(6 pages)

Reg. No. : ....

Code No. : 30600   Sub. Code : CNEN 41

U.G (CBCS) DEGREE EXAMINATION,
APRIL 2024.

Fourth Semester

English

Non Major Subject – CONTENT WRITING

(For those who joined in July 2021–2022)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. The most crucial challenge in content writing is _____.

   (a) Writer's block

   (b) Readability

   (c) Competition

   (d) Meeting deadlines

2. A document which is meant to inform the reader on a particular topic.

   (a) Newsletter   (b) Brochure

   (c) White paper   (d) E–book

3. _____ is the most significant task of a content writer.

   (a) Research

   (b) Applying techniques

   (c) Altering information

   (d) Editing

4. Expand: SMART

   (a) Sustain, Measurable, Achievable, Readable, Taxable

   (b) Source, Measurable, Achievable, Real, Tedious

   (c) Specific, Measurable, Attainable, Relevant, Time bound

   (d) Specific, Measurable, Achieve, Relevant, Time bound

5. Copying of content from a website and citing it as ones own is called _____.

   (a) Clogging   (b) Plagiarism

   (c) Attention–grabbing (d) Editing

Page 2   Code No. : 30600

6. In a blog, entries are displayed in —————— order.

   (a) Chronological order

   (b) Alphabetical order

   (c) Ascending order

   (d) Reverse Chronological order

7. The process used by search engines to scan web pages and store information is known as ——————.

   (a) Editing

   (b) Indexing

   (c) Search query

   (d) Link Building

8. All search engines should follow a —————— tag.

   (a) No–follow   (b) Do–follow

   (c) Never–follow   (d) Don't–follow

9. —————— is the model involving business and consumers over the internet.

   (a) B2C   (b) B2B

   (c) C2C   (d) C2B

10. —————— is the phrase used to describe business that is conducted over the internet.

    (a) E–Tailing

    (b) Portal

    (c) E–commerce

    (d) Portal space

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What is blogging? Discuss.

Or

(b) What is the scope of content writing in the medical industry? Explain.

12. (a) Write about the importance of using a strong, active headline in content writing.

Or

(b) What are the tips for creating a content strategy framework? Create LUSH content.

13. (a) Examine the key components of a well–constructed Blog post.

Or

(b) Write a note on plagiarism checker?

14. (a) What is long–tail marketing? Explain.

Or

(b) Explain what head line tags are.

15. (a) Write a note on product description.

Or

(b) What is COD? Explain how it in effective in India.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the popular forms of content writing.

Or

(b) How do you overcome challenges in content writing?

17. (a) What are content writing skills?

Or

(b) What are the key elements of good content?

18. (a) Define the types of plagiarism.

Or

(b) What are the external plagiarism detection methods?

19. (a) How does search engine prioritize the area in the website?

Or

(b) What is on–page SEO? Explain.

20. (a) Mention some key benefits of e–commerce?

Or

(b) Write about e–commerce opportunities in India.

———————