

4.4.19

DURATION : 2 ½ HRS

MARKS : 75



Please note: i) All Questions compulsory ii) Figures to the right indicate full marks

Q I. A. Write a letter to the editor of Times of India drawing attention towards lack of BMC action against growing mosquito problem in your area. (15)

OR

Q I. B. Write a letter under the RTI Act to the Income Tax department asking them the reason for delay in issuing your pan card. (15)

Q II. A. State the objectives of summarizing and precis writing? Describe the differences between them. (15)

OR

Q II. B. Explain coherence and cohesion with examples. (8)

Q II. C. Summarize a novel you have read in not more than 100 words. (7)

Q III A. How to achieve competency in writing? (15)

OR

Q III B. Draft a sales letter to promote the sales of a newly launched brand of ready to eat food packets. (8)

Q III C. Write a post event report about the farewell party conducted in your college. (7)

Q IV. A. Compare and contrast copywriting in print, TV and Radio. (15)

OR

Q IV. B. Translate the following slogans in Hindi or Marathi language: (8)

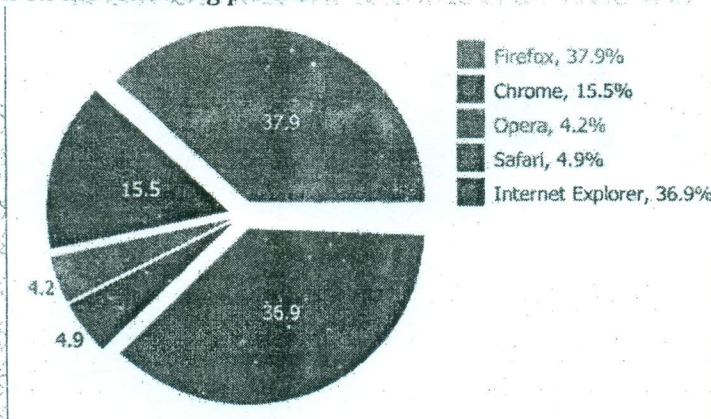
i) Have a break, have a kitkat

ii) I'm Loving it

iii) An idea can change your life

iv) Because you're worth it

Q IV. C. Write a paragraph on the following pie chart (7)



Q V. Write Short Notes (Any Three)

A. Jingles

B. Body Copy

C. Hard News

D. Types of Reports

E. Abstract

15

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