

U.G. (CBCS) DEGREE EXAMINATION, APRIL 2023

Fourth Semester

English

Non Major Elective — CONTENT WRITING

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Blog posts help to boost your website's \_\_\_\_\_ rankings.  
(a) CEO (b) COE  
(c) SOE (d) SEO
2. \_\_\_\_\_ writing is the core to building website and advertisement copy.  
(a) Content (b) Report  
(c) Letter (d) Copy

7. One of the main marketing strategies that can help online retailers build a successful Internet business is \_\_\_\_\_.  
(a) CEO (b) COE  
(c) SOE (d) SEO
8. The \_\_\_\_\_ is one of the most important things determine what is on a web page.  
(a) page title  
(b) lead  
(c) Paragraph  
(d) conclusion
9. Write product descriptions in the \_\_\_\_\_.  
(a) active voice  
(b) passive voice  
(c) direct speech  
(d) indirect speech
10. Content will capture more attention and drive more social shares with an enticing and carefully crafted \_\_\_\_\_.  
(a) headline (b) conclusion  
(c) lead (d) paragraph

3. \_\_\_\_\_ posts are probably the most widely used content marketing format.  
(a) Report (b) Article  
(c) Blog (d) Media
4. Creating an outline is a \_\_\_\_\_ step in the content writing process.  
(a) beginning (b) last  
(c) middle (d) interior
5. Personal bloggers were the \_\_\_\_\_ of the blogging world.  
(a) pioneers  
(b) last  
(c) middle  
(d) interior
6. \_\_\_\_\_ are vital marketing assets with multiple digital 'pages' that delivers information to its reader.  
(a) E Books  
(b) Journals  
(c) Media  
(d) Articles

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What is the scope of a content writing?  
Or  
(b) Define Copywriting.
12. (a) State the format of Article Writing.  
Or  
(b) How to improve your content writer skills?
13. (a) What is Hogging and its benefits?  
Or  
(b) Define Personal Blog.
14. (a) What are SEO techniques in content writing?  
Or  
(b) What are the three strategies of SEO?
15. (a) How to write a great product description?  
Or  
(b) Does content writing has a good career? Explain.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the importance of Content Writing.
- Or
- (b) Explain the challenges faced by Content Writers.
17. (a) Examine Blog Posts.
- Or
- (b) List out the vital skills that modern content writer should possess.
18. (a) Write a note on EPUB (.epub) format and MOBI (.mobi) format.
- Or
- (b) Explain the ways to avoid plagiarism in your writing.
19. (a) Describe the key elements of a good SEO strategy.
- Or
- (b) Explain the steps to create an SEO strategy.

20. (a) What is a Product Description? Why are product descriptions important for E-commerce Stores?
- Or
- (b) How do you create an effective social media content strategy?
-