DECEMBER 2023 **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. What are the basics of Writing?

2. Why is writing important for students?

3. What makes an effective paragraph?

4. What are the components of a paragraph?

5. What is a food business proposal?

6. What is the difference between business plan and business proposal?

7. What is the use of report writing?

8. What are examples of reports?

9. What are the main purposes of advertising?

10. What is the main goal of brochure?

11. What is precis writing?

12. How many tenses and tense forms are there in English language?

PART B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions in 200 words each.

13. What is the importance of learning sentence pattern?

14. Why is the writing process important in essay writing?

15. How do you write a business proposal?

16. What is importance of report writing?

17. What are the qualities of a good advertisement?

18. What are the components of a brochure?

19. How can students improve their comprehension skills?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Write an essay on writing skills and their importance in education and learning?

21. Mention some of the basic structures of business proposal

22. Write an essay on Global Warming.

23. Write elaborately on the essential elements needed for of effective advertising.

24. Make a precis for the following:

There is an enemy beneath out feet-an enemy more deadly for his complete impartiality. He recognizes no national boundaries, no political parties. Everyone in the world is threatened by him. The enemy is the Earth itself. The power of a quake is grater than anything man himself can produce. But today, scientists are directing more of their efforts into finding some way of combating earthquakes. And it is possible that at some time in the neat future mankind will have discovered a mean of protecting itself.

An earthquake strikes without warning. When it does, its power is immense. If it strikes a modern city, the damage it causes as great as if it has struck a primitive village. Gas mains burst explosions are caused and figures are started. Underground railways are wrecked. Whole buildings collapse. Dams burst. Bridges fall. Gaping crevices appear in busy streets. If the quake strikes at sea, huge tidal waves sweep inland. If it strikes in mountain ranges, avalanches roar done into the valleys. Consider the terrifying statistics from the past. In the year, 1755, Lisbon, capital of Portugal-the city destroyed and 450- killed. 1970Peru-50,000 killed.
