

**Term End Examination –December, 2017**  
**Certificate in Communication Skills**  
**CCS-03 : Writing Skills**

Time: 3 Hours

Maximum Marks: 100

**Figures on the right hand margin indicate marks.**

**Section-A**

1. Answer any four of the following questions in about one hundred words. [4X5=20]
- (a) Elements of a good paragraph
  - (b) Brainstorming
  - (c) Informal letters
  - (d) Presentations
  - (e) Proofreading
  - (f) Cohesive devices

**Section-B**

2. Answer any two of the following questions in about 250 words. [2X10=20]
- (a) You have got to attend a conference of the middle level managers in your company in Mumbai next week. But your mother has fallen seriously ill. Write an e-mail of apology to the organisers expressing your inability for attending the conference.
  - (b) Your uncle's son has been kidnapped by some unknown people near his college. He wants you to write an application to the Superintendent of Police to depute a team of police personnel to his village and take necessary steps to rescue the boy unhurt.
  - (c) Write a paragraph on any one of the following in about 250 words.
    - (i) Uses and abuses of internet
    - (ii) Cleanliness is next to Godliness
    - (iii) Students in Politics
  - (d) Suppose you are the Secretary of the Employees' Welfare Association and organizing an Awareness Camp on Cyber Security in your office. Prepare a notice for the same inviting your staff to participate in this camp and make it a success.

**Section-C**

3. Answer any three of the following questions in about 500 words. [3X20=60]
- (a) Describe the writing process in brief.
  - (b) What are the basic skills required for technical writing? Explain with suitable examples.
  - (c) Read the following passage carefully and prepare a bar diagram or graph on the basis of the information/data given in the passage.

Mohan and Murari were two good friends. They started the business of door to door selling of readymade garments on the same day in 2010. Both of them used motor cycles to travel to distant places. In the first year both of them made good business. Mohan earned a profit of Rs 13lakhs and Murari earned 12.7 lakhs. In the following year, Murari, hired a taxi to go to small and remote villages to

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impress the customers and travel in all kinds of weather conditions. His plan to hire a taxi had positive outcome and his profit to soared to 18.3 lakhs in the second year whereas Mohan's profit remained more or less the same. It stood at 13.4 lakhs. Mohan engaged an assistant to carry on his business with the familiar customers and took the responsibility of meeting new customers. Besides, he engaged agents in villages whom he promised incentives if they succeeded in encouraging people to buy his products. This way he could harness his business which grew to 21 lakhs in the third year. In the same year, Murari could not do much business as his health failed time and again and the assistant he had engaged could not replace him properly. His profit came down to 16.7 lakhs. In the fourth year, a rich businessman from the nearby city opened a showroom in their town and people from nearby villages bought clothes from that shop. The profit margin of both Mohan and Murari drastically came down. In this year, they had to satisfy themselves with 11 lakh each. Mohan was forced to remove the assistant he had managed as he could not afford to pay his salary. Towards the end of the same year, Mohan and Murari while returning from their business tours, met at a restaurant all of a sudden and sat down to explore the possibility of a joint venture. They had realised that in the face of the competition they faced from the new showroom, they had to do something together. They both put in all their earnings together and started a showroom in the same city. Mohan looked after the showroom and Murari took care of getting garments from the nearby city, Kolkota and Mumbai to attract the customers. As many of the customers coming to the town were familiar to both of them, their business soared up in the fifth year and their joint profit reached 52 lakhs. Their story of success was appreciated by one and all.

**(d) Make a summary of the passage and give it a suitable title.**

Mahatma Gandhi used to say that if we want to see real India, we should to go the village. Similarly, if we want to see the real spirit of Indian life, we shall have to go to see villagers celebrating their fairs. Last year I was invited by a friend to see a fair in his village. Though this fair was not an annual affair; last year it assumed more importance and attracted a large number of visitors because one of our senior ministers had very kindly consented to inaugurate it. The minister's consent was not an unusual thing since it was an election year.

The village was situated at a distance of about ten miles from Delhi. I travelled by cycle and reached my friend's house about noon. It was a cloudy day and the countryside looked beautiful. The minister arrived in time. He was preceded and followed by a number of policemen. In the life of villagers visits by such dignitaries are a very unusual affair. Everyone bowed in deep respect and I was wondering whether the atmosphere created by the presence of the Minister was in tune with the gay spirit of the fair.

After the ceremonial departure of the Minister, villagers seemed to heave a sigh of relief. They came in increasingly large numbers. They were in their colourful best. Men, women and children were very happily advancing towards the mela grounds near the tomb of a Muslim saint. Many stalls had sprung up. There were

toy sellers and sweetmeat sellers. Every child was forcing his parents to buy toys. The toys, the sweetmeats were dust laden as every blow of wind laid a fresh coat of dust on them. There were no roads, only dusty pathways led to the stalls and the fair ground.

At some distance from the stalls I saw a juggler performing his tricks. The simple minded villagers watched his tricks with open mouthed wonder and enjoyed every new trick. Another group of villagers was enjoying the feats of a rope dancer. Children and women were availing themselves of the joy of swinging in the air on ropes tied to the trees. Everywhere and in every heart there was joy. The colourful dress of children and women and their songs added to the beauty of the fair.

Near the tomb I saw about half a dozen Muslim holy men sitting quietly and receiving the homage of the simple villagers who gathered there every year to invoke the blessing of great saint to keep the evil spirits away from their fields. A group of villagers formed a circle, danced hand in hand around the tomb. A couple of women also took part in it.

As evening fell, the fair came to an end. The villagers dispersed as easily as they had gathered. There were no traffic jams, no policemen to control mischief-makers and no voluntary agencies to look after the missing children. Everybody in the village knew one another and there was no fear of loneliness. This show of brotherhood among the villagers deserves to be followed by city-dwellers.

**(e) Make notes of the above passage.**

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