

Note: All questions are compulsory.

Figures to the right indicate full marks.

- Q.1 Attempt the following. (Any Four)** 20 M
- Explain Expository and Narrative tones of styles.
 - What are the guidelines for writing succinctly?
 - Write a blog on the topic "**How meditation can help us with stress and anxiety?**"
 - Explain Show and Tell approach. What are Idioms? Why to avoid it?
 - Explain the type of tones with example.
 - Horror
 - Serious
 - Pessimistic
 - What are the tips to follow while writing a paragraph?
- Q.2 Attempt the following. (Any Four)** 20 M
- How LinkedIn is different from Twitter and Facebook? Explain the guidelines to follow while creating LinkedIn profile?
 - Explain the concept for the science of visualization.
 - What are the tips to follow while writing for Home Page?
 - Write an Email to your cousin for congratulating him on outstanding performance in examination.
 - Explain the guidelines to follow while writing better blog post?
 - What are the tips to follow while writing for Facebook?
- Q.3 Attempt the following. (Any Four)** 20 M
- What is the use of Research and Knowledge Management Tool? Explain few examples of it.
 - What are Intellectual Property Rights?
 - Explain the tools used for generation of ideas in Blog writing.
 - Explain the use of Writing tools. Also give few examples of it.
 - Explain the Terms:
 - Trademark
 - Copyright
 - Author
 - Explain the use of Productivity tools. List out few examples of it.

Q.4 Attempt the following. (Any Five)

15 M

- a. Explain Compound sentence type with suitable example.
- b. Rewrite the sentences with proper word.
 - i) The red one is (*their/there*) house.
 - ii) Your decision does not (*effect/affect*) my decision to move abroad.
 - iii) Have you decided where (*Your/You're*) going for holiday?
 - iv) My friend wants (*to/too*) buy a new car.
 - v) The curtain is too long for (*its/it's*) window.
 - vi) We have to give the time to take (*effect/affect*).
- c. What are Infographics?
- d. Explain primary learning styles to process information.
- e. Explain the concept of Piracy and Rights Holder.
- f. Explain Ever-note.

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