

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024
MINOR
ENG1MN101 FUNDAMENTALS OF CONTENT CREATION

Time : 2 Hrs

Maximum Marks : 70

BL - Bloom's Taxonomy Level (1 to 6)

CO - Course Outcome

Section A		Ceiling Marks : 24		
Answer all questions. Each carries 3 marks.				
No.	Question	M	BL	CO
1.	What is content writing?	3	1	CO4
2.	Provide brief descriptions of different types of content writing.	3	3	CO2 CO3 CO4
3.	What is the importance of keyword research in content creation?	3	2	CO3 CO4
4.	How can you make your content more engaging for your audience?	3	4	CO3 CO4
5.	What is the difference between copywriting and content writing?	3	2	CO1 CO4
6.	What is the role of storytelling in content writing?	3	4	CO1 CO3
7.	What is the difference between a synonym and an antonym? Provide two sets of examples for each.	3	1	CO1 CO3
8.	What is keyword research?	3	2	CO1 CO4
9.	Correct the misspelt words in the following sentence a. Her perserverance in the face of adversity is commendable. b. The scientist's hypothsis was proven wrong after further testing. c. They need to recive the information before making a decision.	3	3	CO1
10.	Explain unintentional plagiarism.	3	4	CO5
Section B		Ceiling Marks : 36		
Answer all questions. Each question carries 6 marks.				
No.	Question	M	BL	CO
11.	Explain the differences between web content and print media content.	6	2	CO3 CO4
12.	Analyze the factors to consider when writing content for different platforms (e.g., social media, blogs, websites).	6	4	CO3 CO4
13.	Describe the significance of understanding the target audience in reader-centric communication.	6	5	CO3 CO4
14.	Evaluate the appropriateness of using proverbs and idiomatic expressions in a particular context. Provide examples.	6	5	CO1 CO3
15.	Explain the terms paraphrasing and summarizing. Identify the key differences between them.	6	2	CO3
16.	Identify common errors in writing.	6	3	CO1
17.	Describe the unique challenges of writing for social media platforms.	6	2	CO1 CO2 CO4

18.	Explain the importance of strong language skills in the corporate space.	6	4	CO1 CO2 CO4
Section C Answer any 1 question. Each carries 10 marks. (1x10=10 marks)				
No.	Question	M	BL	CO
19.	Evaluate the impact of emerging technologies on the future of content writing.	10	5	CO4 CO5
20.	Address ethical concerns related to content creation and plagiarism.	10	4	CO4 CO5
