

Term End Examination : June - 2018
CERTIFICATE IN COMMUNICATION SKILLS
Writing Skills (CCS-03)

CCS-03

Time: 3 hours

Full Marks: 100

Read the instructions carefully before attempting questions from each group.

GROUP – A

Q.No. 1. Answer all questions selecting the right options.

[1 X 10 = 10]

- i. Which of the following is not a key element of writing?
a) subject matter b) purpose
c) reader/audience d) publisher
- ii. An Essay map is a:
a) a statement about an essay which one is going to write
b) a map showing all the important aspects of an essay
c) a map showing the different stages in writing an essay
d) a brief statement in the introductory paragraph introducing the main points to be discussed in the essay.
- iii. The linkers in the paragraphs act like:
a) anchors (b) signposts (c) bumpers (d) obstacles
- iv. Which of the following is not a convicting verb?
(a) To recommend (b) to compare (c) to forecast (d) to inform
- v. The plain verb for the verb 'demonstrate' is:
(a) Extend (b) expand (c) show (d) discuss
- vi. The indirect style of announcements is more suitable to:
(a) Bad news announcements (b) Good-news announcements
(c) Neutral news announcements (d) Horror news announcements
- vii. The informal version of the word 'investigate' is:
(a) look after (b) look into (c) look up (d) look for
- viii. Which of the following phrases we don't use while congratulating someone?
(a) It was great to hear that you (b) Congratulations on your success in..
(c) Well done! (d) I am puzzled to know that
- ix. The classification map shows:
(a) relationships among concepts (b) differences between concepts
(c) sequences of concepts (d) chronology of concepts
- x. Which of the following is not used to highlight the main ideas?
(a) It is important to note that... (b) The points you must remember are...
(c) It hardly matters if we..... (d) The next point is crucial to my argument...

GROUP – B

Q.No. 2. Answer any 4 (four) questions each within 50 words.

[5 X 4 = 20]

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|-------------------------|---------------------------|
| (a) Steps in writing | (d) Agenda's for meetings |
| (b) Narrative discourse | (e) Flow charts |
| (c) Classification | (f) Reconstructing notes |

GROUP – C

Q.No.3. Answer any 4 (four) questions each within 200 words.

[10 X 4 = 40]

- (a) What points we need to keep in mind while organising writing in terms of class relationships?
- (b) What kinds of letters do we write to express our feelings? Describe them with example for one of them
- (c) There have been frequent incidents of burglary in your colony. Your father wants you to write an application to the Superintendent of Police of your district to deploy a team of police personnel for patrolling during the night to prevent the reoccurrence of such incidents.
- (d) One of your friends has lost his parents in an accident. His father was the only earning member in the family. Being the eldest child, he has to shoulder all the responsibilities. Write a letter of condolence to him.
- (e) Write a paragraph on any one of the following.
 - (i) Social Media: Uses and abuses
 - (ii) Women Empowerment
 - (iii) Role of Students in Nation Building
- (f) Suppose you are the President of the Innovation Club of your company and organizing a meeting to make the employees understand the need of innovation in the growth of the company. Prepare a notice for the same inviting staff to participate in this meeting and make it a success.

GROUP – D

Q.No.4. Answer any 2 (two) questions each within 250 words.

[15 X 2 = 30]

- a) What role does audience analysis play in technical writing? Describe with suitable examples.
- b) What are the differences between formal and informal letters? Explain with examples.
- c) What things should we keep in mind while preparing the agendas for meetings?
- d) Make a summary of the passage and give it a suitable title.

The war of Kalinga was the turning point in the life of one of the greatest Kings history has seen- Ashoka. Towns and villages were occupied by his troops and those that resisted were crushed mercilessly by military power, then stormed and burnt to cinder. The place was strewn with dead bodies, while thousands were taken away as slaves, women outraged, children orphaned and those who fled into jungles left to starve and die of hunger and exposure to cold. The generals who led the army thought that that their king would be very pleased with their victory they achieved, indeed as any other monarch would have been but in this case it was Ashoka and it was different.

It was the year about 261 BC and Ashoka had been the king almost the whole of northern India for ten years. He was at the height of his power and controlled a vast empire. There was no one around his kingdom who matched him either in power or wealth. The Kalinga war was the first ever war he waged and also happened to be the last! The victory, instead of bringing him pleasure only gave him grief. He was haunted by the sight of the dead and the suffering, even while he lay asleep at night. He saw for himself, how the flames of war not only burnt in the battlefield but spread afar and continuously to destroy the lives of many innocents. The joy that he should have felt in his victory was instead only a deep, unrelenting pain in his heart, all the time.

Ashoka made a vow that he honoured right up to the end of his life-he would not wage another war again. Probably the only king in history to have taken such a pledge and abide by it. He turned to the teachings of Lord Buddha to give solace to his tortured mind. He learnt to develop compassion, concern for other living beings, adopt non-violence and right living.