

21U216S

(Pages: 2)

Name

Reg. No.....

SECOND SEMESTER B.A./B.Sc./B.S.W./B.C.A. DEGREE EXAMINATION, APRIL 2022

(CUCBCSS – UG)

CC17U ENG2 A03 – WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS

(English - Common Course)

(2017, 2018 Admissions – Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

I. Objective Type Questions:

1. Academic writing refers to -----
 - a) the tone of seriousness
 - b) well defined purpose
 - c) objectivity
 - d) all of the above
2. AWL stands for
 - a) Analytical Word List
 - b) Additional Word List
 - c) Academic Word List
 - d) Active Word List
3. The topic sentence is found in the -----
 - a) body paragraphs
 - b) concluding paragraph
 - c) introductory paragraph
 - d) none of the above
4. Using another person's works, ideas or sentences without acknowledging the source is called
 - a) Peer Review
 - b) Plagiarism
 - c) Misrepresentation
 - d) Free Writing
5. Narrative approach to writing presents -----
 - a) Story
 - b) Subject
 - c) Information
 - d) Definition

II. Fill in the blanks:

6. A disconnected piece of the main clause is called a -----
7. Argumentative Writing is also called ----- writing.
8. Documentation style APA style stands for -----
9. A ----- is an 'in-house' business communication within an organization.
10. The word 'case' in Case Study refers to -----

(10 × 1 = 10 Marks)

III. Answer any *ten* of the following questions in not more than two sentences each:

11. Mention the purpose of a questionnaire in a survey.
12. What is meant by 'Honour Code'?
13. Define Brainstorming.

14. List any two objectives of a literature review.
15. What is the purpose of product reviews?
16. What is meant by subject-verb agreement? Give an example.
17. Define a fragment with ample examples.
18. What is a feasibility report?
19. Differentiate formal and informal discourse markers.
20. Define parallelism.
21. What is fax transmission?
22. What is Parenthetical citation?

(10 × 2 = 20 Marks)

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

23. Write a full-length review of a movie you have watched recently.
24. Important elements of email etiquette.
25. What are the components of a CV?
26. Explain the importance of punctuation in academic writing.
27. What are the main features of a report?
28. Explain the structure of an academic essay.

(4 × 5 = 20 Marks)

V. Answer any *two* of the following essay questions:

29. What is meant by Netiquette? Describe the main requisites of an ideal netiquette.
30. Prepare a covering letter and resume to apply for the post of a Web Designer in a Multi-National Company.
31. Write an academic essay on the reasons, threats and solutions regarding the political changes happening in the world.
32. Write a suitable content for a blog on 'Travelling in Kerala'.

(2 × 15 = 30 Marks)
