "inverted pyramid" model in writing for the website?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Write a letter to a food product company that is offering franchise in which you are interested and would like to take up the franchise in your place. Invent the necessary details.

21. Prepare a Newsletter of a college which is published every four months about the activities of the college. Invent necessary details.

22. Using the necessary details, prepare an online CV of yourself.

23. Draft a speech to be given on NSS Day to the students on the awareness of Planting trees.

24. Prepare an advertisement for a Chit Chat restaurant to be posted on the website.

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