

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.C.A. (SEMESTER - IV) EXAMINATION, APRIL 2016
TECHNICAL WRITING SKILLS**

Duration: 2 Hours

Marks: 50

Instructions: 1. All questions are compulsory.
2. Figures to the right indicate marks.

Q.1.A) Fill in the blanks with the appropriate terms. [5]

1. _____ are those reports that are required to be written by law.
2. A _____ report is sent by an employee to his superior to show the development or progress being made in the work assigned to him/her.
3. A _____ letter announces the employee's intention to leave the organization he/she is currently working at.
4. A _____ is a written declaration certifying a person's character, conduct, value or qualifications.
5. A memo is an abbreviation of the word _____

Q.1.B) State whether the following statements are 'True' or 'False.' [5]

1. Report writers mention how, when, where and from whom they collected data in the 'Procedure' section of the report.
2. Non-statutory reports help smooth and efficient functioning of businesses; they also create goodwill.
3. The terms Resume, Biodata and CV are often used interchangeably.
4. AIDA stands for attract Attention, arouse Interest, create Design and prompt Action.
5. A memo cannot be used for inter-department or inter-office communication.

Q.2.A) Write a short notes on

1. Complimentary Close and Signature [5]
2. Salutation and Subject Line. [5]

OR

Q.2.B) List and explain the unique features of the Hanging Paragraph Form and the Demi-Official Form [10]

Q.3.A) Write short notes on the following:

1. Resignation Letter [5]
2. Memos [5]

OR

Q.3.B) Draft a Job Application Letter in response to the following advertisement [10]

We at Madmidaas Films are looking for young, bright, creative Graphic designers and 2D/Flash Animators for a social media project. Madmidaas Films is a film production house and the chosen candidate will be responsible for creating graphic work and animation for a Youtube series recently launched by us. Hence, the person must be social media savvy as well. He/She must be well versed with photo shop, after effects and FCP software. Must have a good aesthetic sense and good leadership skills. Salary: INR 300000-350000.

Q.4.A) Write short notes on the following:

1. Press Release [5]
2. Advertisements [5]

OR

contd...2/-

Q.4.B) List and elaborate upon any ten common rules of online etiquette [10]

Q.5.A) Write Short Notes on

1. Difference between individual and committee reports [5]

2. How to collect data for reports. [5]

OR

Q.5.B) Assume you are the chairman of the Discipline Committee of Gurukul College of Business Studies. The Principal has asked you to submit a detailed report about the problem of indiscipline in the college and also suggest ways to solve this problem. Draft a committee report as required by the Principal. [10]

XXXXXXXXXXXXXX