

# T97/BMG107/EE/20151201

Time : 3 Hours

Max. Marks : 80

---

## Instructions for the students:

1. All questions are compulsory.
  2. Draw suitable diagrams and sketches wherever necessary.
  3. Assume suitable data if necessary.
  4. Figures to the right indicate full marks.
- 

1. Answer any eight of the following questions in about 25 to 30 words each. 16
  - a) Define simple sentences.
  - b) List down the types of speech.
  - c) Which are the two types of application letters.
  - d) List down the common sections in application letters.
  - e) Explain use of tables in book design.
  - f) List down types of structures.
  - g) Define Idea Mapping.
  - h) What do you mean by Idea Collection?
  - i) Define business plan.
  - j) Say true or false. Adverb clause is also nearly a complete statement.
  - k) Define noun clause.
  - l) Say true or false. Graphics and tables are mainly used in Book Design and Page Design.
  
2. Answer any four of the following questions in about 40 to 45 words each. 12
  - a) Explain noun with example.
  - b) Explain two types of Application Letters.
  - c) Explain role of introductory paragraph in Application Letter.

- d) Explain Front and Back Covers.
  - e) Explain Business plan.
  - f) What do you mean by Structural Issues?
3. Answer any four of the following questions in about 40 to 45 words each. 12
- a) Write short note on Categorizing Ideas.
  - b) List down how to convert ideas to mind map forms.
  - c) Write short note on compound sentences.
  - d) Explain pronouns.
  - e) Write short note on complaint letters.
  - f) Describe what are the requirements need to format a report.
4. Answer any two of the following questions in about 80 to 90 words each. 12
- a) Explain how to convert ideas to linear form.
  - b) Write in brief "Fonts and Color".
  - c) Explain in brief Technical Report.
5. Answer any two of the following questions in about 80 to 90 words each. 12
- a) Write short note on blog.
  - b) Write short note on direct object and indirect object.
  - c) Explain role of list in book design.
6. Answer any two of the following questions in about 100 to 120 words each. 16
- a) Explain general characteristics of Technical Reports.
  - b) Write down all the check list for the Technical Report.
  - c) Write in brief verbs and all types of verbs.

