

NOVEMBER 2017

76015/HAB3D

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer any TEN questions each in 50 words.

1. What kind of words must be used by the writer to convey abstract ideas and feelings?
2. What is 'rhetoric'?
3. What is the risk involved in using experimental techniques in writing?
4. Why is an advertisement continued for a long time?
5. What is behaviourism in advertising?
6. What impresses Indians in a new product?
7. Name the two methods followed in report writing.
8. What will happen to delayed news?
9. What do the following symbols represent?

(a) \bar{Q} (b) Z_0

close up
space

Z intent space

the symbols of the following corrections :

Change into bold letters.

Insert in text the word indicated in the margin.

is the most important quality that an editor should have?

the two qualities of a good business letter.

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions each in 200 words.

Write a review of any of Shakespeare's plays.

Write a piece to promote a two-wheeler.

What is the purpose of advertisement?

List the things that make a good reporter.

Write a report of river water being polluted by a factory in your area.

What does a good editor do while editing a news item?

Write an order for a few books to a book seller in your locality.

SECTION C — (4 × 10 = 40 marks)

Answer any FOUR questions each in 500 words.

20. Explain the aspects that a good book contains.
21. Discuss the qualities that a good critic possesses.
22. You are asked to write an advertisement for a promoter of apartments in the sub-urban area. Attempt one.
23. A Nationalised Bank wishes to open a new branch in Chennai and has asked you to select a suitable location. Write a report to that effect.
24. Who is a good proof-reader?
25. You have received a letter that your company has not paid for a particular consignment. On checking your records, you have found that you have already made the payment. Write a letter to the seller, presenting necessary details.