

**20U364**

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Name: .....

Reg. No: .....

**THIRD SEMESTER B.Voc. DEGREE EXAMINATION, NOVEMBER 2021**

(CUCBCSS – UG)

(Regular/Supplementary/Improvement)

**CC18U GEC3 EG07 - WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS**

(English - Common Course)

(2018 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

**PART A**

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

1. The main skill involved in case study is .....  
a) Reading                      b) Problem solving      c) Organization              d) Analysis
2. Plagiarism is a/an .....  
a) Offence                      b) Review                      c) Agreement              d) Writing
3. Academic writing is a serious and ..... way of writing.  
a) Formal                      b) Informal                      c) Easy                      d) Difficult
4. .... is what you present to explain objectives, purpose, methodology and detailed plan of a project you are wishing to undertake.  
a) Case study                      b) Proposal                      c) Research                      d) Review
5. .... approach to writing aims at convincing readers to accept the writer's point of view.  
a) Expository                      b) Persuasive                      c) Analytical                      d) Descriptive
6. Documentation style MLA stands for .....
7. When you are writing an essay on a novel, the text of the novel is treated as ..... source
8. Some universities make it mandatory for all students to sign an agreement called .....
9. Any kind of writing that brings out a story, fictional or real, can be called .....
10. The word blog is the short form of .....

**(10 × 1 = 10 Marks)**

**PART B**

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

11. What is a review?
12. What are discourse markers? Give examples.
13. What is Parenthetical citation?
14. Define fragment.

15. Comment on the seriousness of plagiarism and suggest ways to avoid it.
16. Define Academic writing.
17. What are the three types of paragraphs in an academic essay?
18. Explain 'blind peer reviewing'.
19. Academic Words List (AWL)
20. What is a case study?
21. What are the important elements of email etiquette?
22. What are the words and phrases to be avoided in an Academic Writing?

**(10 × 2 = 20 Marks)**

### **PART C**

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

Each question carries 5 marks.

23. Explain different types of sentences.
24. What are the prerequisites for learning academic writing?
25. Explain the importance of punctuation in academic writing.
26. Explain different types of report.
27. Briefly explain about product review. Prepare a review of a brand new product that you recently used.
28. What is a blog? How can you create your blog? Explain.

**(4 × 5 = 20 Marks)**

### **PART D**

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

Each question carries 15 marks.

29. Difference between CV and Resume. Prepare a cover letter and CV for the post of HR consultant in a well recognized company at Ernakulam
30. Prepare a detailed review of a Film that you watched recently.
31. Briefly analyse the features of a descriptive essay. Attempt a descriptive essay on any of the following:
  - (a) A dream/Nightmare.
  - (b) A sports item that you enjoy playing or watching.
  - (c) A pleasure trip that you enjoyed most.
32. Discuss the genres in academic writing and their distinctive uses in detail.

**(2 × 15 = 30 Marks)**

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