

APRIL 2019

76036/HBB2E

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions not exceeding 50 words each.

1. Why is effective business writing important?
2. Why is business writing a major vehicle for flow of business?
3. Define business writing.
4. Why is business writing a type of written communication?
5. How does the process of editing begin?
6. What do copy editors do?
7. How are Newsletters edited?
8. How can Newsletters be edited?
9. What are some examples of oral communication?

I MA (EG) English for careers.

10. Define CV writing.

11. How do you write content fast?

12. How do you make good content?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in about 200 words each.

13. Write on the basic concepts in effective business.

14. Give a short note on business letter template fields.

15. Explain knowledge management.

16. State the tips to write Newsletters.

17. Prepare a CV to be produced for any kind of job.

18. How will you prepare for an oral communication?

19. How can one's website content get noticed?

PART C — (4 × 10 = 40 marks)

Write essays on any FOUR questions in about 500 words each.

20. Draft a letter to a wholesale company seeking quotation for chairs and tables to be ordered for a newly started college.

21. Write a thanking letter to a person who attended the conference in your institution as the chief guest.

22. Prepare a speech to be delivered to the students of the Nature Club about the Awareness of the environment.

23. Write an article for a newspaper on the ban on Plastics to help create awareness among the public.

24. Write an article for a website giving information about the use of mobile Apps.

25. Explain how Press Release flares up statements made by people who indulge in public life.