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

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

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|  |  |  |  |
| **Code:** | **17MC3005** | **Duration :** | **3hrs** |
| **Sub. Name :** | **REPORT WRITING AND PUBLICATION** | **Max. marks :** | **100** |

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

|  |  |  |  |  |
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| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Explain the differences between technical writing and descriptive writing with relevant examples. | CO2 | 20 |
| (OR) | | | | |
| 2. |  | Prepare a marketing proposal introducing a learning app for college students. | CO3 | 20 |
|  |  |  |  |  |
| 3. |  | Discuss in detail the components of a qualitative research design | CO1 | 20 |
| (OR) | | | | |
| 4. |  | Distinguish between creative and marketing strategy with examples | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Prepare a formal and informal report on the organisation of an interdepartmental sports meet in your company. | CO3 | 20 |
| (OR) | | | | |
| 6. |  | Prepare a report on Petrol Price hike in inverted pyramid style. | CO4 | 20 |
|  |  |  |  |  |
| 7. |  | Describe the resesearch methodology of a research paper on social media interactions. | CO6 | 20 |
| (OR) | | | | |
| 8. |  | Compose and abstract of 300 words on new media research methods. | CO5 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Write a research paper introduction of 450 words on elearning techniques. | CO6 | 20 |