

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao – Goa**  
**SY BCA, Semester IV, End Semester Examination, April 2018**  
**Technical Writing Skills (BCA407)**

**Duration: 2 Hours**

**Max. Marks: 50**

**Instructions:** 1. All questions are compulsory.  
2. Figures to the right indicate maximum marks.  
3. Start each question on fresh page.

**Q. I. A. Write brief notes on the following:** (05)

- I. What are Colloquialisms?
- II. Describe Tautology
- III. Describe the word 'advertise'?
- IV. What are 'Classified Ads'?
- V. Describe the term 'Tender Notice'

**Q. I. B. Match the following and rewrite the pairs:** (05)

- A**
1. Public Relations Officer
  2. Advertisement
  3. Pompous language
  4. Effective Correspondence
  5. Business Letter

- B**
1. Classifieds
  2. Conversational Style
  3. Press Releases
  4. Quotation
  5. Self-important words

**Q. II. Answer the following questions:**

- A) What is defamation? (02)
- B) Explain 'Invasion of Privacy' and 'Selective Misquoting' as an unethical communication practice (03)
- C) Write a Business Letter on any one of the following: (05)
- (i) Draft a letter to JK Aerated Drinks, Mumbai asking for a copy of their latest Catalogue and stating that you propose to stock JK Aerated Drinks at your Company Cafeteria. Ask for their best trade terms.
  - (ii) As the CEO of your company, draft a letter of appreciation to an employee who has been chosen to receive the Employee of the Year Award.

**Q. III. Answer the following questions:**

- A) Explain any 2 tips regarding the choice of words as stated by H.W Fowler (02)
- B) Elaborate on any 5 commandments of ethical communication (03)
- C) Write a short note on any one of the following: (05)
- (i) On behalf of 'C Language' a leading software company in Maharashtra, draft a letter to Ledd Computer Systems, complaining about some of the damaged hardware (Photocopy machines, CPU's) received by you.
  - (ii) Your company is launching a second branch office in a major metro in India. Prepare a suitable Press Release, announcing the same in the newspapers.

**Q. IV. Answer the following questions:**

- A) List down the basic layout features of a business letter? (02)
- B) List and elaborate on any 4 salient features of effective correspondence. (03)
- C) Write a short note on any one of the following: (05)
  - (i) Write a Classified advertisement, in the Wanted column asking for a Floor Area of about 4000 square feet for your new office.
  - (ii) Draft a Circular Letter announcing the retirement of a partner of your firm.

**Q. V. Answer the following questions:**

- A) What is email? What are its uses? (02)
- B) What do you mean by 'deceptive' aspects of advertisements? Illustrate your answer with examples. (03)
- C) Write a short note on any one of the following: (05)
  - (i) Draft a quotation in reply to an enquiry letter from a leading Educational Institute named 'TopGrade Institute' who has enquired on the recently published Computer Applications Books. As a leading publishing firm Manager, provide the quotation providing the names of the 3 latest Computer Applications books that have just been published by your firm, details of cost, minimum quantities to be ordered and Terms of Delivery.
  - (ii) Draft a professional and heartfelt Resignation letter to the CEO of your firm for which you have worked with for the last 4 years, mentioning the reason for leaving the organization and give a month's notice for the same.