

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2025**Improvement/Supplementary (2024 Admissions)****MINOR****ENG1MN101: FUNDAMENTALS OF CONTENT CREATION**

Time: 2 Hrs.

Maximum Marks: 70

M – Mark BL - Bloom's Taxonomy Level (1 to 6) CO - Course Outcome

Section A: Answer all questions. Each carries 3 marks. Ceiling: 24 Marks				
No.	Question	M	B L	CO
1.	Differentiate between blog posts and articles.	3	2	CO1 CO2
2.	What are the key elements of effective content?	3	3	CO1 CO4
3.	Discuss the career paths available in the field of content writing.	3	2	CO2 CO3 CO4
4.	State the ways in which you can make your content more engaging for the audience.	3	3	CO2 CO4
5.	What is the importance of storytelling in content writing?	3	2	CO1 CO4
6.	What is the difference between persuasive and informative writing?	3	2	CO1 CO3
7.	Define the term "wordiness" in writing.	3	2	CO1
8.	What is tailor-made content?	3	1	CO1 CO4
9.	Evaluate the impact of wordiness on the readability of a text.	3	5	CO1 CO3
10.	What is the role of content writing in digital marketing?	3	5	CO3 CO4
Section B: Answer all questions. Each carries 6 marks. Ceiling: 36 Marks				
No.	Question	M	B L	CO
11.	Compare and contrast creative fiction and creative non-fiction.	6	4	CO2 CO4
12.	Explain how language competency impacts content writing quality.	6	2	CO1 CO3
13.	Analyze the impact of grammatical errors on the overall effectiveness of a piece of writing.	6	4	CO1 CO3
14.	Compare and contrast different writing styles.	6	3	CO1 CO2
15.	Analyze the cultural implications of using certain languages.	6	4	CO1 CO2
16.	Identify common errors in writing.	6	3	CO1
17.	What is plagiarism? What are the ways to avoid unintentional plagiarism?	6	2	CO3 CO5
18.	Explain the ethical implications of using AI in content creation.	6	4	CO3 CO5
Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)				
No.	Question	M	BL	CO
19.	Discuss the role of research and planning in effective content development.	10	4	CO3 CO4
20.	Evaluate the role of content writing in digital marketing and branding.	10	5	CO4