Effective Communication Skills- II

Question Bank

15 Mark Questions

1) What is editing? Explain the common errors in editing.
2) Explain Summarizing. Which linguistic tools help in summarizing a text?
3) State the objectives of summarizing and précis writing? Describe the differences between them.
4) How can we achieve competency in writing?
5) Write a letter under the RTI Act to the passport department asking them the reason for delay in issuing your passport.
6) Write a letter to the editor of "The Times of India "drawing attention towards the poor drainage system in your locality.
7) Write a letter to youthkiawaaz.com about a recent pro-feminism article that caught your attention.
8) Draft a letter of complaint as a customer about the bad services provided by the Health Fitness Club.
9) Write a letter to the Editor of free press journal about the unique Event on 'save trees' which took place in your College.
10) The Electronic Repairs Co. have recently charged you 50,000/- for repairing the machines in your Printing Press. Within 10 days you find that the machines are again out of order. Write a letter of complaint and ask for their technician to come again and repair the machines.
11) Draft a Sales letter to Principals of various Schools to promote the sale of children's magazine.
12) Draft a letter to sell organic vegetables and fruits. Create a fictitious name for your company and also discuss some innovative ideas related to your work in the letter.
13) Write a letter to the editor of a newspaper drawing attention to a civic problem in your area.
14) A well known Film Director from Hollywood will be attending the launch of your inter-collegiate festival. Write a Press release for the same.
15) Your Company has appointed a well known Bollywood Celebrity as a brand

ambassador for its new line of summer clothing. Write a press release for the same.

16) Draft a petition in the form of a letter to be presented to the District Forum about a branded laptop purchased from a reputed store and which you now find falling short of promises made in the manual. Explain how the retailer and company have ignored your complaints.

17) Draft a press release for H.D.F.C. Bank opening a new branch in Borivali (east)

18) Write a complaint letter to "Samsung Company for the late delivery of LED T.V.

19) Compare and contrast copywriting in print, radio and TV.

20) Actual Translation of a Paragraph/ Feature/ Hard news/ News Comment.

8/7 Marks Question

1) Explain coherence and cohesion with examples.
2) Write down any 10 tips which must be followed while editing a newspaper.
3) Explain the principles involved in Editing.
4) Explain the objective of writing a synopsis.
5) Explain the objectives of writing an abstract.
6) Summarizing means capturing the essence and not just pruning the number of words. Elaborate.
7) Summarize a novel you read recently in approximately 100 words.
8) Define 'précis', what are the points you take into consideration while making one?
9) How do graphic illustrations such as graphs, charts, tables etc. help us understand the content better?
10) Write a Paragraph on given Pie-chart/ Bar Chart/ Table/ Graph.
11) How can you make a letter of complaint effective?
12) What is body copy? How can one write effective body copy?
13) What is Slogan? Explain its relevance and importance while giving examples of some well known slogans in popular advertisements.

14)Explain the features of Copy-writing.

15) Explain the features of Report writing.

16)You organized an Intercollegiate Film Festival. Write a post-event report.

17)Prepare a report on industrial visit organized by your department/ college.

18)What are the essentials of hard news/ soft news?

19) What is translation? Explain the various types of translation with examples.

20)Actual Translation of the given Print Advertisements/Slogans/ Headlines.

5 Marks Questions

1) Hard News
2) Soft News
3) Jingles
4) Slogans
5) Body copy
6) RTI
7) Coherence and Cohesion
8) Magazine Editing
9) Synopsis
10) Abstract
11) Types of Reports
12) Writing a Good Lead
13) Inverted Pyramid
14) Use of link words in editing
15) Translating Headlines