**MAY 2025** **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 are the different types of reading?

2. What is the need of scanning in reading?

3. Why is it important to read the news in the newspaper?

4. What is newspaper article?

5. How can we develop reading skills?

6. What are visual materials?

7. What is the purpose of advertisement?

8. What is a brochure?

9. What is technical reading?

10. Why is reading poetry important?

11. What are the benefits of reading short stories?

12. What is called a novel?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

13. What is the difference between intensive and extensive readings?

14. How do you solve poor reading skills?

15. What are the benefits of taking notes while reading?

16. Discuss some important methods of making advertisements effective.

17. What are the things that make brochure interesting?

18. Write a brief note on scientific reports.

19. What are the essential parts of a story structure?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Attempt an essay on the various ways to improve reading skills.

21. Write an article on any one of the topics for the newspaper.

22. Read the following and answer the questions below:

As a general rule, there are two topics for which 'None of your business; should always be on the tip of your tongue someone else's money and your personal life. Of all the topics that are nobody's business, these would seem to be the most obvious. But I am astonished at how progressively people pry into these areas, how much people reveal on these subjects and how few of us fully appreciate the consequences of doing so.

Consider the subject of money. All of us know that certain types of money discussions are taboo. In an era when people will gladly tell you how much they paid for their house or their jewellery, we still know that another person's salary is none of our business. Even with our best friend or our sister, we don't pry. But there are grey areas that confuse us, even on the subject of compensation.

(a) What are the subjects on which one should not reveal information to others?

(b) In what types of money discussions would people willingly share information with others?

(c) In what types of money discussions would people not reveal information?

(d) Why the author was astonished?

(e) What should be on the tip of the tongue, according to the author?

23. Write an essay on visual materials needed for advertisements.

24. Narrate any one of the stories which you have recently read.

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