

CCS-03

**Certificate in Communication Skills
(2016-2017)
Term End Examination
June 2017**

CCS-03: Writing Skills

Time: 3 Hours

Maximum Marks: 100

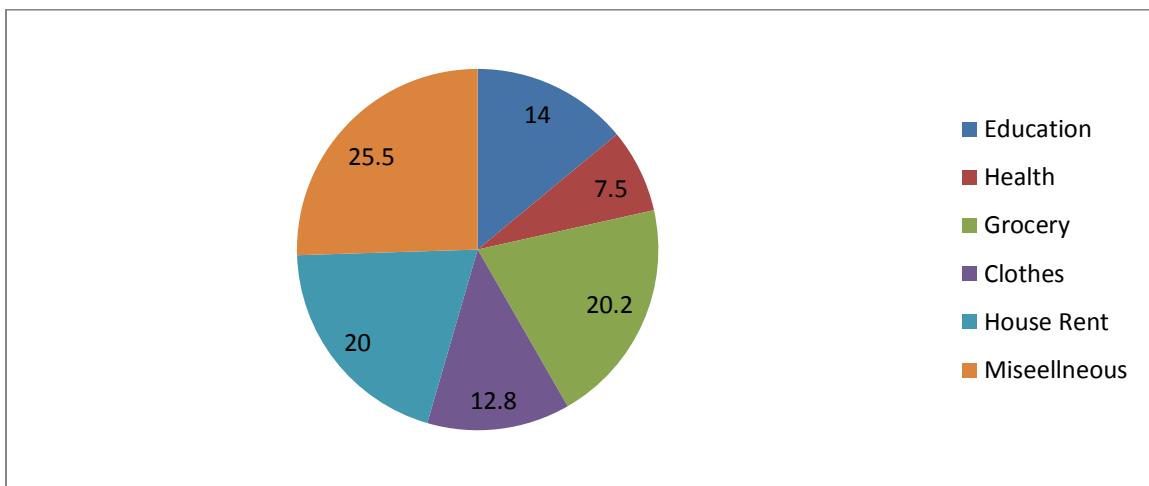
- (i) There are three sections A, B and C.**
(ii) Attempt three questions from Section A and three questions from Section B.
Question 10 under Section C is compulsory.
Figures on the right hand margin indicate marks.

Section-A

Answer any three questions. [20X3=60]

- 1. What are the elements of a good paragraph? Discuss with suitable examples.**
- 2. Arrange the following sentences in the form of a paragraph. Use cohesive devices wherever required. Give a suitable title to the paragraph.**
 - (i) They persuaded White to sail back to England to ask Sir Walter Raleigh for help.
 - (ii) A colonist named George Howe was killed by natives while searching for crabs alone on the beach.
 - (iii) Shortly after they reached Roanoke, Elenora delivered a child whom they named Virginia.
 - (iv) This time the expedition included women and children, including White's pregnant daughter, Elenora.
 - (v) Virginia was the first English person born in America.
 - (vi) White left behind 114 colonists, including his daughter Elenora and granddaughter Virginia.
 - (vii) The colonists were scared.
 - (viii) In 1587 Sir Walter Raleigh dispatched an expedition of three ships and 150 colonists, led by John White, to Roanoke.
 - (ix) But the English soon ran into more trouble with the Native Americans.

- 3. Describe the following Pie diagram in terms of the percentage of expenditure that Mr Samantaray's Family makes on different items.**



Make a comparative analysis of the expenditure made on different items and suggest an ideal pattern of expenditure for the family.

- 4. Summarize the following passage in about 200 words. Give a suitable title to the passage.**

Johannes Gensfleisch zur Laden zum Gutenberg, better known as Johannes Gutenberg, was born in the German city of Mainz. Though most of Gutenberg's early life is a mystery, historians believe that he studied at the University of Erfurt in 1418 and spent much of his young adult life practicing the profession of his father: goldsmithing. Gutenberg borrowed money from investors in 1439 and found himself in financial trouble.

In the year 1439 the city in which Gutenberg lived was planning to exhibit its large collection from Emperor Charlemagne (a famous ruler who had united much of Western Europe around 800 AD). The exhibit was expected to bring many visitors to the town, so Gutenberg took investments and created polished metal mirrors which were to be sold to the visitors (it was a common belief at that time that mirrors were able to capture holy light from religious relics). The mirrors which Gutenberg produced probably would have sold well, but due to severe flooding the event was delayed by one year. The impatient investors demanded that Gutenberg return their investments, but he had already spent the money on producing the unsaleable mirrors. He was trapped in a difficult situation. Gutenberg decided to share his greatest secret with them.

This secret would forever change the world, all of history, and even the process of keeping history. It's been argued that Gutenberg's idea was one of the greatest of all mankind. This

one idea would lead to the spread of countless others. It would play a key role in the development of the Renaissance, Reformation, the Age of Enlightenment, and the Scientific Revolution. This idea would bring learning to the masses. Gutenberg had created the mechanical printing press with movable type.

Before the spread of Gutenberg's idea, literature was handwritten. That means that each copy of the bible and all of its 73 books were tediously hand scribed, and this was done before the invention of the ballpoint pen. Given the amount of detail that went into each text, creating a single copy of a bible could take years. Because of the effort that went into producing them, books were extremely rare and valuable. Because of the value of books, there was little reason for common people to learn to read or write since it was unlikely that they would ever handle a book in their lifetimes. Gutenberg's invention would change that. His printing press allowed literature to be produced on a mass scale. His movable metal type could be arranged once to form a page, and he could print the page again and again.

The first major text that Gutenberg produced was a 42 line copy of the bible. Scholars estimate that Gutenberg produced between 165 and 185 of these bibles, which sold out almost immediately. Most copies went to churches and universities, though one was sold to a private individual. Copies are known to have sold for 30 florins (about three years of wages for a clerk at the time), which may seem expensive but was much cheaper than a hand produced copy. Purchasing a Gutenberg Bible in the 1450s would have been a good investment if you and your descendants were able to maintain it. Only twenty one complete Gutenberg Bibles exist today and the last one traded hands in 1987 for 4.9 million dollars, the highest price ever paid for a book at the time.

Gutenberg's brilliant idea would soon change the world, but in the short term he bungled a large and risky investment. He found himself in financial trouble once again and was sued by one of his investors, who accused Gutenberg of mismanaging money meant for the production of books. The courts ruled against Gutenberg and he lost the shop that he had created. He was effectively bankrupt.

Though he had failed as a businessman, the technologies that he had created spread rapidly. As these printing technologies spread, news and books began to travel much faster than previously possible. The world has not been the same since. Though Gutenberg was financially unsuccessful in his own lifetime, he made the world a much richer place.

5. **Make detailed notes of the above passage and provide a suitable title.**

Section B

Answer any three of the following questions.

[10X3=30]

6. You have been asked your boss to prepare the budget for the next Annual Meet of the Board of Directors. But you have not been able to do so due to technical snag with your computer. Write an e-mail of apology to your boss for not being able to finish the work in time.
7. Your friend has rung up to you after his bus meets with an accident. He wants you to arrange an ambulance with a medical team to attend to the victims. Write an Application to the Chief District Medical Officer to send an ambulance with a medical team to the accident site.
8. Write a paragraph on any one of the following in about 250 words.
 - (a) Uses and abuses of the Mobile Phone
 - (b) Service to Mankind is Service to God
 - (c) Demonetization
9. Suppose you are organizing an Environmental Awareness Camp in your college. Prepare a notice for the same inviting students and teachers to participate in this camp and send a strong positive message to the public.

Section C

10. Find out the main idea and supporting ideas in the following passages.

[5X2=10]

- (a) There are many types of lethal venom in the animal kingdom, but perhaps no stranger carrier than the platypus. The platypus is one of few venomous mammals. Males carry a venom cocktail in their ankle spurs that incapacitates victims with excruciating pain. Stranger still, the platypus is the only mammal that uses electroreception. What this means is that the platypus uses its bill to sense the electricity produced by the muscular movements of its prey. The platypus neither sees, hears, nor smells its prey while hunting but, rather, pursues it through electroreception. Perhaps most odd, the platypus is the only mammal that lays eggs rather than giving birth to live young. The platypus is an odd creature indeed.
- (b) For most of human history, people thought that the Earth was the center of the universe. Nicolaus Copernicus changed how people understood the universe when he theorized that it was heliocentric, or sun-centered. Interestingly, Copernicus had most of this theory worked out some time before 1514, and his work was fully articulated by 1532, yet publication of this text was not completed until 1543 as he lay dying. Some scholars believe that Copernicus delayed publishing this work because it contradicted the Catholic Church's view that the Earth was at the center of the universe. Copernicus's may have been smart in doing so because the Church did not formally accept his view of the universe until 1822, almost 300 years later.