

APRIL 2022

76036/HBB2E


Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions in 50 words each.

1. Why is Effective Business Writing important?
2. Why do we need writing skills?
3. Define Business Writing.
4. What is business writing?
5. How does the editing process editing begin?
6. How do you edit writing quickly?
7. How are Newsletters edited?
8. What should be included in a press release?
9. What are some examples of oral communication?
10. How can you make your CV Online?
11. How do you write content quickly?
12. What should a website include?

 IMA → English for Careers.

**PART B — (5 × 5 = 25 marks)**

Answer any FIVE questions in 200 words each.

13. Write on the basic concepts in effective business.
14. Write a letter to Macmillan Publishers ordering for some text books prescribed for your course.
15. Explain Knowledge Management.
16. What are the characteristics of a good press release?
17. Prepare a CV to be produced for any kind of job.
18. How will you create a CV?
19. How can one's website content get noticed?

**PART C — (4 × 10 = 40 marks)**

Answer any FOUR questions in 500 words each.

20. Draft a letter to a wholesale company seeking quotation for chairs and tables to be ordered for a newly started Engineering college.
21. What is the role of knowledge management systems?

22. Prepare a speech to be delivered to the students of the Literary Club on the importance of Public Speaking.
23. Write an article to a newspaper on the ban on Plastics to help create awareness among the public.
24. Prepare a Newsletter on the activities of the College for a period of three months. Invent necessary details.
25. How do Press Releases flare up statements made by people who indulge in public life?