



Date

Reg No.

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
END SEMESTER EXAMINATION: OCTOBER 2019
B.A VISUAL COMMUNICATION – I SEMESTER
VC 1418 WRITING SKILLS**

Time – 2 ½ hours

Max Marks: 70

This paper contains FOUR printed pages and THREE parts

**I. Answer any three of the following. Follow the instructions carefully
30 Marks**

1. Paraphrase any one of the following paragraphs: (1 x 10 = 10)
- a. Many people, when driving cars, go over the speed limit in the city centres. As a way of solving this, the government should put more speed cameras on major streets to put people off speeding. If this is done, more people who speed will be caught and this problem will eventually be solved. Accidents in residential areas can be solved this way as well. Speed breakers and humps can also solve the issue of going beyond speed limits. This can therefore ensure safety of residents and pedestrians on the streets.

OR

- b. There has been a dramatic increase in the number of Australian children taking an interest in cooking in the last two years. Researchers speculate that this may be due to the rising popularity of reality based television cooking shows aimed at a young audience. These shows often feature children who are very skilled at preparing, cooking and presenting food. The shows present the idea that the levels of skill such children possess in the kitchen can be reached by any child, as long as they are determined and have family support. Cooking products and games have also started to line the shelves of toy stores. These products are frequently packaged so as to reinforce their links to the popular television shows

and the promise of success and celebrity status such shows confer upon the child who cooks.

2. What is the inverted Pyramid style? Convert the following piece into a news worthy article. Give a suitable headline (1 x 10 = 10)

Three police officers from Navi Mumbai police commissionerate have been awarded President's Medal. Deputy commissioner of police Suresh Mengde, assistant commissioner of police Kiran Patil and senior police inspector Satish Gaikwad were felicitated during independence day function at the police commissionerate in Belapur.

Mengde had also initiated a drive to check the beggar menace in the city. He rounded up the beggars and sent them to beggar homes.

Mengde said, "Such recognition boosts our morale as it comes from the highest authority."

Senior police inspector Satish Gaikwad has in 2012 received DG's Insignia. As the senior police inspector of Kopar Khairane police station, he had kept in check history-sheeters. He also worked to improve the police's image among residents.

ACP Kiran Patil has been appreciated for investigative work. He has been guiding the police force in detecting crime.

3. This is an image of chocolate. Develop a creative piece using in present tense with appropriate adjectives to describe this chocolate. The creative piece should attract consumers to buy the chocolate. You may use your own brand name. (1 x 10 = 10)



4. Write a review on a recently watched film. (1 x 10 = 10)
5. Critically review a delicious dish at a restaurant tasted by you and write a piece to attract readers to visit the place. (1 x 10 = 10)

II. Fill in the blanks

(1 x 15= 15)

6. I of visiting America.
think, am thinking, either could be used here
7. He ill since last week.
was, has been, had been
8. My dog is very silly; he after cats.
always runs, is always running, either could be used here
9. The steamer yesterday.
sailed, has sailed, is sailing
10. We anything from them for months.
hadn't heard, haven't heard, didn't hear
11. I phoned her because I to talk.
wanted, was wanting, have wanted
12. I his parents tomorrow.
see, am seeing, have seen
13. in ghosts?
do you believe, are you believing
14. I didn't know how long she there.
was sitting, has been sitting, had been sitting
15. The Rhine into the North Sea.
has run, runs, is running
16. And after my apprenticeship, maybe I (go)back to London to work there for a while.
17. As you (see / can)....., I (become) a real Bangalore fan boy.
18. It (be) great and I think I (learn) a lot.

III. Answer ANY ONE of the following. Follow instructions carefully. (1x15=15)

19. Look at the following image and write a story with a suitable title.



20. Write an essay using the following title: Dilemma