

Dr. Babasaheb Ambedkar Open University
Term End Examination January – 2026

Course	: MAJMC	Date	: 28/02/2026
Subject Code	: MAJMC-08	Time	: 11:30am to 01:45pm
Subject Name	: Types of Professional Writing	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 Define Professional Writing. Explain the key differences between Academic Writing and Professional Writing. **14**

OR

Discuss the importance of 'Audience Analysis' and 'Purpose' in professional communication.

Q-2 What is Business Letter writing? Explain the various parts and layouts of a professional business letter. **14**

OR

Describe the process of 'Report Writing'. Explain the structure of a formal technical report.

Q-3 Explain 'Feature Writing' for Magazines. How does it differ from straight news writing? **14**

OR

Discuss the art of 'Copywriting' for Advertisements and the importance of a catchy headline.

Q-4 **Write Short Notes. (Any Two)** **14**

1. Press Release Writing
2. Writing for Newsletters
3. Script Writing for Documentaries
4. Resume and Cover Letter Writing

Q-5 **Select the correct option from the following questions. (Two marks each)** **14**

Which of the following is a primary goal of professional writing?

1. (A) To confuse (B) To inform or persuade
(C) To write long stories (D) To use slang
2. A 'Memorandum' (Memo) is used for:
(A) Internal communication (B) Global news (C) Personal diary (D) Novels
In advertisement writing, 'USP' stands for:
(A) United Sales Price (B) Unique Selling Proposition
(C) User Service Point (D) Urban Sale Post
The main purpose of a 'Press Release' is:
(A) To sell products directly (B) To provide info to media
(C) To write a story (D) For personal use
5. Which tone is most suitable for professional writing?
(A) Aggressive (B) Emotional (C) Objective and Polite (D) Sarcastic
6. 'Drafting' is a stage in:
(A) Reading (B) Writing process (C) Listening (D) Printing only
'Minutes of the Meeting' refers to:
(A) Time of meeting (B) Official record of discussion
(C) List of guests (D) Map of the venue
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(C) List of guests (D) Map of the venue
