

Roll No														
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--



PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester End Term Examination, May / June 2026

Date: 20/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: ENG1913

Course Name: Essentials of Writing Skills

Semester: Second Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	3	6	59	59	43

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	List any two importance of effective writing in a professional setting.	3	CO1	BT1
2	What is the role of context in meaning-making?	3	CO2	BT1
3	What is the difference between reading and critical reading?	3	CO2	BT1
4	What are the basic components of a narrative?	3	CO3	BT1
5	Recall two tips for good argument-based writing and why they matter for clarity.	3	CO3	BT1
6	Mention the role of conflict and theme in a narrative.	3	CO3	BT1
7	Name any two techniques for product descriptions.	3	CO4	BT1
8	List two ways to optimize product descriptions for SEO and audience imagination.	3	CO4	BT1
9	State any three common errors in technical writing.	3	CO4	BT1
10	Mention two ways in which one can use AI ethically for writing.	3	CO5	BT1

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	Explain how the five major principles of effective technical writing (clear purpose, audience awareness, specific details, appropriate tone/format, ethical guidelines) achieve clarity, usability, and appeal to modern digital audiences. Provide one example for each principle.	10	CO4	BT2

12	Explain the importance of brand narratives. Provide one example for each benefit showing how storytelling creates emotional connections with customers.	10	CO4	BT2
----	---	----	-----	-----

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	Make use of the 3-part narrative structure to write a 150-word factual narrative about a challenge you faced in college.	10	CO3	BT3
14	Apply the narrative framework to write about helping a struggling classmate (150 words): Beginning: Who (classmate), what situation, why they struggled. Middle: Your intervention steps chronologically (first meeting, then strategy, outcomes). End: Their improvement, your key takeaway about critical thinking.	10	CO3	BT3

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	Identify the role of AI in writing and revising by mentioning the various steps in which AI can be seamlessly used ethically to help an individual.	10	CO5	BT3
16	Develop the RAFT model (Role, Audience, Format, Topic) with one classroom example. Identify how each component improves writing clarity and persuasion.	10	CO5	BT3

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	Analyze the ethical guidelines for AI use in academic writing, distinguishing ethical practices (e.g., brainstorming, editing) from unethical ones (e.g., full analysis generation).	10	CO5	BT4
18	Poor RAFT prompts to AI yielded irrelevant content; refined prompts produced targeted role-specific drafts. Analyze how structural elements yeild relevant prompts with examples of your own.	10	CO5	BT4

Part F: Answer Any 1 Following Questions. 15 M

Qn.No	Questions	M	CO	BT
19	Select the five core features of argumentative writing and apply them to write a 250-word argument convincing university administrators that all college students should have mandatory	15	CO3	BT3

	internships. For each core feature, explain its specific role in your essay.			
20	Develop a 250-word argumentative essay convincing campus authorities that sustainability courses should be mandatory. For each core feature you use, explain its specific role in your essay.	15	CO3	BT3

Part G: Answer Any 1 Following Questions. 15 M				
Qn.No	Questions	M	CO	BT
21	Develop a 100-word technical product description for "EcoCharge Solar Power Bank" including: Physical specifications table Component parts explanation Sensory language Customer benefit focus Justify your technical detail selections.	15	CO4	BT3
22	Choose from the five elements of brand narratives (identity, vision, operations, tone, marketing) and develop a 100-word brand narrative for "GreenCycle" - a Bengaluru bike rental service targeting students. Analyze how each element builds customer trust and loyalty.	15	CO4	BT3