

(Time: 2 $\frac{1}{2}$ hours)

[Total Marks: 60]

- N. B.: (1) All questions are compulsory.
(2) Make suitable assumptions wherever necessary and state the assumptions made.
(3) Answers to the same question must be written together.
(4) Numbers to the right indicate marks.
(5) Draw neat labeled diagrams wherever necessary.
(6) Use of Non-programmable calculator is allowed.

1. **Attempt any two of the following:** 12
a. Explain the characteristics of a Technical Document.
b. State and explain the Principles for Ethical Communication.
c. What is meant by Drafting? Discuss the problems that occur while using templates?
d. Explain the Proofreading process in detail.
2. **Attempt any two of the following:** 12
a. What is Content writing and Explain Articles and E-Books.
b. List the major blogger issues and discuss any two solutions in detail.
c. Describe any three principles for Organizing Technical Information.
d. Write a short note on following Writing Clear, Informative Titles.
3. **Attempt any two of the following:** 12
a. State and explain the principles to use colors effectively while creating graphics.
b. Discuss the characteristics that must be present in information collected through Secondary Research.
c. What is meant by Copyright? List the various points to be included under exception to copyright.
d. Write short note on Feasibility and Investigative Reports.
4. **Attempt any two of the following:** 12
a. Explain in detail the process of writing Informational Reports.
b. Discuss on few solutions to avoid writing plagrism content?
c. Writes short note on Importance of Innovation.
d. Explain how market vision can help Innovation process.
5. **Attempt any two of the following:** 12
a. Explain the key individual roles within the innovation process and the activities they perform.
b. Write short note on Trade Mark.
c. What is R & D Management? Explain its link with business strategy.
d. Discuss the factors which contribute to the changing nature of R&D projects.