

SCHEME OF EXAMINATION
CAREER RELATED FIRST DEGREE PROGRAMME (CBCSS) 2-B

SEMESTER II

2013 admissions

Language Course II (English II) - WRITING AND PRESENTATION SKILLS - EN 1211.4 for 2 (b)

Time: Three hours

Maximum Marks: 80

I. Very short answer type

10 questions covering all three/four modules.

Answer all the questions.

Each question to be answered in a word or a sentence

Mark distribution: $10 \times 1 = 10$

II. Short answers

8 questions out of 12 from all the three/four Modules

Each question to be answered in a short paragraph not exceeding 50 words

Mark distribution: $8 \times 2 = 16$

III. Short essays or paragraphs

6 questions out of 9 from all the three/four Modules

Each question to be answered in a paragraph not exceeding 100 words

Mark distribution: $6 \times 4 = 24$

IV. Long essays

2 questions out of 4 from all the three/four Modules

Each question to be answered in about two to three pages.

Mark distribution: $2 \times 15 = 30$

UNIVERSITY OF KERALA

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Model Question Paper

Time: 3 Hours

Maximum Marks: 80

Answer all questions

I. Correct the following sentences. If the sentences are correct, write “No Error”.

1. She wore a dress to the party that was far more attractive than the other girls.
2. If I would have been there, I certainly would have taken care of the problem.
3. The reason her and her husband decided to take the bus instead of the train was that there was an announcement about cancellation of several trains.
4. If you want further informations, please contact our dealers.
5. The local police is behaving irresponsibly in this matter.
6. Mr. Ram who is the principal here is my cousin brother.
7. I am fed up with my never-ending homeworks.
8. Yesterday, there was a beautiful song written by Vayalar in the radio.
9. I likes watching movies.
10. Six miles are definitely a long distance to walk.

(10 x 1 = 10 marks)

II. Answer any eight of the following questions in one or two sentences each:

11. What are the mechanics of writing?
12. What are the features of effective writing?
13. What is meant by highlighting devices?
14. Write four important differences between spoken and written communication.
15. What are the tips on browsing the Net?
16. Give the various ways of dating a letter.
17. What are the ‘Es’ to be followed while answering an examination question?
18. Write two advertising lines for any cosmetic product about to be launched.
19. Punctuate the following:
come and see my art collection Ramu said to Rita She came in and shouted how beautiful is your collection.

20. Rewrite in plain English:

At the commencement, a lot of assistance was sought by the agency.

21. What should be your Aim Strategy for effective presentation?

22. What is meant by 'organisational blue print' for presentation?

(8 x 2 = 16 marks)

III. Answer as directed:

23. Write a letter to your friend seeking information on higher studies in medicine outside your state.

24. Write a precis of the following passage reducing it to one third of its length.

The term mass *media* refers to the channels of communication (*media*) that exist to reach a large public audience (the *mass* of the population). Mass media includes newspapers, magazines, television, radio, and more recently, the Internet. It informs people about events that they would otherwise know little about. Mass media communication is usually rapid, because the media will report an important event as quickly as possible after it happens. In fact, some television reporting is live; that is, the viewers can see the events as they happen. It is also transient; that is, the focus on one event doesn't last long. This is captured in the expression "there is nothing as old as yesterday's news." While most of us make use of some form of the media on a daily basis, we may not think about the functions or purposes the media serves in our society. One important function is entertainment. On television, in particular, the variety of entertainment programs is extensive, ranging from soap operas, to comedy, to talk shows, to sports. Even advertising, where the main purpose is to sell things to the public, may sometimes be seen as entertainment.

25. Write a dialogue on the following topic in about 80 words:

Two friends meet. One of them has just migrated to a city. He wants the other one too to do so.

26. Write a bunch of questions for conducting a survey on the problem of malnutrition among children in your locality.

27. Prepare a report on the recently held intercollegiate football match at your college.

28. You want to apply for the post of an English language trainer in a firm. Prepare a resume.

29. How will you manage your stage fright during a presentation?

30. What are the components to make your message memorable during a presentation?

31. What is netiquette?

(6 x 4 = 24 marks)

IV. Attempt any two of the following:

32. Write an essay on **any one** of the following each in about two to three pages:

a. The importance of English in higher education.

b. Violence against women.

c. Corruption in politics.

33. Write a project report on **any one** of the following topics:
- Use of mobile phones in your college.
 - Learning problems of school children in your local school.
 - The prospects of tourism in your district.
34. Create content for 15 – 20 slides on **any one** of the following for Power Point Presentation:
- Pollution and the environment.
 - Health and hygiene.
 - The festival of Onam.
35. Imagine you are the headmaster of a school. Write a letter to a book distributor regarding the purchase of books for the school library, requesting information about the price, availability of discounts etc.

(2 x 15 = 30)