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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Sc.(AM)-Hons-2024

Course Name – MOOC-Effective Writing

Course Code - AEC00006D

(Semester IV)

Full Marks : 70

Time : 3:0 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) Identify which of the following is not a characteristic of effective writing.
 - a) Clarity
 - b) Coherence
 - c) Unity
 - d) Ambiguity
- (ii) Apply your knowledge of Content Writing to state what SEO stands for.
 - a) Search Engine Operation
 - b) Search Engine Optimization
 - c) Simple Editing Options
 - d) Social Engagement Optimization
- (iii) What does keyword density refer to? Choose the correct option.
 - a) The number of words in the article
 - b) The relevance of the title
 - c) How often a keyword appears in a text
 - d) All of these
- (iv) What is meta description? Choose the correct option.
 - a) A headline for the article
 - b) A long, detailed summary
 - c) Paraphrase of a passage
 - d) A short summary shown in search results
- (v) State which principle stresses removing unnecessary words to make writing crisp and direct.
 - a) Coherence
 - b) Conciseness
 - c) Emphasis
 - d) Tone
- (vi) The logical arrangement of ideas in writing is known as.....Select the correct option.
 - a) Coherence
 - b) Conciseness
 - c) Clarity
 - d) Style
- (vii) State which principle ensures every sentence contributes to the central idea?
 - a) Redundancy
 - b) Tone
 - c) Ambiguity
 - d) Unity
- (viii) Identify which of these weakens the effectiveness of writing.
 - a) Clichés
 - b) Sentence rhythm

- c) Avoiding transitions
(ix) Identify which principle of effective writing deals with eliminating repetitions.
a) Emphasis
c) Style
(x) Examine what a good argumentative essay must include.
a) Personal anecdotes
c) Clear claims with evidence
(xi) State which structure is typically used in Manuals.
a) Chronological
c) Instructional sequence
(xii) A report is typically _____. Choose the correct option.
a) Subjective and emotional
c) Fictional
(xiii) Recall which element brings characters to life.
a) Setting
c) Dialogue
(xiv) Identify what comprises the setting of a story.
a) Weather
c) Time
(xv) The "show, don't tell" technique encourages writers to _____. Choose the correct option.
a) Provide explanations instead of scenes
c) Use summaries only
- d) Tone consistency
b) Tone
d) Redundancy
b) Emotional persuasion
d) Plenty of jargons
b) Problem-solution
d) Narrative arc
b) Factual and objective
d) Persuasive only
b) Plot
d) Story
b) Place
d) Place, time, and environment
b) Use vivid details and actions rather than direct statements
d) Avoid describing emotions

Group-B

(Short Answer Type Questions)

3 x 10=30

2. Name the major stages of the writing process. State any three with a brief explanation. (3)
3. Discuss the importance of "audience awareness" in effective writing. (3)
4. What are the different types of writing? Mention any three and explain briefly. (3)
5. Examine the difference between narrative and descriptive essays. (3)
6. Examine the difference between paraphrasing and summarizing. (3)
7. Explain what distinguishes a blog from other online articles. (3)
8. Explain how does a cover letter differs from a resume. (3)
9. Assess why an executive summary is included in reports. (3)
10. Assess how dialogue reveals character traits in fiction. (3)
11. Assess the role of headings and subheadings in report style. (3)

OR

Explain why tailoring a resume is important for different job applications. (3)

Group-C

(Long Answer Type Questions)

5 x 5=25

12. Discuss the five stages of effective writing and explain why revision is considered crucial. (5)
13. Explain the primary aim of an advertisement. (5)
14. Write briefly about the essential elements of an effective blog. (5)
15. Assess why objectivity is important in report writing. (5)
16. Assess how character interaction drives stage action. (5)

OR

Assess the importance of a clear climax in a short story. (5)