MAY 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. Why is writing skills important for students?
2. What are sentence pattern and structure?
3. What are the parts of paragraph?
4. What is a good structure in an essay?
5. What are the three types of business proposals?
6. How do you write a powerful proposal?
7. Write a short note on 'Qualities of a good report'.
8. What are reports writing?
9. How do you write contents for a brochure?
10. How do you structure a brochure?
11. What is the purpose of precis writing?
12. What is precis writing and write about its rules?

PART B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions in 200 words each.

13. Mention any five advertising techniques.

14. What are the four types of sentence structure?

15. What makes a good essay?

16. What is a basic business proposal?

17. Why is writing a proposal very important before starting a business?

18. What are the five elements of report writing?

19. What is the importance of precis writing?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Write an essay on the benefits of lockdown during corona period.

21. Mention some of the basic structure of business proposal.

22. Write elaborately on the report writing skills.

23. Mention some essentials of effective advertising.

24. Make a précis for the following :

An old man came to Mumbai for the first time. His son was employed in Mumbai but his son did not come to the station to meet him. The old came out of the station. He talked to a taxi-drive and give him the address. He got into the taxi : the taxi started and traveled at such a speed and such an erratic course that it nearly collided with a car : after some time, it was about to knock down a policeman and collide with a lorry. The old man got frightened. 'Take care', cried the terrified passengers tapping on the driver's should to attract his attention; you are frightening me by going fast. I am afraid I will be in hospital instead of at my son's house I want you to be more careful. This is the first time I have traveled in a car. I am very nervous. The driver, who was sweating, said, 'I understand your fears : I sympathize with you. This is the first time I am driving one!'