

C 21688

(Pages : 3)

Name.....

Reg. No.....

**SECOND SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, APRIL 2022**

English (B.Com./B.B.A.)

ENG 2A 03—WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Answer the following questions :

A) Choose the correct answer :

- 1 \_\_\_\_\_ skill is needed for success in higher education.  
(a) Public speaking. (b) Technical writing.  
(c) Academic writing. (d) Creative writing.
- 2 The most popular style guide in subjects under Humanities is \_\_\_\_\_ style.  
(a) APA. (b) MLA.  
(c) MHRA. (d) AMA.
- 3 \_\_\_\_\_ helps the writer to clearly convey the message.  
(a) Punctuation. (b) Paragraphs.  
(c) Abbreviations. (d) Synonyms.
- 4 \_\_\_\_\_ is a group activity conducted at the beginning of a project to generate ideas.  
(a) Group Discussion. (b) Debate.  
(c) Brainstorming. (d) Analysis.
- 5 \_\_\_\_\_ is a rhetorical mode aimed at explaining something with examples.  
(a) Classification. (b) Comparison.  
(c) Illustration. (d) Definition.

B) Fill in the blanks :

- 6 A \_\_\_\_\_ is an article that represents a critical evaluation of a text, performance or production.
- 7 'Blog' is the short form of \_\_\_\_\_.

**Turn over**

- 8 \_\_\_\_\_ is one of the crucial elements of proposals in professional as well as academic contexts.
- 9 \_\_\_\_\_ is the backbone of an essay.
- 10 Papers sent for publication in scholarly journals undergo \_\_\_\_\_ and evaluation.

(10 × 1 = 10 marks)

II. Answer any *ten* of the following questions in two *or* three sentences each :

- 11 Which are the two kinds of documentation employed in academic papers ?
- 12 What does the word 'literature' in 'review of literature' refer to ?
- 13 What is AWL ?
- 14 What does 'genre' refer to in academic writing ?
- 15 Differentiate between CV and resume.
- 16 Define 'Academic Integrity'.
- 17 Which aspects of a paper are to be checked while reading the proof ?
- 18 What are surveys ?
- 19 Name four popular hosts that offer free blogs.
- 20 What are widgets ?
- 21 What is Podcast ?
- 22 Distinguish between a research paper and an essay.

(10 × 2 = 20 marks)

III. Answer any *four* of the following questions, each in a *paragraph* :

- 23 What are the main features of a report ?
- 24 Briefly explain the components of a CV.
- 25 You have just received a birthday gift sent by your friend who lives in Delhi. Write a letter thanking him for the gift and for remembering your birthday.
- 26 Write a descriptive paragraph on a tourist place you visited recently.
- 27 What are the processes involved in identifying and presenting a thesis statement ?
- 28 Explain ways to eliminate wordiness in writing.

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions, each in about 300 words :

- 29 Prepare a cover letter and a CV to apply for the post of Human Resources Manager in a hospital.
- 30 Explain the standard elements that every movie review should contain. Write a review of a movie you have recently seen.
- 31 What is a memo ? Explain the circumstances in which you send memos. Imagine that you are the Works supervisor of FACT, Kalamassery. You are planning to go on leave for a week. Draft a memo to be sent to your sub-ordinates briefing them on the works to be completed in your absence.
- 32 What are the features of an argumentative essay ? Write an argumentative essay on Online Learning in Post-Covid Times.

(2 × 15 = 30 marks)

**C 21688-A****(Pages : 4)****Name.....****Reg. No.....****SECOND SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, APRIL 2022****English (B.Com./B.B.A.)****ENG 2A 03—WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS****(2017—2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## ENG 2A 03—WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS

(Multiple Choice Questions for SDE Candidates)

1. \_\_\_\_\_ is a non academic material.  
(A) Theses. (B) Books.  
(C) Seminar. (D) Television.
2. When an academic paper is written for publication, it undergoes a process known as \_\_\_\_\_.  
(A) Blind Peer Reviewing. (B) Plagiarism.  
(C) Honor Code. (D) Review of Literature.
3. In an academic essay body paragraphs are \_\_\_\_\_.  
(A) Short. (B) Argumentative.  
(C) Long. (D) Attractive.
4. Papers sent for publication in a scholarly journal undergo \_\_\_\_\_ and \_\_\_\_\_.  
(A) Blind Peer Reviewing and Honor Code.  
(B) Blind Peer Reviewing and Reading.  
(C) Blind Peer Reviewing and Referencing.  
(D) Blind Peer Reviewing and Evaluation.
5. Articles published in magazines, newspapers and websites are generally categorized as \_\_\_\_\_ writing.  
(A) Academic. (B) Non-Academic.  
(C) Research. (D) Thesis.
6. The simplest format of an essay includes \_\_\_\_\_ paragraphs.  
(A) Two. (B) Three.  
(C) Four. (D) Five.
7. The main purpose of proposal writing practice is to demonstrate your ability to plan for a \_\_\_\_\_.  
(A) Present action. (B) Past action.  
(C) Case study. (D) Future action.

8. \_\_\_\_\_ is an important component in a research paper.
- (A) Case study. (B) Proposal.  
(C) Plagiarism. (D) Review of literature.
9. \_\_\_\_\_ approach to writing aims at convincing readers to accept the writer's point of view.
- (A) Expository. (B) Persuasive.  
(C) Analytical. (D) Descriptive.
10. Documentation style MLA stands for \_\_\_\_\_.
- (A) Malayalam Language Association. (B) Modern Language Association.  
(C) Marathi Language Association. (D) Medium Language Association.
11. \_\_\_\_\_ is a group activity conducted at the beginning of a project to generate ideas.
- (A) Audience Analysis. (B) Brainstorming.  
(C) Rhetorical Mode. (D) Interaction.
12. The earliest steps in the process of \_\_\_\_\_ is identifying the purpose and audience of your writing.
- (A) Essay writing. (B) Academic writing.  
(C) Assignment writing. (D) Seminar writing.
13. In other genres of academic writing it is advisable to adopt a \_\_\_\_\_.
- (A) Third person. (B) First person.  
(C) Second person. (D) Fourth person.
14. Focus, clarity and logical order of an essay are achieved through an effective \_\_\_\_\_.
- (A) Thesis. (B) Dissertation.  
(C) Statement. (D) Thesis statement.
15. \_\_\_\_\_ invites the attention of the reader.
- (A) Introductory paragraph. (B) Concluding paragraph.  
(C) Body paragraph. (D) Content.

Turn over

16. Narratives can be classified as \_\_\_\_\_ and \_\_\_\_\_.
- (A) Fictional and non-fictional. (B) Novel and fiction.  
(C) Novel and novella. (D) Story and poem.
17. \_\_\_\_\_ is explaining how something works happens or works.
- (A) Audience analysis. (B) Textual analysis.  
(C) Process analysis. (D) Topic analysis.
18. \_\_\_\_\_ summarizes the points compared/contrasted and restates the thesis statement.
- (A) Introduction. (B) Content.  
(C) Preface. (D) Conclusion.
19. The use of active verbs to create a lasting impression can be seen in \_\_\_\_\_.
- (A) Definition essay. (B) Descriptive essay.  
(C) Analytical essay. (D) Argumentative essay.
20. In \_\_\_\_\_ description writers would not mention how interesting their observations were.
- (A) Objective. (B) Subjective.  
(C) Analytic. (D) Valuable.