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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – B.A.(Eng)-Hons-2023/B.A.(Eng)-Hons-2024/B.A.(Eng)-Hons-2025
Course Name – Content Writing
Course Code - BEN10001
(Semester I)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Choose the greatest challenge in digital media.

a) fake news b) fact checking
c) yellow journalism d) bad sources

(ii) Split testing or _____ measures two social media posts against each other to see which performs best.

a) A/B testing b) research testing
c) diagnostic testing d) Editor's pick

(iii) Multimedia involves use of_____.

a) different sources b) kinds of news
c) skill sets d) audio visual and other aids

(iv) _____ is an individual who has the power to affect purchase decisions of others because of their authority.

a) Professional b) Mediator
c) influencer d) writer

(v) One of the first forms of a 'hook' in a story is the ____.

a) Headline b) Introduction
c) Hypertext d) Visual

(vi) One of the advantages of digital journalism is _____.

a) Intermediacy b) Immediacy
c) Interdependence d) Interesting

(vii) _____ refers to writing where the author tells you about a topic by giving you the facts and figures, not an opinion.

a) Expository b) Opinion
c) Description d) Expose

(viii) Of the ABCs of writing, the A stands for?

a) Accuracy
b) Adaptability
c) Ambiguity
d) Attention drawing

(ix) Interactive media depends on_____.
a) Post
b) Participation
c) Quality
d) Quantity

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(x) What does UI in video games stand for?
a) United India
b) Utility in India
c) User Interface
d) User Interactiveness

(xi) Three types of digital media are earned, owned and _____ media.
a) Added
b) Paid
c) Marketed
d) News

(xii) In addition to keywords, you can help SEO by adding? Identify.
a) Page title
b) Image alt tags
c) Subheading
d) All of these

(xiii) Plan the structure of a content writing strategy to enhance readability and engagement.
a) Use engaging headings and relevant visuals
b) Avoid headings
c) Focus only on length
d) Avoid using visuals

(xiv) Relate the role of visuals in content writing for social media.
a) Engage readers visually
b) Avoid distractions
c) Remove text-heavy content
d) Limit interaction

(xv) Which platform prioritizes video content to enhance engagement?
a) Twitter
b) Instagram
c) Facebook
d) WhatsApp

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Recall what are blogs? (3)
3. Describe the functions of SEO. (3)
4. Explain on-page SEO. (3)
5. What is microblogging? (3)
6. Explain with examples what is a personal blog? (3)

OR

Assess the characteristics of good writing as outlined by Pulitzer. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Discuss the different types of social media. (5)
8. Explain how content can be tailored on social media platforms to increase engagement and reach. What strategies would you use to optimize content? (5)
9. Interpret how to write effective Tweets on X (formerly Twitter). (5)
10. Plan an approach to incorporate meme culture into social media content for higher engagement. What are the benefits and challenges of using memes as part of a content strategy? (5)
11. Why do we need a story board? Explain. (5)
12. Conclude how writing captivating headings and subheadings influences audience behavior and content interaction. (5)

OR

Inspect the role of writing styles in content writing and how different styles can be adapted for various platforms. (5)