MAY 2023 **U/ID 31538/ULJ3A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 30 words each.

1. What is skimming in reading?
2. Name the five aspects to the process of reading.
3. How do you read a newspaper article?
4. What are the articles in newspaper?
5. What is short story PDF?
6. Define a simple short story.
7. Give a brief note on visual aids.
8. Why is visual reading important?
9. How do you measure reading speed?
10. Give atleast four examples of technical reading.
11. Define literature.
12. Why is reading literature important for students?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

13. Distinguish between extensive and intensive reading.

14. How do you take notes from a newspaper?

15. Discuss analytical study of reading.

16. Describe visual image in advertising.

17. What is the significance of technical articles?

18. Explain the various elements of technical articles.

19. What are the benefits of reading literature?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. How to improve your reading skills?

21. Enumerate the uses of reading newspapers.

22. What are the visual techniques used in advertising?

23. Bring out the basic qualities of a good technical writer.

24. How does the conflict of the story enhance the theme? Discuss.

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