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



**End Semester Examination – Nov / Dec – 2019**

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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.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Write a travelogue describing a holiday destination. | CO6 | 10 |
| b. | Describe Accuracy, Brevity and Clarity with examples. | CO1 | 10 |
| **(OR)** | | | | |
| 2. |  | Distinguish between Summary Lead, Descriptive Lead and  Punch Lead. Cite relevant examples. | CO6 | 20 |
|  |  |  |  |  |
| 3. | a. | Explain Web Writing. | CO1 | 10 |
| b. | List the qualities of a good technical writer. | CO1 | 10 |
| **(OR)** | | | | |
| 4. |  | Create a chronological resume for the post of Creative Director of an advertising agency. Write a covering letter with relevant details. | CO3 | 20 |
|  |  |  |  |  |
| 5. | a. | Distinguish between Technical Writing and Feature Writing. | CO3 | 10 |
| b. | Comment on the importance of Technical Writing. | CO4 | 10 |
| **(OR)** | | | | |
| 6. |  | Discuss the positive and negative characteristics of social media. | CO6 | 20 |
|  |  |  |  |  |
| 7. | a. | Describe various types of headlines. | CO1 | 5 |
| b. | Write a headline and text for a print advertisement for a vehicle brand. | CO1 | 15 |
| **(OR)** | | | | |
| 8. |  | Write a user manual for a Nikon D5200/5300 camera. | CO3 | 20 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Define Research. | CO6 | 5 |
| b. | Write a research abstract of atleast 250 words on Mobile Usage among Youth. | CO6 | 15 |