2024
SRMUJ
3rd Semester Examination
M.A.
Library and Information Science
LIS-306
Content Design, Technical Writing and Scholarly Publishing

Full Marks: 40 **Time: 2 Hours**

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

1. Answer any two of the following questions 5×2

i. Differentiate between oral and written communication.
ii. Explain the technical writing skills needed by information professionals.
iii. What do you mean by invisible college and technological gate keeper?
iv. State the knowledge and skills required for collection of information

2. Answer any three of the following questions 10×3

i. What is a review article? Describe the steps involved in its preparation. 2+8
ii. List the different types of editorial tools required by editors. Discuss the purposes for which they are needed. 3+7
iii. What is technical report? Explain functions and components of technical report. 2+8
iv. Elaborate on reader writer- relationship involved in preparation of instructional documents and promotional materials. 10
v. Briefly explain the step -by -step editorial process involved in publishing a technical or research paper. 10

P.Y.Q. 2024