



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**U.G. DEGREE EXAMINATION – GENERAL ENGLISH**

**FOURTH SEMESTER – APRIL 2014**

**EL 4054 - ENGLISH FOR TECHNICAL WRITING**

Date : 28/03/2014  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**I. Write short notes on any EIGHT of the following in about 150 words each: (8x5=40)**

1. Technical writing and academic writing
2. Different process of technical writing
3. The importance of 'rewriting'
4. The salient features of executive summary writing
5. Write ten instructions to the students about the safety measures to be observed in an educational tour.
6. Imagine that you are the coordinator for college Press Club. Prepare a notice to be displayed for students regarding the articles/reports to be submitted for the publication.
7. Advantages and disadvantages of site structural types
8. Guidelines for writing web content
9. Prepare a poster on the theme of global warming.
10. Write five step process of website development.

**II. Attempt any SIX of the following in about 300 words: (6x10=60)**

1. Discuss the important features of scientific research paper.
2. Imagine that you are the coordinator of a two-day international conference conducted by your department. Prepare a report about the proceedings to be submitted to the Principal with recommendation for future.
3. Rewrite the following passages without technical errors:

In the 1970s, market researchers discovered that the most young children was unable to tell the difference between the television shows they watched and advertisements for products. Because of this discovery. It was an attempt in 1978 to put legal restrictions on television advertisements aimed at too young children. But advertisers objected. The industry of marketing to children has being growing steadily since then. Between 1978 and 1998, the amount of money directly spends by children age four to twelve increased from less than three billion dollars a year to almost twenty-five billion dollars. And is not end in sight.

Researchers believes that children in that age group also convinces his families to spent another two hundreds billions dollars a year—such as when a young boy, for example, convince her mother to purchases a more expensive computer than he might otherwise have bought. Marketer are easy to decide to target this young market—there is their job to aim at consumers who able can be convinced and who will spend most moneys.

4. Draw a pie chart using the following data and provide a critical interpretation.

The monthly expenditure of a middle class family: education 18%, rent 25%, medical 8%, food 25%, entertainment 14% and saving 10%.

5. Explain the techniques for effective email writing with example.
6. Write a proposal argument essay that should allow the families of victims to decide whether the capital punishment should be given to the criminals.
7. Explain the significance of mind map in writing process and prepare a the same for writing an essay on child labour.
8. Write a letter to the editor of a print newspaper about cultivating values in education in primary schools.

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