

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

(FYUGP)

**CC24UENG3MN201 - DIGITAL CONTENT CREATION IN THE ERA OF AI**

(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. Define sentiment analysis and mention one of its applications. [Level:2] [CO1, CO4]
2. Define the term "Computer Vision." [Level:1] [CO1, CO4]
3. What AI technologies power generative AI models like ChatGPT? [Level:1] [CO1, CO5]
4. Distinguish between AR and VR by explaining its operation in interactive media. [Level:4] [CO1, CO4]
5. Explain the core function of Rosetta Stone's TrueAccent speech recognition technology. [Level:2] [CO2, CO3, CO4]
6. Explain how Natural Language Processing (NLP) enhances language learning applications. [Level:2] [CO1, CO2]
7. What is the role of Machine Language in AI-enabled systems? [Level:1] [CO2, CO3]
8. Why is human oversight especially critical in high-risk AI applications? [Level:2] [CO1, CO5]
9. What role do inclusive datasets play in promoting fairness in AI? [Level:2] [CO1, CO5]
10. Describe one example of how AI might unintentionally contribute to the loss of linguistic diversity. [Level:3] [CO1, CO5]

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

11. Describe how statistical models improved upon symbolic AI in the 1990s and 2000s. [Level:3] [CO1, CO4]
12. Describe how AI-powered virtual assistants enhance customer service and daily interactions with examples. [Level:2] [CO1, CO4]

13. Evaluate in what ways is AI transforming spoken communication, particularly in [Level:5] [CO1, CO3] real-time translation and voice-based customer support?

14. Discuss the benefits of human-AI collaboration in writing across different fields [Level:4] [CO3, CO5] such as education, journalism, and creative writing.

15. Discuss the importance of iteration in prompt engineering? Describe the typical [Level:2] [CO2, CO3, CO4] refinement cycle.

16. Discuss the role of AI in enhancing multilingual communication during [Level:2] [CO1, CO2, CO3] presentations.

17. Explain the legal and ethical challenges associated with the authorship of AI-generated content. [Level:3] [CO1, CO5]

18. Discuss how data collected without consent can harm individual freedom and [Level:5] [CO1, CO5] autonomy.

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

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

19. Elucidate how AI is reshaping the concept of authorship and creativity in [Level:4] [CO2, CO3] literature? Discuss with examples and implications for the future of storytelling.

20. Analyse Whimsical and BioRender as collaborative digital tools designed for [Level:4] [CO2, CO3] visual thinking.

**(1 × 10 = 10 Marks)**

\*\*\*\*\*