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Name.....
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**SECOND SEMESTER B.A./B.Sc./B.Com./B.B.A. DEGREE EXAMINATION
MAY 2018**

(CUCBCSS—UG)

ENG 2A 03—WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS

Time : Three Hours

Maximum : 80 Marks

I. Answer the following questions. Each question carries 1 mark :

(A) Choose the Correct Answer :

1 Academic writing usually possess :

- (a) The tone of seriousness.
- (b) The use formal language.
- (c) Consistent focus on the topic.
- (d) All of the above.

2 The topic sentence is found in :

- (a) Body paragraphs. (b) Concluding paragraph.
- (c) Introductory paragraph. (d) None of the above.

3 Descriptive writing usually appeals to the _____.

- (a) Mood. (b) Senses.
- (c) Appearance. (d) Content.

4 When an e-mail is written entirely in capital letters it means ?

- (a) That you want to stress the points.
- (b) That the message is official.
- (c) That you are shouting at the reader.
- (d) That it is the same as writing in small letters.

5 In a covering letter an employer looks for :

- (a) Applicant's personality. (b) Something eye catching.
- (c) The use of language. (d) All of the above.

Turn over

(B) Fill in the Blanks :

- 6 Chicago Manual of Style is a _____ in academic writing.
- 7 _____ is a rhetorical mode for highlighting the similarities and differences.
- 8 _____ is a rhetorical mode in essay writing used for recounting events.
- 9 A _____ is used to list nouns in a sentence.
- 10 In _____ information is gathered directly from the 'real world'.

(10 × 1 = 10 marks)

II. Answer any *ten* of the following questions in two or three sentences each. Each question carries 2 marks :

- 11 Differentiate between academic and non-academic writing.
- 12 What are the steps involved in academic writing ?
- 13 Define Plagiarism.
- 14 What are the three types of paragraphs in an academic essay ?
- 15 Comment on the functions of thesis statement.
- 16 List the essential components of a narrative.
- 17 What is an argument ? Give examples.
- 18 Give examples for gendered expressions in English.
- 19 Revise the following wordy sentences :
 - (a) The lush green, scenic, and breath-taking hill stations of Kerala are visited by a large number of tourists from Europeans countries every year.
 - (b) There was a time when the Arakan Forest Turtle was thought by scientists to be extinct.
- 20 What does honor code signify ?
- 21 Mention the purpose of a questionnaire in a survey.
- 22 Differentiate between a CV and a Resume.

(10 × 2 = 20 marks)

III. Answer any *four* of the following questions in a paragraph each. Each question carries 5 marks :

- 23 Comment on the role of journals in sharpening academic writing skill.
- 24 Analyse the features of a five paragraph essay with suitable illustrations.

- 25 Distinguish between a proposal and a case study.
- 26 What are the general rules for writing definitions ?
- 27 Write a report on the feasibility of starting free bus service to your college.
- 28 Write a brief review of a book you have read recently.

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions in about 300 words each. Each question carries 15 marks :

- 29 Illustrate the features of argumentative essays.
- 30 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 place you visited with your family.
- 31 Distinguish between the features of an e-mail and a letter. Write an e-mail to your friend in Delhi to help you to settle down there for your post graduate course.
- 32 Prepare a cover letter and a resume to apply for the post of Data Analyst in an MNC.

(2 × 15 = 30 marks)