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(Pages: 2)

Name.....

Reg. No.....

THIRD SEMESTER B.Voc. DEGREE EXAMINATION, NOVEMBER 2020

(Regular/Supplementary/Improvement)

CC18U GEC3 EG07 – WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS

(Common Course)

(2018 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

PART A

Answer *all* questions. Each question carries 1 mark.

1. The type of essay that aims at convincing readers to accept writer's point of view is _____
(a) Narrative (b) Descriptive (c) Persuasive (d) Expository
2. What is an example of non-academic material?
(a) Books (b) Magazines
(c) Research reports (d) University database
3. Which of the following is filled in a prescribed form?
(a) Bio-data (b) Curriculum Vitae (c) Personal Profile (d) Resume
4. ASAP is an example for _____ to be avoided in academic writing.
(a) Slang expression (b) Common abbreviation
(c) Superlatives (d) Impolite expression
5. Descriptive writing usually appeals to the -----.
(a) mood (b) senses (c) appearance (d) content
6. The word 'case' in case study refers to _____
7. _____ indicates a pause or a break in a sentence which is longer than a comma.
8. Argumentative Writing is also called _____ writing.
9. Neither my parents nor my sister like ice cream. (correct the sentence)
10. _____ is the main part of an essay.

(10 x 1= 10 Marks)

PART B

Answer any *ten* questions. Each question carries 2 marks.

11. What are the main steps in planning an essay?
12. Define fragment.
13. What are the kinds of sentences used in an academic essay?
14. Give two examples of fictional narratives.

15. What is plagiarism?
16. Define Brainstorming.
17. What is MLA?
18. Honor code.
19. List any two objectives of a literature review.
20. How is a CV different from a Resume?
21. List any four rhetorical modes in writing.
22. What are discourse markers? Give examples.

(10 x 2= 20 Marks)

PART C

Answer any *four* of the following questions in a paragraph each.

Each question carries 5 marks.

23. What are the features of case study? Explain.
24. Explain the prerequisites for learning academic writing.
25. Discuss the genres in academic writing.
26. Explain the importance of punctuation in academic writing.
27. Write a brief review of a book you have read recently.
28. Explain the structure of an academic essay with suitable examples

(4 x 5 = 20 Marks)

PART D

Answer any *two* of the following questions in about 300 words each.

Each question carries 15 marks.

29. Prepare a cover letter and a resume to apply for the post of Manager in a commercial Bank.
30. What are the guidelines to be followed while creating effective e mail?
31. What is a report? Explain the structure and various types of reports.
32. Write a detailed review of a Malayalam movie you watched recently.

(2 x 15 = 30 Marks)
