

MAY 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 mechanics of reading?
2. How can a good brochure contribute to marketing?
3. How do non news items receive attention?
4. What is an official language?
5. What kind of information can one gather from biographies?
6. What are the various steps that one is required to follow for writing a good precis?
7. What guidelines can you give for the preparation of note – making?
8. What kind of Language is used in Advertisements?
9. What are the features of scientific writing?
10. How does visualising the reader help in writing letters?

SECTION B — (6 × 5 = 30 marks)

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

11. How do skimming and scanning contribute to reading comprehension?
12. Discuss the style and language of scientific writing.
13. Discuss the nature of technical writing.
14. Bring out the important aspects of editorials.
15. How is a sentence classified?
16. What stylistic variations do you find between drama and fiction?
17. What are the uses of brochures?
18. What are the elements that make a good paragraph?
19. Discuss the basic principles of advertising.
20. Describe the important steps to be followed in note making.

SECTION C — (5 × 10 = 50 marks)

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

21. Write an essay on the tone and attitude of Business Letters.
 22. Discuss the structure of scientific writing.
 23. Discuss the necessity of an official Language.
 24. What are the different kinds of Advertisements?
 25. Explain how to achieve coherence in a paragraph.
 26. Write an essay on the benefits of reading non – fictional writing.
 27. Discuss the characteristics of a good news report.
 28. Write an essay on the important features of reports.
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