

--	--	--	--	--	--	--	--	--	--



GIET UNIVERSITY, GUNUPUR – 765022
MA (English) (Third Semester) Examinations, December – 2022
20ECC305 - Professional Writing

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. Define feature writing?	Co 1	K 1
b. What is the structure of feature writing?	Co 2	K 1
c. What are the stages of feature writing?	Co 2	K 1
d. What is a proposal?	Co 3	K 1
e. Define solicited proposal.	Co 1	K 1
f. What is an analytical report?	Co 3	K 1
g. What is CC and BCC in email writing?	Co 1	K 1
h. What does a content writer do?	Co 3	K 1
i. What makes a good precis?	Co 1	K 2
j. What is editing in writing?	Co 1	K 2

PART – B**(10 x 5 = 50 Marks)**Answer ANY FIVE the questions

	Marks	CO#	Blooms Level
2. a. Mention the rules of feature writing.	5 M	Co 1	K 1
b. Mention five types of feature writing.	5 M	Co 2	K 2
3.a. A super speciality hospital was inaugurated in your town by the Health Minister. As a reporter from 'The Hindu', write a brief report on the same to be published in the newspaper.	5M	Co3	K 2
b. Power' shortage is becoming a norm these days. Your city is facing this problem regularly. Write a report for publication in your university magazine in 150-200 words highlighting this problem and offering solutions.	5 M	Co 4	K 3
4. a. You are Navneet of 65, P.H. Road, Mangalore. Recently you bought a mobile phone from 'The Phone Point', 83, Mount Road, Mangalore. The phone instrument developed a problem within a month of purchase. Write a letter to the dealer giving details of the nature of the problem and asking him/her to rectify the defect or replace the set.	5 M	Co 3	K 2
b. You are a student of M.A. in English. You are interested in pursuing a course in visual communication. You have seen an advertisement issued by the National Institute of Communication, Pune, offering courses in Media and Communication. Write a letter to the Director seeking information about their courses, fee structure, placement opportunities, etc.	5 M	Co2	K 4
5.a. What are the main points of content writing?	5 M	Co3	K 4
b. Mention different skills of a content writer.	5 M	Co 3	K 4
6. a. Explain Email etiquette in detail.	5 M	Co 4	K 4

- | | | | |
|---|------|------|-----|
| b. Write an email to a Taj hotel manager to make a reservation | 5 M | Co 3 | K 4 |
| 7. Recently Parliamentary Committee on Hindi visited the Department and inspected the various Sections/Divisions of the Department. On the advice of Parliamentary Committee on Hindi, Secretary desires that Establishment and General Sections should do all their work in Hindi. Draft a note for approval of competent authority. | 10 M | Co4 | K 3 |
| 8. It has been noticed that VIP references are pending in various Sections for a longer period. Keeping in view the instructions contained in Manual of Office Procedure, the VIP reference should be disposed off promptly. Draft a communication to all concerned for expeditious disposal of pending VIP references. | 10M | Co 3 | K 1 |

--- End of Paper ---