

Time: 2½ hrs.

Marks:75

- Note:
1. All questions are compulsory with internal options.
  2. Figures to the right indicate full marks.
  3. Draw neat diagrams wherever necessary.

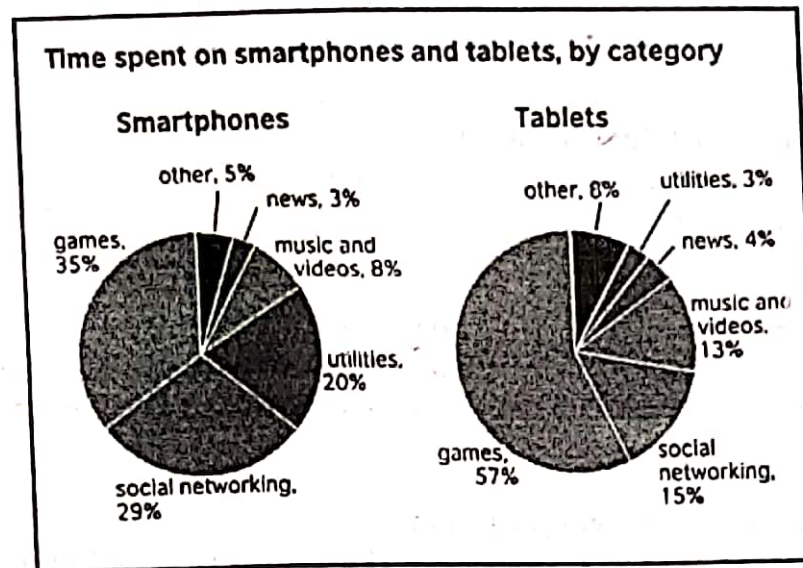
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- Q.1 Explain the following concepts. (Any five) (15)**
- (a) Headline
  - (b) RTI
  - (c) E-mail
  - (d) Hard News
  - (e) Report Writing
  - (f) Inverted Pyramid
  - (g) Advertorials
  - (h) Synopsis
- Q.2 Answer the following questions. (15)**
- (a) Explain in detail the components of a report.
  - (b) Write a report on the Annual Sports Day organised by your college for the students.
- OR**
- Q.2 Answer the following questions. (15)**
- (c) Explain the concept of cohesion and coherence in writing.
  - (d) Write a news report on a string of robberies taking place in a popular housing society.
- Q.3 Answer the following questions. (15)**
- (a) You are a manager at a popular bookstore. You ordered 500 books and 250 workbooks from Success publication for your store. But when you received the delivered package 100 workbooks were torn. Write a Complaint letter to Success publication asking for a replacement or request them to give you a refund.
  - (b) Define e-mail etiquette. Suggest rules and tips to overcome problems in e-mail communication.
- OR**
- Q.3 Answer the following questions. (15)**
- (c) Write a letter to the Editor of The Indian Express drawing his attention towards the menace and inconvenience caused by hawkers selling their goods illegally on the pavement in your locality.
  - (d) You are an Editor in a popular Media house. Write a Sales Letter to promote the sale of a new magazine launched by your media house.
- Q.4 Answer the following questions. (15)**
- (a) You had applied for a Passport three months back and have not received any updates about it. Write an RTI query asking about the status of your application, the process of issuing a Passport, and time taken for the same.
  - (b) What is meant by translation? What are the elements of good translation?
- OR**
- Q.4 Answer the following questions. (15)**
- (c) Summarize the following passage:

There was a small village in North Karnataka with a population of five to eight thousand. It boasted of a beautiful lake with a temple of Lord Hanuman on its

shore. The area was dotted with banyan trees. In Kannada, a banyan tree is called 'aladamara' and 'halli' means village, so the village was named Aladahalli. Aladahalli had only one main road, with houses on both sides, and a bus stand right in the middle of the village. Most people who were from here preferred to stay on and commute for work to the cities nearby: Hubli and Dharwad.

The advantages of staying in Aladahalli were a laid-back life, less noise and almost no pollution. The greatest attraction though was the school, which was on par with any city school, and where the medium of instruction was both English and Kannada. Just like in city schools, the students got a rank based on their merit. Bheemanna's daughter, Mridula, was among the top students in her class and was known for her intelligence.

- (d) Write a paragraph on the pie chart given below depicting the time spent on smartphones and tablets, by category.



Q.5 Write a short note. (Any three)

(15)

- (a) AIDA
- (b) Notice and Agenda
- (c) Jingles
- (d) Advantages and Disadvantages of e-mail
- (e) Stakeholders

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