

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2007–08)

SUBJECT CODE : EN/FC/WP32

B.A./ B.Sc./B.S.W DEGREE EXAMINATION, NOVEMBER 2008
THIRD SEMESTER

COURSE : FOUNDATION CORE – GROUP A
PAPER : WRITING FOR SPECIFIC CONTEXTS AND FOR SPECIFIC PURPOSES
TIME : 2 HOURS **MAX. MARKS : 50**

SECTION A

- I a.** As Purchase Manager of Ambuja and Sons you had placed an order for 20 air conditioners with Voltas & Co but the goods have not been supplied. Write a letter of complaint.

OR

- b.** As Secretary of the Students' Union you wish to place an order for 800 Tshirts, which will be printed with a design chosen by the Union. Write to Janani Garments asking for all the information you need.

(1x5=5)

- II** Oxford Bookstore needs part-time sales assistants. Applicants must have excellent communication skills, pleasing manners and a good academic record. Students welcome. Write a letter of application in response to this advertisement, enclosing your C.V. **(1x10=10)**

- III a.** Your firm has been asked to do a survey on the public response to a mega serial on TV. Write a letter report to the sponsors of the serial giving your findings.

OR

- b.** Write an email to the Editor, Rupa & Co offering your novel for publication. **(1x5=5)**

SECTION B

- IV a. Write a company profile of MRF. You may use, but are not limited to the following information:**

First Indian company to export tyres to the U.S.A. and first to manufacture and market nylon tyres commercially. Present turnover – crossed 30 billion Rs. “Most Ethical Company” – Business World, 1999. Established 1946, as a toy factory. Segments – Trucks, Light Commercial Jeeps and Utility Vehicles, Passenger car, Off the Road vehicles, Two Wheeler, Farm Vehicles. 5 International Offices. Founder – Mammen Mappillai. 6 Manufacturing Plants; distribution network of 2500 outlets; exports to 75 countries. Began as a small manufacturing unit – balloons and latex cast toys; first office 1949 in Chennai; 1961 – tyre manufacture. Today largest range of tyres in India, highest brand preference, market leader in almost every segment of tyre sales. “Tyres with Muscle”

OR

- b. Write a profile of Sudha Murthy. You may use the following data:**

Indian Social Worker, author, Philanthropist, working through Infosys Foundation, teacher of Computer Science, her novel Dollar Bahu serialized on TV in 2001. She secured First Rank in Karnataka State in her BE, Gold medallist in M.Tech, first woman executive to be selected by TELCO; her savings Rs.10,000 was the startup funds of Infosys, founded by husband Narayana Murthy; winner of numerous awards, donated a computer for every government school in Karnataka; author of 14 books

(1x10=10)

- V. Write an instruction manual for a pedestal fan OR an electric rice cooker. (10 marks)**

- VI a. Write a feature article on women entrepreneurs OR any aspect of Indian Sports in about 500 words.**

OR

- b. Write a review for publication in India Today of any novel you have read, published in the last 3 years (500 words)**

(1x10=10)
