

APRIL 2021

**76036/HBB2E**

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Time : Three hours

Maximum : 75 marks

PART A — (10 × 1= 10 marks)

Answer any TEN of the following questions in about  
50 words each:

1. Define Writing concepts.
2. What is the need for writing skills?
3. What is business writing?
4. What does business writing include?
5. List the business writing skills.
6. How do you edit content?
7. What comes first proofreading or editing?
8. Do journalists use press releases?
9. What is oral communication?
10. How can you make your CV online?
11. How is website content written?
12. What is SEO in website?

PART B— (5 × 5 = 25 marks)

Answer any FIVE of the following questions in about 200 words each:

13. State the characteristics that are important for business writing.
14. Write a letter to a textbook publisher asking for details to publish a textbook prepared by you.
15. What is knowledge management and why is it important?
16. List the characteristics of a good press release?
17. What components should an oral presentation include?
18. List the points to make a CV.
19. What are the elements of a good website?

PART C — (4 × 10 = 40 marks)

Answer any FOUR of the following questions in about 500 words each:

20. Write a letter to an electrical company asking for quotations for the supply of electrical items for a complex that you propose to build.

21. Write an essay on the benefits of knowledge management.
  22. Write a letter to the Editor of a newspaper about the nuisance caused by loudspeakers at night times by the people during festival days.
  23. Prepare a Newsletter on the activities of the Co curricular forums for a period of three months. Invent necessary details.
  24. Prepare CV to be used for all occasions.
  25. Prepare an advertisement to be published for a website on a new product to be launched by your company.
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