

24U185

(Pages: 2)

Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U ENG1 MN101 - FUNDAMENTALS OF CONTENT CREATION

(B.A. English Language and Literature - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. How does a social media content writer adjust tone to create audience engagement? [Level:1] [CO1]
2. Describe how print media content tends to be more formal than web content. [Level:2] [CO1]
3. List three persuasive techniques used in content writing to engage the audience. [Level:1] [CO2]
4. What are the main stages of the content writing process? [Level:1] [CO3]
5. Analyze how the use of visuals in e-commerce can enhance product appeal. [Level:4] [CO4]
6. Why is internal communication important within a corporation? [Level:1] [CO4]
7. Analyze the relationship between content quality and SEO performance [Level:4] [CO4]
8. Analyze the impact of keyword research on the effectiveness of a content strategy. [Level:4] [CO3]
9. Compare the effectiveness of using software tools versus manual proofreading techniques. [Level:4] [CO3]
10. Distinguish between transcribing and summarizing content. [Level:4] [CO1]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. How does an editor's role differ from that of a content writer in terms of responsibilities? [Level:1] [CO1]
12. In what ways can a rich vocabulary enhance a writer's ability to engage readers? Provide specific examples from content writing. [Level:1] [CO2]
13. Compare and contrast the narrative techniques used in fiction versus non-fiction. How do these techniques serve their respective genres? [Level:4] [CO3]

14. Analyze the role of SEO in website content writing. How does incorporating SEO strategies influence the visibility and effectiveness of web content? [Level:4] [CO4]
15. Analyze the consequences of plagiarism in academic and professional settings. What are the potential legal and ethical ramifications? [Level:4] [CO4]
16. Describe the characteristics of effective social media content for businesses. How can these characteristics influence audience engagement? [Level:2] [CO4]
17. Why is understanding your audience crucial in content writing? Discuss the ways it can influence tone, style, and content choices. [Level:2] [CO2]
18. Explain how multimedia elements can be integrated into content writing. [Level:2] [CO1]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. Evaluate the relationship between accuracy and credibility in content writing. How does the presence of mistakes affect a writer's reputation and the trustworthiness of the information presented? Discuss best practices for maintaining accuracy throughout the writing process. [Level:5] [CO2]
20. Assess the impact of AI tools on the future of content writing. How might they change the roles and responsibilities of content creators in various industries? [Level:5] [CO4]

(1 × 10 = 10 Marks)
