**FYUGP BBA BUSINESS MANAGEMENT**

**Semester I**

**UK1AECENG113 READING AND WRITING IN ENGLISH**

**Part A. Objective Type Questions (1 Mark)**

1. Who wrote *How to Eat a Poem*?
2. What is the theme of the poem *If*?
3. Name the author of *On the Rule of the Road*.
4. Who is the author of *A Day’s Wait*?
5. What is the primary theme of *Humanities vs Sciences*?
6. Define a travel brochure.
7. What is a blog post?
8. What is the function of a product review?
9. Name one type of report.
10. What is meant by persuasive writing?
11. Who wrote *Why We Travel*?
12. Define formal writing in one sentence.
13. What is an extract in reading?
14. What do we mean by "visualize a text"?
15. Name a feature of academic writing.
16. What is a paragraph?
17. Mention one use of punctuation in writing.
18. Define vocabulary in reading.
19. What does "editing" involve in writing?
20. What is the purpose of reading comprehension?

**Part B. Two – three Sentences Questions (2 Marks)**

1. What is the message conveyed in *How to Eat a Poem*?
2. Mention two values promoted in Kipling’s poem *If*.
3. What is the central idea in *On the Rule of the Road*?
4. Briefly describe the conflict in *A Day’s Wait*.
5. What is Dr. S. Radhakrishnan’s view on humanities and sciences?
6. Give two reasons why people travel, as per Pico Iyer.
7. What are the essential components of a travel brochure?
8. List two characteristics of an effective blog post.
9. Mention two purposes of a product review.
10. How is a blog post different from a report?
11. What are the key points in a marketing paragraph?
12. Name two language features used in persuasive product writing.
13. What is the structure of a basic paragraph?
14. Explain "reading between the lines" with an example.
15. How does punctuation affect writing clarity?
16. Mention two editing techniques in writing.
17. Give two examples of non-fiction reading texts.
18. Define the difference between skimming and scanning.
19. Mention two steps in writing a report extract.
20. Why is vocabulary development important for reading comprehension?

**Part C. Short Answer Questions (4 Marks)**

1. Write a short summary of *How to Eat a Poem* by Eve Merriam.
2. Analyse the poem *If* by Kipling and explain any two stanzas.
3. Discuss the message and relevance of *On the Rule of the Road*.
4. Narrate the plot of *A Day’s Wait* and explain the irony in the story.
5. Compare and contrast humanities and sciences using points from Radhakrishnan’s essay.
6. Write an analytical review of *Why We Travel* by Pico Iyer.
7. Draft a travel brochure for Kerala as a tourist destination.
8. Write a short blog post on “Sustainable Tourism”.
9. Review a product you have recently used. Mention positives and drawbacks.
10. Draft an extract from a student research report on eco-tourism.
11. What are the steps in developing a persuasive paragraph for a product?
12. Discuss how blogs and brochures differ in structure and language.
13. What strategies help improve reading comprehension in academic texts?
14. Write a paragraph describing your favourite book using vivid vocabulary.
15. How does punctuation, grammar, and structure enhance professional writing?
16. Describe the process of writing and editing a blog post.
17. Write a paragraph on the importance of digital marketing using persuasive language.
18. Analyse the stylistic features in any one assigned text (poem, prose, or blog).
19. Write a report extract about a college field trip.
20. Describe how different reading texts can help develop professional writing skills.