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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 11- 01- 2025 **Time:** 01:00 pm – 04:00 pm |

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| --- | --- | --- |
| **School:** SOMS | **Program:** BA Journalism | |
| **Course Code:** ENG2008 | **Course Name:** English for Journalism | |
| **Semester**: III | **Max Marks**:100 | **Weightage**: 50% |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **2** | **4** | **24** | **24** | **46** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** | | | | |
| **1** | Distinguish between tripod and sidesaddle styles of headlines. | **2 Marks** | **L2** | **CO1** |
| **2** | What are the two types of lead? | **2 Marks** | **L1** | **CO2** |
| **3** | Why is it important to record the minutes of a meeting? | **2 Marks** | **L2** | **CO4** |
| **4** | Explain the importance of research while outlining an article. | **2 Marks** | **L2** | **CO3** |
| **5** | Distinguish between opinion articles and reviews. | **2 Marks** | **L2** | **CO3** |
| **6** | List two purposes for writing a memo. | **2 Marks** | **L1** | **CO4** |
| **7** | How can visuals enhance the effectiveness of social media content? | **2 Marks** | **L2** | **CO5** |
| **8** | Why is it important to have a unique angle while writing a blog? | **2 Marks** | **L2** | **CO5** |
| **9** | How does SEO writing help websites rank higher in search engines? | **2 Marks** | **L2** | **CO5** |
| **10** | List two examples of persuasive writing. | **2 Marks** | **L1** | **CO2** |

**Part B**

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| --- | --- | --- | --- | --- | --- |
| **Answer the Questions Total 80 Marks.** | | | | | |
| **11.** | **a.**  **b.** | What are the key points that must be highlighted in the memo? How will you maintain a professional and concise writing style?  Write a memo encouraging employees to complete a company-wide employee satisfaction survey, including why their feedback is important and the deadline for submission**.** | **20 Marks** | **L3** | **CO4** |
| **Or** | | | | | |
| **12.** | **a.** | A meeting was held in your office regarding an event being organized for Environment Day. Write down the minutes of the meeting**.** | **20 Marks** | **L3** | **CO4** |
|  |  |  |  |  |  |
| **13.** | **a.**  **b.** | Why is it useful to create an outline before writing an article? How should you structure your outline?  Write a news article on the topic “Privacy in the Age of Social Media**”.** | **20 Marks** | **L3** | **CO3** |
| **Or** | | | | | |
| **14.** | **a.** | Develop an outline and write a news article on the topic “The Benefits of Internships for University Students”. | **20 Marks** | **L3** | **CO3** |

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| **15.** | **a.** | Write a blog post on the topic "The Importance of Meditation in Today's Fast-Paced, Technology-Driven World**"** | **20 Marks** | **L3** | **CO5** |
| **Or** | | | | | |
| **16.** | **a.** | Write a blog post on the topic “How to Stay Focused and Productive During Online Classes?” | **20 Marks** | **L3** | **CO5** |

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| **17.** | **a.** | What are the different ways of crafting an effective social media post?  Write a social media post on the importance of spreading awareness about mental health. | **20 Marks** | **L3** | **CO5** |
| **Or** | | | | | |
| **18.** | **a.** | What are the different ways of optimizing your content for ranking higher in search engines?  Write an article following the techniques and strategies of SEO writing on the topic “Future of Artificial Intelligence”. Use the keywords artificial intelligence, technology and future. | **20 Marks** | **L3** | **CO5** |