

(6 pages)

Reg. No. :

Code No. : 10587

Sub. Code : CNEN 41

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

Fourth Semester

English – Non Major Elective

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. Expand SEO
- (a) Secret Engine Optimization
 - (b) Search Engine Optimization
 - (c) Software Engine Optimization
 - (d) Storage Engine Optimization

7. The boost given to a website's authority via in bound links form other websites is called _____.
- (a) Link Juice
 - (b) Link building
 - (c) Inducing
 - (d) Alt Tags
8. The concept of long tails was introduced by _____.
- (a) Chris Antony
 - (b) Chris Auld
 - (c) Chris Andrew
 - (d) Chris Anderson
9. Electronically facilitated transactions between individuals through a third party is _____.
- (a) B2B
 - (b) B2C
 - (c) C2B
 - (d) C2C
10. EDE stands for _____.
- (a) Electronic Detailed Exchange
 - (b) Electronic Data Exchange
 - (c) Electronic Daily Exchange
 - (d) Electronic Document Exchange

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2. The process of writing a piece of work under some one else's name is _____.
- (a) Copy writing
 - (b) SEO writing
 - (c) Ghost writing
 - (d) Technical writing
3. _____ is the word that a content writer has to remember at all times.
- (a) Original
 - (b) Editing
 - (c) Popularity
 - (d) Recording
4. What is PPC advertising?
- (a) Pay – Per – Copy
 - (b) Pay – Per – Customer
 - (c) Pick – Per – Choice
 - (d) Pay – Per – Click
5. Blogs with limited character count is known as _____ Blogging.
- (a) micro
 - (b) personal
 - (c) business
 - (d) aggregate
6. Patch work plagiarism refers to _____ plagiarism.
- (a) Structural
 - (b) Disguised
 - (c) Mosaic
 - (d) Translated

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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 Ghost writing? Explain.
- Or
- (b) Explain how a content writer can overcome a writer's block.
12. (a) Is time-management a content wiring skill? Write a note on it.
- Or
- (b) Content strategy framework goals can be written in the SMART style. Explain as to what SMART stands for.
13. (a) Distinguish personal blog from collaborative blog.
- Or
- (b) What is plagiarism? How can you avoid it?
14. (a) What is SEO? Why is it important for a business website to be listed in them?
- Or
- (b) What are Meta tags? Explain.

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[P.T.O.]



15. (a) Write a note on E-Commerce.

Or

(b) What is E-Training? Discuss.

PART C -- (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Elaborate on the challenges faced by content writers.

Or

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

17. (a) Write an essay on content writing skills.

Or

(b) Write about the key components of content strategy framework.

18. (a) Write an essay on the types of blogs.

Or

(b) Write about intrinsic plagiarism detection methods.

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19. (a) Define Long-Tail concept and explain how it is used in marketing.

Or

(b) How do search Engines work and how are they important for your business?

20. (a) How do you create the best product descriptions?

Or

(b) Write about the challenges of E-Commerce.

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