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Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION December 2014

(VISUAL COMMUNICATION)

(FIRST YEAR)

(PART-III)

150. EFFECTIVE WRITING

Time: Three hours

Maximum: 100 marks

SECTION – A

(8×5=40)

Answer any EIGHT questions

1. Describe the elements of language.
2. Elaborate the concepts of Literate societies.
3. Define the term 'Readability' and list the techniques of readability.
4. Differentiate punctuation marks and idioms.
5. Explain the techniques of translation.
6. How can writer overcome semantic barriers?
7. Write short notes on Women neoliterates.
8. Write about letter writing.
9. Specify the features of Essay.
10. Define the features of Business writing.

SECTION – B

(3×20=60)

Answer any THREE questions

11. Discuss the history of writing and its role in communication.
12. Describe in details about the various techniques of readability.
13. Explain the concepts of effective writing in details.
14. Explain the various aspects in Article Writing.
15. Discuss about principles and practice in Technical Writing.
