

APRIL 2023

76060/HB42B

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions in 50 words each.

1. Mention the key concepts of business writing.
2. Define Presentation Skills.
3. What is Knowledge Management?
4. What is Knowledge Hierarchy?
5. How can a Newsletter be edited?
6. What makes a good newsletter content?
7. What is the golden rule for an effective press release?
8. What style of writing is used for press releases?
9. Can you communicate orally and in writing?
10. Why is writing important in communication?
11. How will you make a PDF CV online?
12. What is the best CV format?

*I MA → English for Career.*

13. What is writing for a website called?
14. Who writes content for websites?
15. How do beginners start vlogging?

**PART B — (5 × 5 = 25 marks)**

Answer any FIVE questions in 200 words each.

16. What are the steps to effective business writing?
17. Write on presentation skills and its techniques.
18. State the procedure involved for editing Newsletters.
19. Draft a press release on a current topic of your choice.
20. Draft a speech to be delivered orally for a literary inaugural function.
21. State the points to be considered while writing for a website.
22. List the tips for making a good Vlog.

**PART C — (4 × 10 = 40 marks)**

Answer any FOUR questions in 500 words each.

23. You have to make a presentation of yourself in a company where you are seeking a job. Draft the necessary details needed for your presentation.
  24. State the Concept, features and process of Knowledge Management.
  25. How will you create and edit a Newsletter issue?
  26. Prepare a CV of yourself to be made online.
  27. Define Content development. State the role of a Content Developer.
  28. How will you make a Vlog? Enumerate on the steps in making a Vlog.
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