

**20U214A**

(Pages: 2)

Name: .....

Reg. No: .....

**SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2021**

(CUCBCSS – UG)

(Regular/Supplementary/Improvement)

**CC19U ENG2 A03 – WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS**

(English - Common Course)

(2019 Admission onwards)

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 'honor code'?
2. Explain 'blind peer reviewing'.
3. Define parallelism.
4. What are the different sections of an APA style paper?
5. How are examples given in an illustrative essay?
6. Write any two uses of a Colon.
7. What is proof reading?
8. How do you explain Academic Integrity?
9. Mention the purpose of questionnaire in a survey.
10. What is the structure of a Memo?
11. Mention any two Business card etiquettes.
12. Difference between CV and Resume.
13. What is a summary?
14. What is Parenthetical citation?
15. Differentiate between thesis and dissertation.

**(Ceiling: 25 Marks)**

II. Answer the following questions in a paragraph. Each question carries 5 marks (100words)

16. List the distinctive features of academic and non-academic writings.
17. What are the features of a case study? Explain.
18. What is the importance of audience analysis in academic writing?
19. Write a paragraph describing the Covid 19 control measures in your area.

20. Bring out the characteristics of a comparison and contrast essay.
21. Explain the importance of Punctuation marks in an academic writing.
22. What are the main features of a report?
23. What are the important elements of email etiquette?

**(Ceiling: 35 Marks)**

16 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 movie you watched recently.
26. Write a report of online activities conducted in your college during the current academic year.
27. Prepare a cover letter and CV for the post of copy writer in an Ad agency.

**(2 × 10 = 20 Marks)**

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