

Note:

1. All questions are compulsory with internal options.
2. Figures to the right indicate full marks.
3. Draw neat diagram wherever necessary.

Q.1 (A) Give meaning of the following idioms: (Any five) (05)

- (a) Piece of cake
- (b) No pain no gain
- (c) Raining cats and dogs
- (d) You can't judge a book by its cover
- (e) On cloud nine
- (f) To make a long story short
- (g) Do unto others as you would have them do unto you

(B) Identify and eliminate words from the following and rewrite correct expressions: (Any five) (05)

- (a) Return back
- (b) Added bonus
- (c) Little baby
- (d) True facts
- (e) Protest against
- (f) Ultimate goals
- (g) Repeat again

(C) Punctuate the following sentences. (Any five) (05)

- (a) can you tell me how i can reach pune from here
- (b) having lost all my energy I went home
- (c) in summers its too dry over here
- (d) however the picture will be clear in the evening
- (e) no I don't want to go to the mall now
- (f) hes a friend of mine
- (g) India singapore and thailand are popular Asian travel locations

Q.2 Answer any two of the following questions. (15)

- (A) Discuss usage of capital letters and full stops in content writing.
- (B) Elaborate on use of Power Point tools.
- (C) Define the term deck headline and elaborate on its importance.
- (D) What is meant by paraphrasing? Explain its usage.

Q.3 Answer any two of the following questions. (15)

- (A) Bring out the difference between acronym and abbreviation.
- (B) 'Content is king'. Discuss.
- (C) Discuss measures to develop editing skills.
- (D) What is a snippet? How does one write engaging snippets?

Q.4 (A) Elaborate on essentials of good writing. (15)

OR

(B) What is meant by plagiarism? Why is it important to guard against plagiarism? List and explain any two free plagiarism checker tools. (15)

Q.5

Write short notes (Any Three)

(15)

- (a) Creative usage of idioms
- (b) Tickers
- (c) Blog
- (d) Writing social media posts
- (e) Tips for editing headlines

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