

Term End Examination June 2019
Certificate in Communication Skills (CCS)

Course Code
CCS-03

Writing Skills

Time: 3 Hours

Maximum Marks: 100

*(Answer **all** the questions form Group-A, any **four** questions from Group -B, any **four** questions from Group -C and any **two** questions from Group -D)*

Group-A

1. Answer the following questions in one or two sentences. 1X10=10

- a) What are the three processes involved in writing? Why writing is called a three-way process?
- b) Which key elements we need to take into account before we start writing?
- c) What is brainstorming?
- d) What is a thesis statement?
- e) What does the technical audience include?
- f) How is a message presented in the direct style?
- g) Why is coherence necessary in a paragraph?
- h) Why are informal letters like private conversations?
- i) PLAN is used as a strategy for improving study skills. What do the letters in PLAN standfor?
- j) Who is a good listener?

Group-B

2. Write answers to any four of the following in 100 words. 5X4=20

- a) What are the steps involved in writing?
- b) What are the different forms of discourse?
- c) Where do we look for ideas when we write narratives?
- d) What are the basic features of formal communication?
- e) When do we write letters of congratulations? Give an example to illustrate.
- f) Explain extensive reading with examples.

Group-C

3. Answer any four of the following questions in about 200 words. 10X4=40

- a) What techniques should we follow to make proofreading effective?
- b) How can we make the introduction of a piece of writing impressive?
- c) What style should we adopt while writing circular letters?
- d) You have been witnessing a lot of accidents in your area. Write a letter to the Superintendent of Police (Traffic) of your district to create a traffic post in your area to prevent the occurrence of accidents.
- e) A friend of yours has been selected to play for Odisha in the Ramji Trophy. Write to letter to him to congratulate him for this achievement.
- f) Write a paragraph on any one of the following.
 - i) Privatization of Education
 - ii) General Elections 2019
 - iii) Swachh Bharat Abhiyan
 - iv) Five Year Plans

Group-D

4. Answer any two of the following questions in about 300 words.

15X2=30

- a. Describe the six characteristics which the touchstone of a write up comprise.
- b. Explain KWL Plus as a strategy to study better.
- c. Make a summary of the passage and give it a suitable title.

The food industry is one of the largest manufacturing industries in the world. As the demand for economical, safe and convenient food and beverage increases, it continues to expand. The food industry involves the four stages of agriculture, manufacturing, marketing and distribution.

Agriculture refers to the production of agricultural goods through the growing of plants and the raising of domesticated animals. It encompasses a wide variety of specialties. In modern agriculture, plant breeding, pesticides, fertilizers and technological improvements have sharply increased yields from cultivation. Selective breeding and modern practices in animal husbandry such as intensive poultry farming have similarly increased the output of meat.

The major agricultural products can be broadly grouped into food, fibers, fuel and raw materials. Specific foods include cereals, vegetables, fruits and meat. Fibers include cotton, wool, hemp, silk and flax. Raw materials include lumber and bamboo.

The second stage, manufacturing, is the use of tools and labor to make things for use or sale. Modern manufacturing includes all intermediate food processes required for the production and integration of a product's components. Food processing is the set of methods and techniques used to transform raw ingredients into food or to transform food into other forms for consumption by humans or animals either in the home or by the food processing industry. Food processing typically takes clean, harvested crops or slaughtered and butchered animal products and uses these to produce attractive, marketable and often long-life food products.

The third stage, marketing, is an ongoing process of planning and executing the marketing mix for products, services or ideas to create exchange between individuals and organizations. It tends to be seen as a creative industry, which includes advertising, distribution and selling. It is also concerned with anticipating the customers' future needs and wants, which are often discovered through market research. Essentially, marketing is the process of creating or directing an organization to be successful in selling a product or service that people are willing to buy. Good marketing must be able to create a "proposition" or set of benefits for the end customer that delivers value through products or services.

Lastly, food distribution, a method of distributing or transporting food from one place to another, is a very important factor in public nutrition. There are three main components of food distribution. They involve transport infrastructure such as roads, vehicles, rail transport, airports and ports, food handling technology and regulation, storage, warehousing and adequate source and supply logistics, based on demand and need. Through distribution, food gets to the big and small outlets such as supermarkets and shops for retail.
