LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

SECOND SEMESTER – **APRIL 2012**

# EL 2060 / 2068 - ENGLISH FOR TECHNICAL WRITING

 Date : 20-04-2012 Dept. No. Max. : 100 Marks

 Time : 9:00 - 12:00

**I. Write short notes on any FIVE of the following: (5x5=25)**

1. M.L.A. and A.P.A. format.

2. Bar chart and Line chart.

3. The process of Writing.

4. Feasibility Report

5. Internet and Intranet.

6. Summary and Abstract.

7. Internal and External motivation.

8. Different types of Oral Presentations.

**II. Answer any TWO of the following: (2x15 =30)**

1. Discuss the following factors with regard to making an effective oral presentation: Overall

organization, Development, Style, Delivery, Appearance, Body language and Visual aids.

 2. Write about the various criteria to be followed while writing a well-constructed summary.

 3. Discuss the prewriting process involved in website construction.

 4. Explain about e-mail communication and the various benefits and the problems of the same.

**III. Attempt any THREE of the following: (3x15=45)**

1. Imagine that you are the Manager in a big business organization and one of your stores catches fire at

 midnight. Write an incident report to your boss about the steps you have taken to contain the fire and

 the result of the preliminary investigation.

2. Present the following information in a pie chart, a bar chart and a table.

In the year 2000, a multinational company opened 100 food outlets in various parts of India. Out of which 25 outlets were established in Chennai, 30 in Delhi, 20 in Mumbai and 25 in Kolkata.

3. Create a flow chart for the steps involved in interviewing for a job.

4. Use any one of the prewriting techniques for the context given below:

Assume that you are required to prepare a short proposal for marketing a new mobile phone, highlighting your product’s purpose or the problems it will solve, the costs incurred, any new personnel required, facilities needed and the benefits derived.

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