PRESIDENCY UNIVERSITY
BENGALURU

End - Term Examinations – MAY/ JUNE 2025

Date: 03-06-2025   **Time:** 01:00 pm – 04:00 pm

School: SOMS	Program: BA Journalism	
Course Code : ENG2007	Course Name: Writing for the Web	
Semester: II	Max Marks: 100	Weightage: 50%

CO - Levels		CO1	CO2	CO3	CO4	CO5
Marks		14	14	14	34	24

Instructions:

(i) **Read all questions carefully and answer accordingly.**
(ii) **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	What is a call-to-action (CTA) in web writing? Give an example.	2	L1	CO1
2	Name two key characteristics of digital-native audiences.	2	L1	CO3
3	Mention two advantages of using blogs in web journalism.	2	L1	CO2
4	What is meant by hyperlinking? How does it add value to digital content?	2	L1	CO2
5	Define long-tail keywords with an example.	2	L1	CO4
6	What is metadata in SEO writing?	2	L1	CO5
7	Give two ways to ensure cultural sensitivity in a social media campaign.	2	L1	CO2
8	What does the term inclusive writing mean in the context of web content?	2	L1	CO4

9	Mention two challenges of verifying information in digital journalism.	2	L1	CO4
10	State two ways to combat misinformation in digital spaces.	2	L1	CO5

Part B

Answer the Questions.   **Total Marks 80M**

11.	a.	Explain the key differences between writing for print and writing for digital platforms?	10 Marks	L2	CO1
		Or			
12.	a.	Explain the principles of writing for skimming readers in the digital age.	10 Marks	L2	CO1

13.	a.	Create a blog post for first-year students titled Navigating College Life Digitally.	10 Marks	L2	CO2
		Or			
14.	a.	Write an article for a college magazine: Why Gen Z Prefers Visual Content.	10 Marks	L2	CO2

15.	a.	Explain the role of title tags and alt text in SEO optimization. Use examples.	10 Marks	L2	CO3
		Or			
16.	a.	Evaluate a website of your choice for its SEO and readability.	10 Marks	L2	CO3

17.	a.	Write a LinkedIn post encouraging recent graduates from diverse backgrounds to apply for a campus mentorship program.	10 Marks	L3	CO4
		Or			
18.	a.	Draft a culturally sensitive tweet thread to promote International Mother Language Day.	10 Marks	L3	CO4

19.	a.	Assess the credibility and presentation of a viral news story published across multiple digital outlets.	20 Marks	L3	CO4
		Or			
20.	a.	Analyze the structure and visual storytelling of a YouTube documentary.	20 Marks	L3	CO4

21.	a.	Develop a content plan across Instagram, Twitter, and LinkedIn to promote an inter-college theatre fest.	20 Marks	L3	CO5
Or					
22.	a.	Create a podcast outline and introductory script for a series titled Voices from the Campus.	20 Marks	L3	CO5