

Register Number :

Name of the Candidate :

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B.Sc. DEGREE EXAMINATION, 2010

(VISUAL COMMUNICATION)

(FIRST YEAR)

(PART - III)

(PAPER - II)

540 / 150 / 560. EFFECTIVE WRITING

(*New & Revised Regulations*)

(*Including Double Degree*)

May]

[Time : 3 Hours

Maximum : 100 Marks

PART - A (8 × 5 = 40)

Answers any EIGHT questions.

All questions carry equal marks.

1. Trace the history of writing during the early Peroid.

Turn Over

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2. Who invented printing and how did this influence writing?
3. How is readability achieved? Illustrate your answer with suitable example.
4. What is 'human interest'?
5. Define 'a narrative' and 'a narration'.
6. Write on the 'verbs' in English language.
7. Give the feminine gender of :
 - (a) God.
 - (b) Lion.
 - (c) Tiger.
 - (d) Director.
8. *Fill in the blanks with correct pronouns :*
 - (i) We should love neighbours.
 - (ii) This is my umbrella. Is yours?
 - (iii) In sonnets, Shakespeare has used a specific rhyme scheme.
 - (iv) Have you found pen?

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- (v) Write a letter to a friend lives in America.
9. Define 'Article writing' with illustration.
10. Discuss the various types of 'leads' in features.

PART - B (3 × 20 = 60)

Answer any THREE questions.

All questions carry equal marks.

11. Analyse the role of writing among other modes of communications.
12. Explain Gunning's 'Fox Index Point Score' and 'Rudolph Flesch's Formula'.
13. Discuss the principles and methods involved in 'effective writing'.
14. Analyse the suitable themes regarding 'writing for children'.
15. Discuss the purpose and process involved in 'business writing'.