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Name.....

Reg. No.....

**SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020**

(CUCBCSS—UG)

English

ENG 2A 03—WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Answer the following questions :

A) Choose the correct answer :

1 Academic essays contain \_\_\_\_\_.

(Approximate figures, Personal stories, Slangs, Referencing)

2 \_\_\_\_\_ is a word used for signaling contrast.

(Conversely, Due to, Because, Additionally)

3 User manual for gadgets is an example for \_\_\_\_\_.

(Directional process analysis, Informational process analysis, Fictional narrative, Non-fictional narrative)

4 \_\_\_\_\_ is the acceptable version of gypsy.

(Nomadic person, Indigenous person, African, Asian-American)

5 \_\_\_\_\_ is an important prerequisite for effective communication.

(Academic writing, Audience analysis, Technical vocabulary, Topic analysis)

B) Fill in the blanks :

6 Papers sent for publication in scholarly journals undergo \_\_\_\_\_ and evaluation.

7 \_\_\_\_\_ explains objectives, purpose, methodology, and detailed plan of a project the person is wishing to take up.

8 \_\_\_\_\_ is the formal alternative of 'give'.

9 'Ping' stands for \_\_\_\_\_.

10 Argumentative writing is also called \_\_\_\_\_.

(10 × 1 = 10 marks)

Turn over

II. Answer any *ten* of the following questions in two or three sentences each :

- 11 Comment on the seriousness of plagiarism and suggest ways to avoid it
- 12 What is the role of instructional words in an essay question ?
- 13 What are the important things to consider while choosing an appropriate voice in an academic work ?
- 14 What is the purpose of division and classification of essays ?
- 15 Correct parallelism related mistakes in the following sentences :
  - a) She enjoys teaching grammar, counseling students and participate in seminars and conferences.
  - b) He is determined, forceful, and a natural leader.
- 16 Give one-word substitutes for the following expressions :
  - a) At all times.                      b) In the event that.
  - c) By means of.                      d) At the present time.
- 17 Eliminate wordiness in the following sentences :
  - a) Mary, who was my former student, passed the Civil Services Examination.
  - b) The campus placement drive was attended by five hundred students. Fifty eight students received offer letters.
- 18 Differentiate, between 'em' dash and 'en' dash.
- 19 Identify dependent and independent clauses :
  - a) A person who never made a mistake never tried anything new.
  - b) When the bird saw the hunter, it flew away.
- 20 Give formal alternatives to the following colloquial expressions :
  - a) Beyond doubt.                      b) Part and parcel of.
  - c) Lose temper.                      d) Stumbling block.
- 21 Differentiate between CV and resume.
- 22 Punctuate the following sentence :

yes i did i replied but i thought they were going somewhere else

(10 × 2 = 20 marks)

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

- 23 Bring out the major approaches to writing.
- 24 Explain the process of writing and presenting a thesis statement.

- 25 Enumerate the features of an argumentative essay.
- 26 Write a paragraph describing a tourist place.
- 27 Imagine that you are the staff secretary of a school. Write a memo requesting your colleagues to attend a picnic. Also ask your colleagues to let you know at least one week in advance whether they are coming or not, and also how many guests they are bringing. The activities for the day may also be listed out.
- 28 Write an email to your friend who got admission in Jawaharlal Nehru University, New Delhi.

(4 × 5 = 20 marks)

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

- 29 Prepare a cover letter and CV to apply for the post of marketing manager in an MNC.
- 30 Briefly analyse the features of an illustrative essay . Attempt an illustrative essay on any one of the following :
  - a) Changes in consumer behaviour.
  - b) Popularity of a television programme.
  - c) How does a poet employ poetic devices ?
  - d) Impact of social networking on college students.
- 31 What is a blog ? What is blogging ? Write a blog on "Food habits of Keralites".
- 32 Write an essay on report writing.

(2 × 15 = 30 marks)

