

D 14790

(Pages : 3)

Name.....

Reg. No.....

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2016

GEC 3TW 08—TECHNICAL WRITING AND SEO

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each question carries 1 mark.*

1. The means to convey scientific, engineering or other technical information is called _____.
2. The active internal involvement of an individual is _____.
(Interpersonal, intrapersonal, organizational, mass communication).
3. An effective paragraph should begin with a _____.
(Synonyms, topic sentence, prefix, none of these).
4. The words with opposite meaning are called _____.
5. Effective communication take place between a sender and a _____.
6. An employee with high level of emotional intelligence has good _____ skill.
7. The word “unhappiness” consists of _____ morphemes.
(a) Two. (b) Three.
(c) Four. (d) Five.
8. Pick out the collective noun from the following :—
(a) Aluminum. (b) Truth.
(c) Government. (d) Join.
9. _____ is a form of direct mail in which an ad vertiser sends a letter to a potential customer.
10. SEO is to improve the volume and _____ to a web site from search engines.

(10 × 1 = 10 marks)

Turn over

Section B

*Answer any eight questions.
Each question carries 2 marks.*

11. What is inter operational communication ?
12. Language is the most important tool of communication. Do you agree ? Why ?
13. Name the central components of a paragraph.
14. Give *two* words containing the prefix “un”.
15. Explain communication skill as the most important of all life skills.
16. Are soft skills necessary for an employee ? Why ?
17. Change the following expression into indirect speech : “Is some more time left ?” spoke the student.
18. Good interpersonal communication skill enable us to work more effectively in groups. Explain.
19. Differentiate between Curriculum Vitae and Resume.
20. What is the difference between a notice and a circular ?
21. Write a short note on SMO and SEM.
22. Explain service level agreement.

(8 × 2 = 16 marks)

Section C

*Answer any six questions.
Each question carries 4 marks.*

23. Distinguish between General and Technical communication.
24. Write a note on the flow of formal communication.
25. Using “problem and solution” technique, develop a short paragraph on “computer virus”.
26. Distinguish between précis and synopsis.
27. Fill in the blanks with correct form of verb given in brackets :

Once she (join) her job, she (start) (feel) good about herself.

Back to a life of professional urgency (make) her feel wanted and required.

Otherwise, all these years she (live) an uneventful life.

28. Assume that your uncle has funded your education and you wish to express your gratitude to him. Draft a telephone conversation between you and your uncle.
29. Draft a memo asking for feedback on the use of laptop computers.
30. Which are the major elements of a business letter ?
31. What is SEO and write short note on major role of Google in SEO ?

(6 × 4 = 24 marks)

Section D

*Answer any two questions.
Each question carries 15 marks.*

32. What are the barriers to communication and how can we overcome those barriers ?
33. Write an essay on advantages of e-learning.
34. ZAP INTERNATIONAL is launching a new smart phone with the latest configurations next month. Assuming yourself to be the Area Sales Manager, write a sales letter inventing necessary details to be sent to all the wholesalers of your area for promoting its sale.
35. Explain in detail the different types of search engines.

(2 × 15 = 30 marks)