QP CODE: 24900098



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Name:....

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

FIRST SEMESTER MGU-UGP (HONOURS) REGULAR EXAMINATION NOVEMBER 2024

First Semester

Multi-Disciplinary Course - MG1MDCENG102 - CONTENT WRITING

(2024 ADMISSION ONWARDS)

Duration: 1.5 Hours

Maximum Marks: 50

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Interest (I), Appreciation (Ap), and Skill (S)

Students should attempt atleast one question from each course outcome to enhance their overall outcome attainability.

[Learning Domain][CO No(s)]

Part A Multiple Choice Questions Answer All questions. Each question carries 1 mark

| 1 | Which of the following is NOT an off | line c | ontent format? | [U] | [1, 2] |
|---|---|--------|--|-----|--------|
| | a) Books | b) | Magazines | | |
| | c) Newspapers | d) | Email newsletters | | |
| 2 | What is the primary purpose of conten | t? | | [K] | [1, 2] |
| | a) To decorate webpages | b) | To inform, entertain, or persuade | | |
| | c) To confuse readers | d) | To provide technical data | | |
| 3 | Which foundational element should a beginning the conceptualization proce | | nt creator prioritize first when | [U] | [3] |
| | a) Content outline | b) | Publishing schedule | | |
| | c) Visual design elements | d) | Target audience understanding | | |
| 4 | What does personalization in website | [U] | [4, 5] | | |
| | a) Using generic content for all users | b) | Tailored content based on individual users | | |
| | c) Displaying the same products for all visitors | d) | Removing user interactivity | | |
| 5 | Identify the primary responsibility of a content. | a cont | ent writer when creating original | [K] | [6] |
| | a) To use as many sources as possible | b) | To avoid plagiarism | | |

c) To copy and paste information d) To from the internet an

d) To write without referencing any sources

 $(5 \times 1 = 5)$

Part B

Objective Type Questions Answer any **10** questions in a word or sentence. Each question carries **1** mark

| 6 | Ais any form of information - text, images, videos, or audio - | [K] | [1, 2] |
|----|--|-----|-----------|
| | created and shared with an audience. | | |
| 7 | A is a professional who crafts written material for specific | [U] | [1, 2] |
| | online and print purposes. | | |
| 8 | List three purposes of content creation | [U] | [3] |
| 9 | What is a free resource offered in exchange for a user's contact information | [K] | [4, 5] |
| | called? | | |
| 10 | What forms the "backbone of quality content"? | [K] | [3] |
| 11 | Give one example of lead magnet? | [K] | [4, 5] |
| 12 | are multi page, folded marketing materials designed to tell a | [K] | [4, 5] |
| | brand's story in detail. | | |
| | | | |
| 13 | Name any one citation style that is commonly used in academic writing. | [K] | [6] |
| 14 | Which pages in e-commerce help organize products into logical groups? | [U] | [4, 5] |
| 15 | Why are infographics beneficial for a website? | [K] | [4, 5] |
| 16 | List the components of a blog post | [K] | [4, 5] |
| 17 | What are AI tools that can generate human-quality text in response to | [U] | [2, 4, 6] |
| | prompts? | | |

 $(10 \times 1 = 10)$

Part C

Short Answer Type Questions

Answer any **5** questions each in 50 words. Each question carries **2** marks

| 18 | What role does content play in marketing? | [U] | [1, 2] |
|----|---|------|--------|
| 19 | Define the role and purpose of a content writer. | [U] | [1, 2] |
| 20 | What are some common challenges when using AI tools for content generation? | [U] | [4, 6] |
| 21 | Outline your steps for planning an article that offers time management tips for college students. | [A] | [3] |
| 22 | What is Meta AI? | [U] | [4, 6] |
| 23 | What does the term personalization mean in relation to modern websites? | [An] | [4, 5] |
| 24 | Why are catchy titles important in listicles? | [U] | [4, 5] |
| 25 | Define e-commerce content and explain its importance. | [U] | [4, 5] |
| 26 | Name a few SEO optimization tools. | [K] | [4, 6] |

 $(5 \times 2 = 10)$

Part D

Short Essay Type Questions

Answer any 2 questions each in 150 words. Each question carries 5 marks

- 27 Write a note on the roles of website content writers and bloggers. [U] [1, 2]
- How does the homepage contribute to a website's overall effectiveness and [An] [4, 5]

user engagement?

| 29 | Imagine you are editing a piece on healthy eating habits. What possible | [A] | [3] |
|----|--|-----|-----|
| | principles of editing and proofreading would you apply to improve clarity, | | |
| | readability, and factual accuracy? | | |
| 30 | How do header tags (H1, H2, etc.) contribute to content structure and SEO | [U] | [5] |
| | ranking? | | |
| | | | |

 $(2 \times 5 = 10)$

Part E

Essay Type Questions Answer any **1** question in 300 words. The question carries **15** marks.

| 31 | How would you approach the conceptualisation and research phases to create engaging content on the importance of daily exercise? Describe the | [A] | [3] |
|----|---|-----|--------|
| | steps you would take to ensure the content is informative, accurate, and appeals to a general audience. | | |
| 32 | Discuss the potential for AI to revolutionize the content writing industry. | [U] | [4, 6] |

 $(1 \times 15 = 15)$

END OF THE QUESTION PAPER
