

**TERM END EXAMINATION - DECEMBER, 2018**  
**CERTIFICATE IN COMMUNICATION SKILLS**  
**(CCS)**

**CCS-03: WRITING SKILLS**

**Total Marks: 100**

**Time: 3 Hrs.**

*(Instructions: Answer all the questions from Group A, answer any four questions from Group B & any four from Group C and any two questions from Group D)*

**GROUP-A**

**Q.1 Multiple-Choice Questions-**

**(1×10=10)**

- i. Brainstorming is a well-known and productive method of:
  - a. engaging people in discussions
  - b. generating ideas, facts and opinions very quickly
  - c. encouraging people to give speeches
  - d. persuading people to buy things
- ii. Knowing why you are writing will help you:
  - a. formulate a goal
  - b. do research
  - c. organize your material
  - d. all the above
- iii. A paragraph is a piece of writing which is unified by:
  - a. a contextual clues in the preceding and following sections
  - b. a central, controlling idea or theme
  - c. the logical arrangement of ideas
  - d. the words and structures of the sentences
- iv. Which of the following is alinker?
  - a. therefore
  - b. moreover
  - c. meanwhile
  - d. all the above
- v. While grouping involves selection, classification involves:
  - a. to put the items in classical order
  - b. breaking down of a broad topic into parts
  - c. putting the items in chronological order
  - d. arranging the words in the order they appear in a dictionary
- vi. Technical audience comprise:
  - a. experts (academic and practical people)
  - b. technicians
  - c. accounts experts (accountants, etc.).
  - d. All the above
- vii. Bad-news announcements are best made in the:
  - a. formal style
  - b. informal style
  - c. direct style
  - d. indirect style
- viii. The normal structure of Bad-news announcement:
  - a. Buffer Material > Reasons for the Negative Decision> the Decision> a Positive Gesture

- b. A Positive Gesture> Buffer Material > Reasons for the Negative Decision> the Decision
  - c. Reasons for the Negative Decision> Buffer Material>the Decision > A Positive Gesture
  - d. The Decision> Buffer Material > Reasons for the Negative Decision>a Positive Gesture
- ix. Which of the following is not essential information for a notice?
- a. The day, date and time of the meeting
  - b. Place of the meeting
  - c. the residential address of the organizer
  - d. The purpose of the meeting
- x. The full form of the abbreviation SQ3R in the SQ3R Technique is:
- a. Survey, Question, Read, Recite, and Review
  - b. Scrutiny, Question, Revise, Read and Recite
  - c. Survey, Question, Remember, Read and Review
  - d. Structure, Quotient, Remix, Recite and Review

### GROUP-B

**Q.2 Write short notes on any four of the following in 50 words. (5×4=20)**

- a. The Issue Tree
- b. Coherence and Logical Connections
- c. Direct and Indirect styles
- d. Letters of Request
- e. Locating Information
- f. Reduction devices

### GROUP-C

**Q.3 Answer any four of the following questions in about 200 words. (10×4= 40)**

- a. What are the points that we need to keep in mind while writing notices?
- b. Describe the SQ3R Technique as a study strategy for enhancing reading comprehension.
- c. There have been sudden increase in air pollution in your city. Write a letter to the Director, State Pollution Control Board to initiate measures to reduce the level of pollution and ensure a safe and healthy life for the inhabitants.
- d. Your uncle lost his job due to the continuous loss that his company suffered for one year. A he is the only earning member of his family, his family is in great shock. Write a letter of sympathy to him.
- e. Suppose you are the President of the Welfare Society of your colony and organizing a meeting to make the residents aware of the need for maintaining discipline in the society. Prepare a notice for the same inviting the residents to participate in this meeting and make it a success.
- f. Write a paragraph on any one of the following.
  - i. Role of the press in 21<sup>st</sup> century
  - ii. Privatization of Education
  - iii. Science and Religion
  - iv. Crime and Politics

### GROUP-D

**Q.4 Answer any two of the following questions in about 250 words. (15×2= 30)**

- a. What are the methods of writing? Explain with examples.
- b. What things should we keep in mind while preparing the agendas for meetings?
- c. What are the mechanics involved in writing formal letters?
- d. Make a summary of the passage and give it a suitable title.

The economic system of any country is largely dependent upon the efficiency of its transport system. Without the help of the help of a good transport system, the expansion in national and international trade would never take place.

Broadly, the means of transport both for purposes of trade and social activity can be classified into three main divisions: land, water and air. We are, here concerned with transport for trade. Of all the forms of transport, road transport has shown the greatest growth in recent years. Road transport is also used as a complementary means of transport. Roads are indispensable links for carrying goods and people to and from railway stations, ports and airports.

Transport by road may be both vehicular and non-vehicular. Non-vehicular transportation includes both animal and man. Animals such as horse, mules and yaks are frequently used for carrying goods and passengers in hilly areas. Camel is the only means of transport in desert areas. Man is also sometimes used to carry goods. In hilly areas, porters and coolies carry goods on their backs and heads. This type of transport is generally used when animals, carts or vehicles cannot be used. Vehicular transport in developing countries includes the ancient bullock carts, as well as the modern automobiles. The invention of the automobiles has been of great significance to modern industry and commerce because of their high speed and low cost per kilometer.

The introduction of the railways has been vital in the growth of industrialization. Railways are useful in carrying heavy and bulky goods over long distances. They are especially favored because, unlike other modes of transport, they are unaffected by weather conditions.

Water transport is one of the oldest forms of cargo transport. Though it is slow, it is the cheapest form of transport. Water transport includes inland transport and ocean transport. Inland waterways are rivers and canals. While rivers are “naturally” created, canals are artificial waterways. Inland waterways are not always reliable. Sometimes rivers change their course abruptly, which may cause dislocation of traffic. In times of drought they may run dry.

Ocean or sea transport is very important for the growth of foreign trade of any country, especially as it is cheaper than air transport. It is particularly useful for carrying bulky goods over long distances, especially when time is not the essential factor.

The greatest advantage of air transport is that it has reduced the time and distance barrier to a great extent. However, air transport is the costliest means of transport because of the high cost of planes, their operation and maintenance. It is generally used rather sparingly for carrying light freight.