

19U214

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Name.....

Reg. No.....

SECOND SEMESTER UGDEGREE EXAMINATION, APRIL 2020

(CBCSS – UG)

CC19U ENG2 A03 – WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS

(English - Common Course)

(2019 Admission - Regular)

Time: 2.5 Hours

Maximum: 80 Marks

Credit: 4

I. Answer the following questions in two or three sentences each. Each question carries 2 marks.

1. What is the objective of literature review?
2. What are the sections in a social science dissertation?
3. Name the three main processes preceding the submission of an academic assignment.
4. Define brainstorming
5. What is meant by argumentative writing?
6. Expand and define AWL
7. What are discourse markers?
8. What are the different types of sentences?
9. What are the two kinds of questions included in a questionnaire?
10. Mention the important elements of email etiquette.
11. What are the uses of product reviews?
12. Who is a blogger? What is the purpose of blogging?
13. What is included in the professional profile of a CV?
14. What are the basic rules of subject –verb agreement?
15. List the three main steps in planning an essay.

(Ceiling: 25 Marks)

II. Answer the following questions in a paragraph each. Each question carries 5 marks.

16. Discuss the importance of audience analysis in academic writing.
17. Examine the importance of voice in academic writing.
18. Explain the various approaches to academic writing.
19. Explain honor code.
20. Write a paragraph on the importance of parallelism in writing with suitable examples.
21. Narrate an incident from your life in a paragraph using the principles of narrative writing.
22. Differentiate between CV and Resume

23. What is a recommendation report?

(Ceiling: 35 Marks)

III. Answer any *two* of the following questions in about 200 words each.

Each question carries 10 marks.

24. Write a full length movie review of a popular movie you watched recently.

25. Write a formal letter to your local municipal authorities inviting their attention to the problem of shortage of drinking water in your locality.

26. Write a five –paragraph essay on any one of the following topics employing the rules and techniques of writing academic paragraph and essay:

a) Impact of globalization on society

b) Problems of deforestation on the environment

27. Write a suitable content for a blog on any tourist spot you visited in Kerala.

(2 x 10 = 20 Marks)
