

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025**

(FYUGP)

(Regular/Supplementary/Improvement)

**CC24UENG1MN101 - FUNDAMENTALS OF CONTENT CREATION**

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

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A (Short answer questions)**Answer ***all*** questions. Each question carries 3 marks.

1. What are the challenges involved in subtitling? [Level:2] [CO1]
2. What is creative fiction, and how is it different from creative non-fiction? [Level:2] [CO1]
3. List three key vocabulary strategies that writers can use to enhance their content. [Level:1] [CO2]
4. Why is it important to conduct both editing and proofreading in the writing process? [Level:2] [CO3]
5. Analyze the relationship between content quality and SEO performance [Level:4] [CO4]
6. Why is it important for content creators to understand the Copyright Act? [Level:2] [CO4]
7. Compare the effectiveness of AI-generated content versus human-written content in terms of engagement. [Level:4] [CO4]
8. Analyze how the use of literary devices varies between fiction and non-fiction writing. [Level:4] [CO3]
9. Compare the roles of drafting and revising in the content writing process. [Level:4] [CO3]
10. How is tone adapted when writing for different platforms like e-commerce, news, and entertainment? [Level:2] [CO1]

**(Ceiling: 24 Marks)****Part B (Paragraph questions/Problem)**Answer ***all*** questions. Each question carries 6 marks.

11. What are the unique demands of content writing for the entertainment industry? [Level:2] [CO1]
12. How does incorporating storytelling techniques enhance the persuasiveness of content writing? Provide specific examples. [Level:4] [CO2]

13. What are the essential components of an effective content strategy? Discuss how each component contributes to achieving content goals. [Level:2] [CO3]

14. Analyze how customer reviews and testimonials contribute to the effectiveness of e-commerce content. Why are they important for building trust? [Level:4] [CO4]

15. Analyze the impact of audience targeting on social media writing. How can businesses tailor their content to meet the needs and preferences of different demographics? [Level:4] [CO4]

16. Explain the importance of user experience (UX) in website writing. How can content structure and navigation impact user 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. Clarify the role of content writing in brand development [Level:2] [CO1]

**(Ceiling: 36 Marks)**

#### **Part C (Essay questions)**

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

19. Analyze the relationship between language and character development in creative writing. How can an author's choice of language reflect a character's personality, background, and emotions? Provide examples to support your analysis. [Level:1] [CO2]

20. Evaluate how corporate communication strategies can be adapted during a crisis. What factors should be considered to maintain stakeholder trust and transparency? [Level:2] [CO4]

**(1 × 10 = 10 Marks)**

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