

Vidya Vikas Mandal's

Shree Damodar College of Commerce and Economics, Margao – Goa  
S.Y.B.CA End Semester Examination, Semester IV April 2015

Technical Writing Skills (BCA 407)

Duration: 02 hrs

Marks: 50

**Instructions:**

- All questions are compulsory
- Figures to the right indicate full marks
- Begin each question on a new page

**1. A. Answer the following in one or two sentences each (05)**

1. Explain the difference between special and routine report.
2. Explain the two types of application letter.
3. Any two advantages of e mail.
4. Two points to be drafted in a testimonial
5. Any two guidelines to draft a tender notice.

**1.B. Answer the following in one or two sentences each (05)**

1. Explain any two points to create an advertisement.
2. Significance of the MOMA layout.
3. Explain `conciseness` in a business letter.
4. Significance of confidential notation in a letter.
5. Two points to be drafted in a reference letter.

**2. A. Explain any four types of layouts of writing letters. (10)**

**OR**

**B. Explain the principles of Commercial Correspondence. (10)**

**3. A. Draft a show cause notice to an employee, who has not improved his behaviour despite several oral reminders. (10)**

**OR**

**B Draft an Application letter along with your biodata for a Software Developer. (10)**

Job Role :

- \*You will start as an intern and may be offered a full time job after completing 6 months of internship based on your performance.
- \* You will spend 80% of your time in software design and development of products and web projects.
- \*You will spend 20% of your time in training and learning new technologies to enable you to deliver on various projects

4. A. You are the Administrative Officer of your organisation and your employer is considering purchasing some new items of office equipment. Write a report recommending the equipment you think will result in greater efficiency. (10)

OR

B. Draft a press release about a digital photography exhibition held in your college. (10)

5. A. Draft an advertisement on any one of the following. (10)

- i. New android mobile
- ii. Range of bike/car accessories

OR

B. Draft a tender notice inviting sealed tenders for manufacture and supply of 'Silver Jubilee' medals and other gift items. (10)

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