



Reg. No. :

Name : *BBA*

**Second Semester B.Sc./B.Com./B.B.A./B.C.A. Degree
Examination, July 2014
(Career Related First Degree Programme Under CBCSS)
Group 2 (b) Language Course – II : English
EN 1211.4 : WRITING AND PRESENTATION SKILLS
(2013 Admn.)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions. **Correct** the following sentences. If the sentences are **correct**, write "**No Error**".

- 1) The assistant takes care of the laboratory equipments.
- 2) I have seen the film yesterday.
- 3) The organisation caters the needs of the people of the district.
- 4) I cannot put with such behaviour.
- 5) The increase in the number of vehicles and pedestrians are a cause of worry for the government.
- 6) He changed his date of birth recordically.
- 7) At Varanasi, the Ganga changes it's course.
- 8) He has submitted his dissertation yesterday.
- 9) Please find out if Raju or his sons is coming.
- 10) Ten days is enough to complete the work. (10×1=10 Marks)

II. Answer **any eight** of the following questions in **one** or **two** sentences **each**.

- 11) What is meant by composition ?
- 12) Structuring of material for writing.



- 13) What occasions the division of a composition into paragraphs ?
- 14) The difference between the audience for the spoken and written forms of communication.
- 15) What are the liberties one takes in composing a personal/informal letter ?
- 16) What is the use of a Thesaurus during writing ?
- 17) What is register ?
- 18) Write a catchy phrase to be used as copy in an advertisement for men's clothes.
- 19) Punctuate the following :
In that case I asked him why dont you leave her alone.
- 20) Rewrite in plain English :
As matters stand, I shall transmit the scribbles to you forthwith.
- 21) How will you establish a rapport with the audience on opening the presentation ?
- 22) How will you use pauses in your presentation ? **(8x2=16 Marks)**

III. Answer as directed :

- 23) Write a letter to the Municipal Chairman requesting him/her to look into the menace of stray dogs in your locality.
- 24) Write a précis of the following passage reducing it to one third of its length :
Both Aristotle and Plato were writing about figurative art, art that consists of recognisable images rather than abstraction. The viewer's response is thus formed by the appearance of the represented thing in the real world. Citing the example of a portrait (a likeness) Aristotle claimed that if viewers take pleasure in looking at the real person, then they will also take pleasure in looking at the portrait. Like the author of a tragedy, the good painter will represent people as better than they are. Arguing for figurative over non-figurative art, Aristotle asserted that a surface smeared with colour will not produce as much pleasure as a form clearly outlined in plain black and white.



- 25) Write a dialogue on the following topic in about **80** words.
Son meets father. Son explains to father his life in the college hostel.
- 26) Write five questions for a survey on drinking water supply in a housing colony.
- 27) Prepare a report on a pleasure trip undertaken by you.
- 28) Prepare a CV to apply for the post of a policy counsellor in an insurance firm.
- 29) How will you manage a technical snag during a presentation ?
- 30) How will you use figures to make your presentation effective ?
- 31) What is body language ? **(6×4=24 Marks)**

IV. Attempt **any two** of the following in about **two** or **three** pages :

- 32) Write an essay on **any one** of the following :
- a) The importance of co-curricular activities during education.
 - b) Child labour.
 - c) Labourers from other states.
- 33) Write a project report on **any one** of the following :
- a) The need for career oriented academic programmes.
 - b) The use of insecticides in estates.
 - c) Uses and abuses of social networks.
- 34) Create content for 15-20 slides on any one of the following for power point presentation.
- a) Incidence and causes of cancer.
 - b) The devastation caused by down pour and floods.
 - c) The significance and celebration of Easter.
- 35) Imagine you are incharge of purchases in your college. Write a letter to a firm detailing the requirements asking for various details in order to place an order for the purchase of fifteen computers. **(2×15=30 Marks)**
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