



PRESIDENCY UNIVERSITY

BENGALURU

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End - Term Examinations – MAY 2025

Date: 29-05-2025

Time: 01:00 pm – 04:00 pm

School: SOD/SOIS	Program: Bachelor of Design / B.Sc. Data Science/BCA/BCA-AIML/BCA-DS	
Course Code : ENG2005	Course Name: Technical Written Communication	
Semester: II	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	10	10	30	25	25

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.				10Q x 2M=20M	
1.	List two steps for writing an effective proposal.	2 Marks	L1	C05	
2.	What is the importance of explaining the usage of a product while writing a product description?	2 Marks	L2	C04	
3.	What is the purpose of an executive summary?	2 Marks	L1	C05	
4.	Why is SEO important in product descriptions?	2 Marks	L1	C04	
5.	Define 'Unique Selling Proposition (USP)' with an example.	2 Marks	L1	C04	
6.	Mention any two types of consumer behavior.	2 Marks	L1	C04	
7.	What is a meta description in SEO writing?	2 Marks	L1	C04	
8.	List any two common sections included in a project proposal.	2 Marks	L1	C05	
9.	Why is it important to draft a proposal to the needs of the audience?	2 Marks	L2	C05	
10.	Mention one key difference between the 'Introduction' and 'Executive Summary' in a proposal.	2 Marks	L2	C05	

Part B

Answer the Questions.

Total Marks 80M

11.	a.	<p>Read the given email:</p> <p style="text-align: center;">Subject: URGENT!!!!</p> <p>Hi Sir,</p> <p>I need to talk to u abt my attendance. It's really low and i don't k what to do. Can u plz help me out or do something about it? It wasn't my fault that I bk cls. I had stuff going on.</p> <p>Thanks Raj</p> <p>Identify and explain five issues in this email based on the attributes of technical writing.</p>	10 Marks	L2	CO 1
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Or

12.	a.	<p>Read the following technical instructions:</p> <p>"When you use the machine, you have to make sure it's on right or else stuff can go wrong. Sometimes the thing doesn't work if the cord isn't plugged in, which happens a lot. Also, people often press the wrong button, and then it stops. This isn't good and makes people mad. The instructions were made a while ago and may not help much."</p> <p>Identify and explain five issues in this email based on the attributes of technical writing.</p>	10 Marks	L2	CO 1
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13.	a.	List and explain the three objectives of infographics.	10 Marks	L2	CO 2
	b.	Design an infographic on a topic of your choice highlighting the importance of these objectives.		L3	CO 2

Or

14.	a.	Discuss the importance of visual appeal in infographics.	10 Marks	L2	CO 2
	b.	Design an infographic on the topic "Importance of Extracurricular Activities in Colleges".		L3	CO 2

15.	a.	Item descriptions are powerful tools in storytelling. List and explain three functions of item descriptions with examples.	10 Marks	L2	CO 3
	b.	Write two original item descriptions (one functional, one lore-driven) for a fictional game item (e.g., a blade, amulet, book).		L3	CO 3

Or

16.	a.	Compare and contrast narrative design and game writing in video games.	10 Marks	L2	CO 3
	b.	Write a backstory for a character of a fictional game and explain how it would fit in the narrative design process.		L3	CO 3

17.	a.	Why are keywords essential in improving the ranking of websites in search engines?	15 Marks	L2	CO 4
	b.	Write a detailed product description for wireless earphones, highlighting their key features and technical specifications.		L3	CO 4

Or

18.	a.	Compare and contrast 'persuasive' and 'engaging' product descriptions.	15 Marks	L2	CO 4
	b.	Write a detailed product description for a Smart TV, highlighting its key features and technical specifications.		L3	CO 4

19.	a.	Draft a proposal for a mobile application or game of your choice. Your proposal should include an executive summary, background, objectives, methodology, and timeline.	15 Marks	L3	CO 5
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Or

20.	a.	Draft a proposal for starting a Waste Management project in your campus. Your proposal should include an executive summary, background, objectives, methodology, and timeline.	15 Marks	L3	CO 5
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21.	a.	Evaluate the role of item descriptions and found objects as tools of indirect storytelling.	20 Marks	L2	CO 3
	b.	Create an item catalogue for a game (5 items), where each item description tells part of a larger hidden narrative.		L3	CO 3
	c.	Explain how players might piece the story together from these descriptions.		L2	CO 3

Or

22.	a.	Discuss the importance of tutorial text in player engagement and immersion.	20 Marks	L2	CO 3
	b.	Write a step-by-step tutorial for completing the first level or mission in a game of your choice. Use clear, concise language and structure your instructions logically.		L3	CO 3
	c.	How can these tutorial steps be integrated naturally into the gameplay?		L2	CO 3