MAY 2023 **U/ID 31543/ULJ4A**

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in 30 words each:

1. What is basic sentence structure?

2. What is the importance of writing skills and how is it useful for students?

3. How do we make a good paragraph?

4. What is a good structure in an essay?

5. Define proposal.

6. Mention the three types of business proposals.

7. How would you define a report?

8. Write a short note on 'Qualities of a Good Report'.

9. How do you write contents for a brochure?

10. What are the best words to be used in advertising?

11. What is precis writing and write about its rules?

12. What are the points needed to prepare a good precis?

SECTION B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions in 200 words each:

13. what are the four types of sentence structure?

14. What are the things essential for writing a good essay?

15. How do you write a business proposal?

16. Mention some important tips for writing précis

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

18. Why is a brochure good for advertising?

19. Mention any five advertising techniques.

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each:

20. Write an essay on the pathetic plight of people in Chennai during Cyclone.

21. Write elaborately on How to Write a Business Proposal.

22. What the things needed to create a good report?

23. What are the various characteristics of Good Advertisements?

24. Make a précis for the following:

Unemployment problem is the chief evil of society. It kills the mind and spirit of the youth. The main cause of this is the over-population. In our country hands are more while work is less. Introduction of computers worsens the situation. A computer works the work of many men. So, many are rendered jobless. Another reason is the mushrooming of self-financing colleges. These colleges send out thousands of graduates every year. They have but to join the crowd of the jobless. The result of this problem is the growth of extremism in the global level. The growth of fans for cine actors in TN is due to this factor. The jobless youth are lured by anti-social elements. Their offer of large sum of money attracts them easily. Their poverty and frustration make them an easy prey to evil acts. So to curb the extremism the government should find ways and means for employing the youth.

The youngsters are partly responsible for this. As a graduate he is ashamed of manual labour. He particularly waits for a white-collar-job. He is not interested in self implement scheme. Even an engineer does not start w workshop. Instead he seeks a job abroad. So the mentality of the youth should change first. They should realize not work is inferior. Only then this problem will be solved.
