

B. A. DEGREE EXAMINATION, APRIL 2019
ENGLISH AND COMMUNICATION
SECOND SEMESTER

COURSE : MAJOR – CORE
PAPER : ACADEMIC WRITING
TIME : 3 HOURS

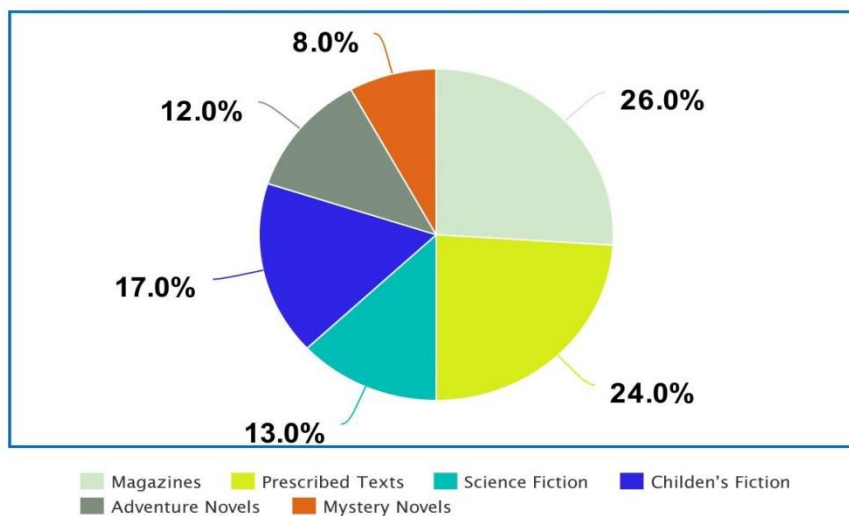
MAX. MARKS : 100

SECTION A

I. Write a report on any two of the following:

2 x 25 = 50 marks

1. Write a feasibility report on introducing workout enhancing sport suits and soft cushioned mesh sneakers for a multi-sport and recreation venue. The report should state its scope and your recommendations on the launch of the products.
2. Write a survey report on the traffic congestion on Cathedral Road due to unattended potholes and emphasise the need to attend to the cracks on the pavement.
3. Your company has decided to launch an innovative e-product in the market. Write a feasibility report on introducing the *All-New Kindle Oasis*. Prepare the report stating its scope and your recommendations on the launch of the product.
4. Analyse the given data and write a report in not less than 150 words each.
 - a) The following pie chart shows the result of a survey conducted with book readers in a library and is categorised according to their interests. Transcribe the given pie-chart into a paragraph.



- b) Observe the given tabular column of migration between India and other countries.
Write a paragraph using expressions of comparison & contrast

S.No.	Year	Migration to other countries from India	Migration to India
1	1990 – 1995	1,428	957
2	1996 – 2000	1,864	1,428
3	2001 – 2005	2,483	1,858
4	2006 – 2010	2,087	2,216
5	2011 – 2015	3,298	2,857

SECTION B

II. Answer any two of the following.

(2x25=50marks)

5. Write a proposal on the need to encourage rainwater harvesting to prevent depletion of ground water.
6. Write a research proposal on implementing a carpooling month to curb air pollution, as part of a sustainable green initiative.
7. Draft a grant proposal seeking funds from the Management to conduct a team-building workshop for students to encourage student networking and a better understanding of one another's strengths.
8. Write a project proposal to establish a Career Guidance Counseling Centre for the Higher Secondary School leaving students.
