



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**U.G. DEGREE EXAMINATION – GENERAL ENGLISH**

**SECOND & FOURTH SEMESTER – NOVEMBER 2016**

**EL 2060 / EL 4054 - ENGLISH FOR TECHNICAL WRITING**

Date: 02-11-2016  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**I Answer any EIGHT of the following in about 150 words each (8 x 5 = 40) marks**

1. Write short notes on the Origin of Technical Writing.
2. What are the basic principles of good technical writing?
3. Explain the three phases of writing.
4. Write 5 slogans on the theme 'Nature Conservation'.
5. Explain the parts of a cover letter.
6. How to write an effective online help?
7. Compose an email to a Sports Company asking for their product catalogue?
8. Explain Websites vs. Paper Text
9. What are the differences between technical writing and general writing?

**II Answer any SIX of the following in about 300 words. (6 x 10 = 60) marks**

10. Explain the various pre writing techniques with examples and illustrations.
11. Explain the significance of mind map in writing process and prepare the same for writing an essay on Global Warming
12. Explain in detail the structure of a Report.
13. Imagine yourself to be an HR Executive of a Company. You have been deputed by your company to attend a Training Programme in Bengaluru. Prepare a detailed Trip Report on your participation in the Training Programme
14. What are the techniques for writing an effective email? Explain the format of an email.
15. Create the Home Page for an Educational Institution and explain the uniqueness of the website that you have created.
16. Draw a pie chart using the following data and provide a critical interpretation.

Percentage of time spent on some internet activities of youngsters in the age group of 18-26

Researching e.g. health data – 20%

Playing games – 18%

Social networking- 24%

Accessing music- 21%

Making booking (cinema, travel)-5% Making purchases- 12%

17. Read the advertisement given below and prepare a Resume or a Curriculum Vitae based on the Job specifications

**Team Lease Services Ltd** is

Looking for Customer Support Executive

Freshers can apply, Qualification- Any Graduate

Good communication skills, Hindi will be added advantage

Salary- Upto 12,000, Timing- 9.30am-6pm

Immediate joiners are preferred. Job Location-

Kodambakkam

*Industry:* BPO / Call Centre / ITES

*Functional Area:* ITES , BPO , KPO , LPO , Customer

Service , Operations

*Role Category:* Voice

Interested candidates can forward your resume to

sharmi.sai@teamlease.com

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