MAY 2025 **P/ID 36520/PEN2K**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions each in 50 words.

1. What is effective communication?

2. What are the basic concepts of writing?

3. State any two essential features of a well written business letter.

4. What is the main purpose of proofreading in newsletter editing?

5. How is substantive editing used in reviewing newsletter?

6. Mention the purpose of a boiler plate in a press release.

7. What is the tone used in an online CV?

8. How are the messages conveyed in oral communication?

9. Mention the role of storytelling in persuasive oral communication.

10. List any two ways on how to target audience while writing for a website.

11. What is the ideal tone for website content?

12. Define Copywriting.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions each in 250 words each.

13. Write a note on transactional business writing.

14. Write the characteristics of effective business writing.

15. Analyse the key elements involved in checking newsletters for clarity.

16. Differentiate between oral communication and written communication.

17. Explain the purpose and structure of presentation outline.

18. Write about the key characteristics of effective website content.

19. Bring out the importance of clarity and website writing.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions each in 500 words.

20. Discuss the importance of clear and concise writing in business communication.

21. Explain the strategies for improving readability.

22. Examine the role of storytelling in oral communication.

23. Analyze the importance of tone and voice in website writing.

24. Elucidate the process of proof editing and proofreading in website content.

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