

**C 81731-B**

(Pages : 3)

Name.....

Reg. No.....

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
APRIL 2020**

English

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

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. (A) Choose the correct answer from the options :

- 1 Which among the following is not a delineating feature of academic writing ?  
(a) Formal. (b) Emotional.  
(c) Technical. (d) Objective.
- 2 The word 'case' in a case study refers to :  
(a) Individual situation/problem .  
(b) A container/box.  
(c) A legal issue.  
(d) A casing.
- 3 MLA citation follows ——— format for citation.  
(a) Author - Date. (b) Author -Page.  
(c) Author- Publisher. (d) Author- Editor.
- 4 What is Technorati ?  
(a) Blog Search Engine.  
(b) Online Radio Show.  
(c) On-line Photo Storage Site.  
(d) Content Development Site.
- 5 A process analysis that explains how something happens or works is called :  
(a) Directional Process Analysis .  
(b) Analytical Process Analysis.  
(c) Informational Process Analysis.  
(d) Logical Process Analysis.

(5 × 1 = 5 marks)

Turn over

(B) Fill in the blanks :

- 6 In linguistics, a 'unit of language longer than a sentence' is called ———
- 7 ——— is a critical analysis of a book, play, art exhibition, film, product or service.
- 8 ——— writing persuades the reader to think in the way the writer wants them to think.
- 9 The high frequency words in academic works in English language are referred to as ———
- are used to set off and information that is non-essential to the meaning of the sentence.

(5 × 1 = 5 marks)

II. Answer any *ten* from the following in one or two sentences :

- 11 What is academic writing ?
- 12 Define 'ping' ?
- 13 What is the difference between 'em-dash' and 'en-dash' ?
- 14 What do you mean by 'purpose' in academic writing ?
- 15 What are the various components of a CV ?
- 16 Explain surveys.
- 17 What are fictional narratives ?
- 18 Fill in the blanks with the suitable form of the verb :
- (a) How ——— the college players performing in the tournament ?
- (b) The committee meeting ——— just begun.
- 19 What are formal and informal discourse markers ?
- 20 Edit the errors in the following sentence :
- (a) According to Edward Said, an intellectual is an outsider, amateur and a person who disturbs the status quo.
- (b) The coat that Anita wore for the party was blue in colour.
- 21 What are fax transmissions ?
- 22 Give examples of expressions showing personal judgment.

(10 × 2 = 20 marks)

III. Answer any *four* of the following questions in a paragraph. Each question carries 5 marks :

- 23 Write a note on the various approaches to academic writing.
- 24 What is illustrative writing ? What are its features ?
- 25 Write a brief review of a book you have read recently.
- 26 What are the etiquettes to be followed while sending an e-mail ?
- 27 Write a note on the various words and phrases to be avoided in academic writing.
- 28 Using the principles of descriptive writing, give a description of your favorite celebrity.

(4 × 5 = 20 marks)

IV. Answer any *two* of the following in an essay. Each question carries 15 marks :

- 29 Write an essay on the different categories of writing for professional purposes.
- 30 Employing the rules and techniques of academic writing, attempt a five paragraph essay on any *one* of the following topics :
  - (a) Animal rights.
  - (b) The ethics of death penalty.
  - (c) Space exploration.
  - (d) Social responsibility.
- 31 Write a full length report on the sports day events conducted in your college during the current academic year.
- 32 Prepare a cover letter and a resume to apply for the post of a lecturer in a professional college.

(2 × 15 = 30 marks)