



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Programme 2nd Semester [Special] Examination, 2023

**LCC2-P1-ENGLISH (PAPER-I)**

**TECHNICAL WRITING SKILL**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**Answer any six of the following questions**

10×6 = 60

1. Write a paragraph on the effects of social media on the youth of India.
2. Write a paragraph on your favourite book.
3. Write a letter to the chairman of the Municipal Corporation complaining about the lack of street lights in your locality.
4. Write a letter to the editor of a newspaper complaining about the lack of water supply in your neighbourhood.
5. Write a letter to your friend describing your recent vacation.
6. Write a dialogue between two friends about their favourite television series.
7. Write a dialogue between two students about their recent educational tour.
8. Write a dialogue between a teacher and a student about online examinations.
9. Write an essay on sustainable development.
10. Write an essay on your favourite childhood memory.
11. Write an essay on "The Cultural Diversity in India".
12. Write a summary of the following passage:

In the present day we see advertisements wherever we cast our eyes. Drawing up advertisements is not as easy as it might look at first sight. The knowledge of psychology is essential in order to draw up a good advertisement, one which will attract people and persuade them to buy something. Advertisements help people to make up their minds. An understanding of human nature and the way men's minds work is very necessary in a man who is going to write something which makes a person decide to part with his money. Some unskillful writers, instead of attracting people to buy goods, make them feel annoyed. For example it is said to be wrong from the psychological point of view to declare "Our toothpaste is the best". Those who see such an advertisement say to themselves: "No, it isn't. What I have been using for the last ten years is much better". A wise way is to suggest that the toothpaste you manufacture has qualities which make it worth a trial. Again, a photograph is more attractive than a drawing of imaginary scenes of persons.

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