



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with A++ Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test 1 February 2025
SEMESTER II

Class: PG

Time: 2 hours

Max.marks: 60

Paper Code & Title: 23MENI01 & English for Academic and Professional Purposes

Course Outcome

1. Get exposure to different kinds of academic and professional writing in English
2. Become aware of typical conventions in the reading and writing of academic and professional texts
3. Develop reading and writing ability to produce academic texts like concept and position papers
4. Acquire knowledge of where to find suitable sources for academic writing and know how to reference them duly.
5. Apply knowledge of appropriate reading and writing strategies to produce academic texts

Part – A

6x1=6

1. What is a key feature of the tone used in academic writing? **CO1K1**
a. Subjective b. Formal c. Casual d. Engaging
2. What is an essential element of academic writing style? **CO1K1**
a. Complex jargon b. Clarity c. Rhetorical questions d. First-person tone
3. Effective research topics are characterized by: **CO1K1**
a. Relevance and specificity b. Overly general concepts c. Lack of clear focus
d. Excessive complexity
4. In professional writing, clarity is achieved by: **CO2K1**
a. Using complex sentences b. Avoiding jargon and ambiguity c. Writing long paragraphs
d. Using figurative language
5. What does the term "hold music" refer to during a telephonic conversation? **CO2K1**
a. Music played while waiting for the call to be answered b. Music played while the call is being transferred
c. Background noise during the call d. Music played at the beginning of the call
6. Signature block in a formal letter includes: **CO2K1**
a. The recipient's name and title b. The writer's signature and contact details c. A list of enclosures
d. The opening greeting

Part B

3x6 = 18

(Internal Choice)

Answer should not exceed 400 words

7. a. Provide two strategies for maintaining objectivity in academic writing. **CO1K2**
(Or)
7. b. Identify two strategies for narrowing a broad research topic. **CO1K2**
8. a. Explain what slang is, and provide examples. **CO2K2**
(Or)
8. b. List three techniques for notetaking. **CO2K3**
9. a. List some phrases used to politely request clarification on a call. **CO3K3**
(Or)
9. b. State how to conclude a telephonic conversation professionally. **CO3K4**

Part C

3x12 = 36

(Internal Choice)

Answer should not exceed 800 words

- 10a. Catalog six features commonly found in academic texts. **CO1K4**
(Or)
- 10b. Provide an example of narrowing a topic from broad to specific. **CO1K6**
- 11a. Create a table comparing the features of the introduction, body, and conclusion of a presentation. **CO2K5**
(Or)
- 11b. Tabulate six differences between formal and informal English within the context of written communication. Give examples. **CO2K5**

