

Vidya Vikas Mandal's
Shree Damodar College of Commerce and Economics, Margao – Goa
SYBCA, SEM IV, SPECIAL SUPPLEMENTARY EXAMINATION, MAY/JUNE 2015

Technical Writing Skills (BCA 407)

Duration: 02 hrs

Marks: 50

Instructions:

- 1. All questions are compulsory*
- 2. Figures to the right indicate full marks*
- 3. Begin each question on a new page*

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

1. Explain the difference between statutory and non statutory report.
2. Explain 'open punctuation' in a letter.
3. What do you mean by a boilerplate in a press release?
4. Any two advantages of fax machine.
5. Any two points to make the advertisement appealing/eye catching.

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

1. Mention the difference between a memo and a show cause notice.
2. Significance of the Hanging Paragraph layout.
3. Explain 'courtesy' in a business letter.
4. Significance of reference number in a letter.
5. What is netiquette? Any two points.

2. A. Explain in detail the various parts of a business letter. (10)

OR

B. Comment on the language used in a business letter. (10)

3. A. Draft a memo to be issued to an employer drawing attention to some undesirable aspects of his/her office conduct. (10)

OR

B. Draft an Application letter along with your biodata for Technical Support Engineer (10)

Desired Candidate's Profile:

- *Good computation skills.
- *Fluency in English.
- *willing to work in rotational shifts
- *Knowledge in computer and networking

Location: Bangalore

- 4.A. Draft a Press Release on the Inauguration of a new cultural centre in your locality. (10)

OR

- B. Draft an advertisement for any one of the following: (10)

- i. A new hangout for college students
- ii. A new watch.

5. A. Your firm occupies a suite of offices in a rather old building. Many of the rooms are small and the corridors are dark. You have been asked by the Managing Director to consult with the Chief Accountant, the Sales Manager and the Purchasing Manager and gather suggestions concerning the feasibility of turning the area into an open-plan office. Draft a suitable report with your recommendations. (10)

OR

- B. Draft Tender notice inviting applicants from Architects/Interior Consultants the renovation of guest rooms at The Central Hotel, Panaji. (10)