



BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)
A-4, Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

Course Code: BA(JMC) 109

Course Name: Writing Skills

Unit III

1. IBM Db2 MySQL, Oracle, FileMaker, etc. are examples of _-----_. Explain them in detail and how are they beneficial in comparison to traditional ways of managing data.
2. You are working with a marketing agency and have to develop social media presence for your organization. Define how you will use social networking sites like Facebook, Instagram, Twitter, and LinkedIn differently for the same. Also explain the different things that you will keep in mind when creating posts for these social networking sites.
3. Rewrite the following news for new media (News section of a website) in around 250-300 words.

Devotee bar on Shivratri

Berhampur: Mahashivratri will be observed without devotees at Mahendragiri hill in [Gajapati](#) district on March 1.

Only priests will be allowed to perform the rituals while all the entry points for devotees will be sealed from February 26 to March 2, the district administration said in a public notice issued on Wednesday. The restriction was imposed in view of the pandemic. TNN

4. Despite reminder one of your buyers has not made the payment for the order received. Draft an e-mail to the buyer for the non-payment of dues.