

**Q1. Choose one correct option.**

(40)

1. "Seven reasons why you should join Star Institute," it's an example of -----.  
a. Reason-why-headline      b. Direct headline      c. Command headline      d. Question headline
2. Reducing a passage in size without compromising on its meaning is known as -----.  
a. Report Writing      b. Essay Writing      c. Summarization      d. Circular Writing
3. A ..... provides written intimation about the day, date, time and venue of a business meeting.  
a. Report      b. Notice      c. Press Release      d. Letter to Editor
4. When we formulate someone else's ideas in our own words or rewrite a passage without changing the meaning of the original text is known as -----.  
a. Circular      b. Memo      c. Paraphrasing      d. Press release
5. Usage of all capital alphabets on email is considered as -----.  
a. Following trend      b. Looks fancy      c. Screaming/Insulting      d. Irrelevant
6. The tone of your emails should be -----.  
a. Very aggressive junior colleagues      b. Can be rude if it is not a client      c. Bossy and rude if you are writing to  
d. Polite and assertive
7. Circulars are written in the form of -----.  
a. Essay      b. Paragraphs      c. Letter      d. Story
8. .... refers to a list of items/topics to be discussed at a meeting.  
a. Resolution      b. Agenda      c. Decisions      d. Notice
9. How do you begin to write a complaint letter?  
a. Begin with a quotation      b. Begin with angry statement      c. Begin with description of the place  
d. Begin with details of what happened
10. ----- are used for contacting internal as well as external stakeholders when they are large in number.  
a. Notices      b. Memos      c. Circulars      d. Letters
11. What is the full form of RTI?  
a. Right to Information      b. Right to Independent      c. Right to Intervention      d. Right to Initiative
12. Following which document is prepared by an organization and distributed to the media for the purpose of publication?  
a. Notice      b. Office order      c. Circular      d. Press Release
13. A State Commission or Consumer Disputes Redressal Commission of State entertains complains up to -----.  
a. 10 lakhs      b. 15 lakhs      c. 25 lakhs      d. 20 lakhs

14. ----- is an odd one from five 'W' of event report writing?

- a. Who      b. What      c. Which      d. When

15. X axis and Y axis are associate with -----?

- a. Maps      b. Posters      c. Graphs      d. Tables

16. ----- includes entertainment, celebrity, art, culture and sports news.

- a. Feature News      b. Periodical News      c. Soft News      d. Hard News

17. In how many days its compulsory to Nodal Officer of RTI to give response to an inquiry?

- a. 60 days      b. 90 days      c. 30 days      d. 50 days

18. A ----- also known as the tagline, is a phrase or sentence that appears beneath the company's logo in an ad or series of ads.

- a. Jingle      b. Slogan      c. Statement      d. Body Copy

19. What is the function of drafting and redrafting in Summarization and Paraphrasing?

- a. To spot the mistakes and errors in writing important points      b. To make it more attractive      c. Highlighting      d. Just for following protocol

20. A short catchy song or tune set to music for an advertisement is called -----.

- a. Sub-headline      b. Promo      c. Teaser      d. Jingle

**Q2. Answer any one of the following.**

- a) Discuss the various guidelines for summarization. (15)  
b) Explain the principles of good newspaper editing?

OR

- c) What is a copy writing? Discuss the guidelines for the copy writing of T.V & Radio. (15)

**Q3. Answer any one of the following.**

- a) Draft an RTI letter seeking information regarding your application for a driving license that has not been processed inspite of having passed the driving test and having submitted the required documents 3 months ago. (15)

- b) Draft a notice and agenda for the General Members Meeting of Aditya Birla Group Ltd.

OR

- c) Ashok Govind Pandit Placed an order of furniture with Mr.Navin Patel and paid advance amount too. However, Navin Patel didn't give a delivery of furniture on given time and also refused to return advance amount to Ashok Govind Pandit. Draft a letter addressed to Consumer Redressal Forum seeking compensation as well as refund of advance paid amount. (15)

**Q6. Write short note on any one of the following:**

- a) Types of headlines  
b) Synopsis writing  
c) RTI  
d) Slogan

(05)