SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2024
(CBCSS – UG)
CC19U ENG2 A03 – WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS
(English – Common Course)
(2019 to 2021 Admissions – Supplementary/Improvement)

Time: 2.5 Hours   Maximum: 80 Marks
                                                                                          Credit: 4

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

    1. What is a Search Engine?

    2. Define Brainstorming.

    3. What is meant by subject-verb agreement? Give an example.

    4. Differentiate formal and informal discourse markers.

    5. What are the popular style guides in use today?

    6. Write any two uses of a period.

    7. List any two objectives of a literature review.

    8. What is a feasibility report?

    9. What are the three types of paragraphs in an academic essay?

    10. Explain Parallelism.

    11. Define sentence.

    12. What is Parenthetical citation?

    13. What is AWL.

    14. What is Wordiness?

    15. What is honor code?

                                                                        (Ceiling: 25 Marks)

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

    16. Write a report on the College Day held at your college recently.

    17. Differentiate between letters and E-mails, and mention the guidelines for writing E-mails.

    18. Explain different stages of writing a product review.

    19. Advantages and disadvantages of questionnaire. Explain.

    20. List the distinctive features of academic and non-academic writing.

    21. Discuss the importance of audience analysis in academic writing.

    22. List the rhetorical modes and their uses.

    23. Bring out the characteristics of a comparison and contrast essay.

                                                                        (Ceiling: 35 Marks)

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

   24. Discuss the genres in academic writing and their distinctive uses.

   25. Write a review of a book you read recently.

   26. What are the prerequisites for learning academic writing?

   27. Prepare a cover letter and CV for the post of Content Writer in Gems Advertising and Publishing Company.

(2 × 10 = 20 Marks)

****