Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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|  |  |  |  |
| **Code :** | **15VC3001** | **Duration :** | **3hrs** |
| **Sub. Name :** | **TECHNICAL WRITING** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
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| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Write a Report on Social Media Usage among Indian Youth. | CO6 | 20 |
| (OR) | | | | |
| 2. |  | Frame a targeted Resume highlighting your skill sets as a graphic designer/technical writer. | CO4 | 20 |
|  |  |  |  |  |
| 3 |  | Write a letter to an online portal seeking refund on the purchase of a mobile phone, which is faulty. | CO5 | 20 |
| (OR) | | | | |
| 4. |  | Discuss the formal and informal communication channels in an organization. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Design and write an instruction manual for page layout using adobe indesign. | CO3 | 20 |
| (OR) | | | | |
| 6. |  | Differentiate between semantic and psychological noise with examples. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | Describe an Inverted Pyramid writing style. Write two paragraphs to demonstrate the style. | CO1 | 20 |
| (OR) | | | | |
| 8. |  | Explain ‘Brevity’ and ‘Clarity’ in Technical Writing with examples. | CO1 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Write a report on Demonetisation and its impact on the urban middle class Indian Society. | CO6 | 20 |