

OCTOBER 2013

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

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 2 = 20 marks)

Write short notes on the following in about 50 words.

1. Give some guidelines for improving reading skill.
2. Bring out the difference between a brochure and a pamphlet.
3. How do news reports provide information?
4. How does the knowledge of figures of speech contribute to the reading of poetry?
5. What are the salient features of scientific reports?
6. What are the principles of a good precis?
7. What is note making?
8. What are different kinds of Advertisements?
9. What kind of language is used in scientific writing?
10. What are the various steps involved in writing business letters?

SECTION B — (6 × 5 = 30 marks)

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

11. What are the various reading techniques that one can adopt in reading comprehension?
12. Discuss the features of scientific and technical style.
13. What are the basic principles of technical writing?
14. Discuss the important aspects of editorials.
15. What stylistic variations do you find between drama and poetry?
16. What guidelines can you give for the preparation of brochures?
17. Why is it important to understand official language?
18. Describe the elements of a good paragraph.
19. Describe the tasks of an advertisement.
20. Discuss the vocabulary of a religious book.

SECTION C — (5 × 10 = 50 marks)

Write essays on any FIVE of the following in about 300 words.

21. Analyse the benefits of reading biographies and autobiographies.
22. Discuss the characteristics of a good news report.
23. Explain the process of writing a paragraph with examples.
24. What are the characteristics of scientific writing?
25. Discuss the importance of the official language.
26. Write an essay on the characteristics of a good report.
27. How far do the News papers contribute to the development of education?
28. Write an essay on the purposes of Business Letters.