BRAINWARE UNIVERSITY

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

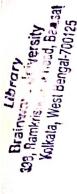**Full Marks : 60**　　　　　　　　　　　　　　　　　　　**Time : 2:30 Hours**
[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)　　　　　　　　　　1 x 15=15

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

(i) Apply the fact that if you write for different channels, the content must be

a) The same 　　　　　　　　　　　b) Tweaked
c) Totally different 　　　　　　　　d) None of these

(ii) _____ on social media are funny pieces of text, videos, or images that go viral and let users get in on the joke by creating their own variations and sharing them. - Identify

a) Memes 　　　　　　　　　　　　b) Cartoons
c) Letters 　　　　　　　　　　　　d) Images

(iii) Which of these is a microblogging site? - recall.

a) Twitter 　　　　　　　　　　　　b) Flickr
c) USB 　　　　　　　　　　　　　　d) The NYT

(iv) What is a feature of digital media?- Recall

a) letters 　　　　　　　　　　　　b) hypertexts
c) papers 　　　　　　　　　　　　d) sites

(v) The Pulitzer prize is named after ? Identify

a) Joseph Pulitzer 　　　　　　　　b) Joseph
c) Vinod Dua 　　　　　　　　　　d) Arnab Goswami

(vi) What is the most widely used social network? - choose

a) Instagram 　　　　　　　　　　b) Twitter
c) Pinterest 　　　　　　　　　　　d) Snapchat

(vii) What is the name for the visual representation of the elements to be used for a shot in a film or documentary? - Identify

a) Mood board 　　　　　　　　　b) vision board
c) story board 　　　　　　　　　　d) law

(viii) Citizen journalism is the practice of - Identify

a) Preparing stories that will help citizens vote in elections 　　　　b) publishing only those stories that are of interest to politically active citizens

c) collaborating with nonprofit organizations to prepare news stories

d) inviting readers and viewers to participate in the creation of news content

(ix) Greatest problem in digital media - Choose

a) fake news

b) fact checking

c) yellow journalism

d) bad sources

(x) What is a algorithm? - Identify

a) Set of rules determining what posts show up most in feeds

b) Geometry rules

c) Rules of social media posting

d) Political bylaws

(xi) A ____ business sells products or services to other businesses - Choose

a) B2B

b) B2C

c) B2D

d) B21

(xii) ____ is the process of writing, editing, and publishing content in a digital format.

a) processing

b) Content writing

c) advertising

d) Sailing

(xiii) Which newspaper/website is credited with having pioneered the field of data journalism? - Choose

a) PTI

b) Telegraph

c) The Guardian

d) UNI

(xiv) In most cases, when you write content for a website, the style must be - Choose from below

a) Benefits over features

b) A pyramid

c) No need to have any goals in mind

d) Don\'t be concise

(xv) Understand that in addition to keywords, you can help SEO by adding - Identify the correct answer

a) Page title

b) Image alt tags

c) Subheading

d) All of these

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Describe some kinds of blogs   (3)
3. What are the elements present in a storyboard? - Illustrate   (3)
4. What is a website? - identify   (3)
5. What is the function of SEO? - describe   (3)
6. What is a podcast - Write with proper example   (3)

OR

Develop your understanding about significance of storyboard   (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. What is a listicle? - Define   (5)
8. What are the challenges of social media?   (5)
9. How does one create a Storyboard? - Analyse   (5)
10. What is microblogging   (5)
11. What are the features of digital or new media?   (5)
12. What is alt text? - Interpret   (5)

OR

What is data journalism? - Interpret   (5)

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