

**D 43114**

(Pages : 3)

Name.....

Reg. No.....

**SECOND SEMESTER 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 :

A. Choose the correct answer :

1 Academic writing demands :

- (a) Self-expression.                      (b) Objectivity.  
(c) Personal feelings.                      (d) Replication.

2 APA stands for :

- (a) American Psychological Association.  
(b) American Physics Association.  
(c) American Psychiatry Association.  
(d) Asian Psychology Association.

3 The introductory paragraph provides :

- (a) The background information.  
(b) The thesis statement.  
(c) An outline statements.  
(d) All of the above.

4 One statement that is not true about a Curriculum Vitae (CV) is \_\_\_\_\_.

- (a) That it is a full record of one's career.  
(b) That the word is of Latin origin.  
(c) That it is only one-page long.  
(d) That it is static.

5 A narrative writing should be arranged \_\_\_\_\_.

- (a) Analytically.                      (b) Chronologically.  
(c) Spatially.                      (d) Theoretically.

**Turn over**

**B. Fill in the Blanks :**

- 6 \_\_\_\_\_ university insists the use of its own style guide for academic writing.
- 7 \_\_\_\_\_ is a rhetorical form used to explain the correlation between reasons and results.
- 8 \_\_\_\_\_ is a way of explaining a word or a phrase.
- 9 An ellipsis (or omission) is indicated by a series of \_\_\_\_\_ periods.
- 10 \_\_\_\_\_ provides information from more people within a short period.

(10 × 1 = 10 marks)

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

- 11 What are the steps involved in academic writing ?
- 12 What do you mean by blind peer reviewing ?
- 13 What are the main genres of academic writing ?
- 14 What is the structure of a research paper ?
- 15 State the benefits of employing third person perspective in academic presentations.
- 16 Illustrate the role of body paragraphs in an essay.
- 17 What are the characteristics of a concluding paragraph ?
- 18 Give examples for texting language in English.
- 19 What do you mean by a fragment in writing ? How can it be avoided ?
- 20 Define 'academic integrity'.
- 21 Mention the purpose of issuing a memo. What are the steps involved in the drafting of a memo ?
- 22 Differentiate between a CV and a Resume.

(10 × 2 = 20 marks)

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

- 23 What is the significance of free writing as a pre-requisite for academic writing ?
- 24 Write a brief note on the role of dissertation and thesis.
- 25 What are the steps involved in the planning of an essay.
- 26 Examine the importance of 'voice' in academic writing.
- 27 Write a report of the cultural activities of your college during the current academic year.
- 28 Write a brief review of a smart phone that you purchased recently.

(4 × 5 = 20 marks)

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

- 29 Illustrate the features of argumentative essays.
- 30 Write a five-paragraph essay on any *one* of the following topics employing the rules and techniques of academic writing :
- (a) The emergence of India as a world leader.
  - (b) The ban on campus politics.
  - (c) The weakening ties between man and nature.
- 31 Write a review of a film that you watched recently.
- 32 Prepare a cover letter and a resume to apply for the post of Finance Officer in a corporate company.

(2 × 15 = 30 marks)