DECEMBER 2022 **U/ID 31543/ULJ4A**

Time : Three hours Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 30 words each.

1. Mention some basic writing skills.
2. What are strong writing skills?
3. What makes a good paragraph?
4. How are essays organized?
5. What is the use of proposal in business?
6. What does a business proposal consist of?
7. What is an effective report?
8. What is a report writing format?
9. Mention some best words to use in advertising.
10. How do you make a beautiful brochure?
11. What do you mean by precis writing?
12. What is comprehensive writing?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

13. What are the types of report writing?

14. What are the characteristics of an effective paragraph?

15. Mention any five ways as how to organize essay.

16. What is the main purpose of proposal?

17. What are the steps involved in preparing a report?

18. What are the elements of a brochure.

19. Mention five steps of précis writing?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Write an essay on the New Education Policy.

21. What are the various characteristics of a good report?

22. Write elaborately on how to write a Business Proposal.

23. Write elaborately on how to make an attractive brochure.

24. Make a précis for the following :

Man is not given that god-like unselfishness that thinks only of others' good. But in working for themselves they are working for us all. We are so bound together that no man can labour for himself alone. Each blow he strikes in his own behalf helps to mould the universe. The stream, in struggling onward, turns the mill-wheel; the coral-insect, fashioning its tiny cells, joins continents tone another, and the ambitious man, building a pedestal for himself, leaves a monument to posterity. Alexander and Caesar fought for their own ends, but in doing so, they put a belt of civilization half round the earth, Stephenson, to win a fortune, invented the steam engine ; and Shakespeare wrote his plays in order to keep a comfortable home for Mrs. Shakespeare and the little Shakespeares.

Contented, unambitious people are all very well in their way. They form a neat, useful background for great portraits to be painted against; and they make a respectable, if not particularly intelligent audience for the active spirits of the age to play before. I have not a word to say against contented people so long as they keep quiet. But do not, for

goodness' sake, let them go strutting about, as they are so fond of doing, crying out that they are the true models for the whole species. Why they are the deadheads, the drones in great hive, the street crowds that lounge about, gaping at those who are working. And let them not imagine either-as they are also fond of doing-that they are very wise and philosophical, and that is a very artful things to be contented. It may be true that 'a contented mind is happy anywhere', but so is Jerusalem pony, and the consequence is that both are put anywhere and are treated anyhow.
