D3BEG2403

Name…………………...

Reg. No…………..………

Third Semester FYUGP Examination November 2025

Discipline Specific Core (DSC) Courses - Minor

ENG3MN201: Digital Content Creation in the Era of AI

(Credits: 4)

Time 2 Hours

Maximum Marks: 70

Section A

Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)

1	Distinguish between Machine learning and Deep Learning.	BL2	CO2
2	Name two virtual assistants that became popular in 2010s	BL1	CO1
3	How does NLP help in automatic summarization?	BL2	CO3
4	Why is ethical AI important in today's digital landscape?	BL5	CO5
5	What is meant by "attention economy"?	BL2	CO1
6	How are AI-powered presentation tools different from traditional slide-making software?	BL4	CO4
7	Mention one way a student can use Canva AI or Beautiful.ai for classroom presentations.	BL3	CO4
8	Explain the term GDPR	BL2	CO2
9	Define the term Unintentional Plagiarism	BL2	CO1
10	AI technologies empower rather than displace human effort. Comment.	BL5	CO5

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)

11	What are AI-powered language learning platforms? Explain how they assist learners in acquiring new vocabulary, grammar and communication skills.	BL2	CO3
12	Comment on the role of AI in written communication	BL2	CO3

(PTO)

13	How can fairness be promoted in AI?	BL4	CO4
14	Evaluate the advantages and limitations of relying on AI presentation tools for academic or workplace communication.	BL5	CO5
15	Create five questions as prompts to elicit information as regards a historical incident	BL3	CO4
16	Discuss how AI systems lead to the standardisation of language.	BL2	CO2
17	Analyse the use of 'role prompting' with examples	BL4	CO4
18	What are the various types of biases that occur in AI language models?	BL2	CO2

Section C

Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

19	Examine how humans play a pivotal role in AI oversight, even as technology progresses.	BL4	CO4
20	Discuss the practical applications of Artificial Intelligence in language learning.	BL2	CO3

CO : Course Outcome

BL: Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse,

5 – Evaluate, 6 – Create)