

**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR
(GIET UNIVERSITY)**



M. A.. (Third Semester) Regular Examinations, December – 2024

ENG-AE-310 - PROFESSIONAL WRITING

(English)

Time: 3 hrs

Maximum: 70 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. How does feature writing differ from news writing?	CO1	K2
b. Mention two key components of a formal report.	CO2	K1
c. What is the main objective of a complaint letter?	CO1	K2
d. What is the primary purpose of report writing?	CO2	K2
e. Why is originality important in content writing?	CO3	K2
f. What should be avoided while writing a precis?	CO3	K1
g. Define brevity in the context of precis writing.	CO4	K1
h. What is the difference between noting and drafting?	CO4	K2
i. Why is clarity important in official drafting?	CO5	K2
j. What is the difference between editing and proofreading?	CO5	K2

PART – B

(10 x 5 = 50 Marks)

Answer **ANY FIVE** questions

	Marks	CO #	Blooms Level
2. a. Explain the structure and essential components of a feature article.	5	CO1	K1
b. What are the different types of reports used in academic, corporate, and research settings?	5	CO2	K2
3.a. How do research and interviewing techniques enhance the quality of feature writing?	5	CO1	K2
b. How does persuasion play a crucial role in proposal writing? Discuss with examples.	5	CO2	K2
4. a. Draft an email to a company's customer service department complaining about a defective product you received.	5	CO3	K1
b. What are the common mistakes to avoid while writing a precis?	5	CO6	K2
5.a. Write a letter to the editor of a newspaper highlighting the need for stricter environmental regulations in your city.	5	CO3	K1
b. Compare and contrast direct and indirect approaches in complaint and request letters. When should each be used?	5	CO4	K2
6. a. What is content writing and why is it important in the digital world?	5	CO6	K1
b. What is the difference between formal and informal content writing?	5	CO6	K2
7.a. Write a sample office note for approval of a new project proposal.	5	CO4	K2
b. What are the different types of drafts used in professional and legal communication?	5	CO4	K1
8. a. What are the key stages of editing in professional writing?	5	CO5	K1
b. How does editing improve the quality of a document? Discuss its role in academic and business writing.	5	CO5	K2