

OCTOBER 2012

**U/ID 31504/ULJB/  
UGLJB**

---

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 2 = 20 marks)

Write short note on the following in about 50 words.

1. What are the different types of learning?
2. How do the brochures present information?
3. What are the important features of an editorial?
4. What kind of information do the Travelogues provide?
5. What are the salient features of Technical Writing?
6. What is precis writing?
7. What is the importance of note-making?
8. What are the features of a report?
9. What is technical writing?
10. What are the qualities of a good paragraph?

SECTION B — (6 × 5 = 30 marks)

Answer any SIX of the following in about  
200 words each.

11. What are the undesirable reading habits?
12. What are the various techniques of reading comprehension?
13. Discuss the features of technical writing.
14. What are the important features of a news report?
15. What stylistic variations do you find between drama and poetry?
16. What are the uses of brochures?
17. Discuss the need for understanding official language.
18. How is coherence achieved in a paragraph?
19. What is Digital Advertising?
20. Analyse the role of newspapers in education.

SECTION C — (5 × 10 = 50 marks)

Write essays on any FIVE of the following in about  
500 words.

21. Write an essay on the features of an effective business letter.
22. Analyse the elements of a paragraph.

23. Write an essay on the lay out and form of Business Letters.
  24. Discuss the characteristics of Scientific writing.
  25. What kind of language is used in Advertisements? Illustrate with examples.
  26. What are the benefits of reading non-fictional writing?
  27. Analyse the characteristics of a News report.
  28. How much is the knowledge of 'figures of speech' essential in reading a poetry?
-