| Roll No | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|

# PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

**Odd Semester End Term Examination**

**Date:** 13/12/2025 **Time:** 09.30 AM - 12.30 PM

| | | |
|---|---|---|
| **Course Code:** BAJ4005 | **Course Name:** Content Creation and Editing for Online Media | |
| **Semester:** III SEMESTER | **Max. Marks:** 100 | **Weightage:** 50% |

| CO - Levels | CO1 | CO2 | CO3 | CO4 |
|---|---|---|---|---|
| **Marks** | 20 | 30 | 45 | 35 |

**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 Following Questions. 30M**

| Qn. | Questions | M | CO | BT |
|---|---|---|---|---|
| 1 | Interpret the role of clarity in writing for online audiences. | 5.0 | CO1 | BT2 |
| 2 | Summarize audience personalization strategies in digital content. | 5.0 | CO1 | BT2 |
| 3 | Identify the major multimedia formats used in online platforms. | 5.0 | CO2 | BT3 |
| 4 | Describe the essential functions of a Content Management System. | 5.0 | CO2 | BT3 |
| 5 | Distinguish structural errors from tonal errors in digital editing. | 5.0 | CO3 | BT4 |
| 6 | Appraise the effectiveness of comment moderation in platform communication. | 5.0 | CO4 | BT5 |

**Part B: Answer Any 5 Following Questions. 50M**

| Qn. | Questions | M | CO | BT |
|---|---|---|---|---|
| 7 | Explain the ethical considerations in online content production. | 10.0 | CO1 | BT2 |
| 8 | Demonstrate the types of CMS platforms based on usage purpose. | 10.0 | CO2 | BT3 |
| 9 | Compare graphic design principles used in branding vs journalism. | 10.0 | CO2 | BT4 |
| 10 | Inspect the characteristics of an effective online headline. | 10.0 | CO3 | BT4 |
| 11 | Review the relevance of proofreading tools in digital journalism. | 10.0 | CO3 | BT5 |
| 12 | Judge the relevance of analytics when evaluating social media performance. | 10.0 | CO4 | BT5 |

| Part C: Answer Any 1 Following Questions. 20M | | | | |
|---|---|---|---|---|
| **Qn.** | **Questions** | **M** | **CO** | **BT** |
| **13** | Analyse the importance of tone, coherence, transitions, and metadata while editing online content. | **20.0** | **CO3** | **BT4** |
| **14** | Evaluate how platform algorithms, content patterns, user behaviour, and audience expectations influence platform-specific strategies. | **20.0** | **CO4** | **BT5** |