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# PRESIDENCY UNIVERSITY

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

## Even Semester Mid Term, March 2026

Date: 10/03/2026

Time: 11:45 AM - 01:15 PM

Course Code: ENG2007

Course Name: Writing for Web

Semester: Second Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	46	44

### PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	What do you understand by <b>multimedia</b> ?	2	CO1	BT1
2	Define <b>SEO</b> in the context of web writing.	2	CO1	BT1
3	List any two features of <b>web content</b> .	2	CO1	BT1
4	What is a <b>storyboard</b> ?	2	CO2	BT1
5	Describe a <b>website blurb</b> .	2	CO2	BT1

### PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Discuss the significance of identifying <b>Target Audience</b> in web writing	10	CO1	BT2
7	Review the <b>key principles</b> of web language.	10	CO1	BT2

### PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Discuss the <b>relevance of web writing</b> in contemporary digital communication.	10	CO1	BT2
9	Explain the <b>role of AI in web content creation</b> and its potential impact on human writers.	10	CO1	BT2

**PART-D: Answer Any 1 Following Questions. 10 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
10	<p>You are a web content editor for a university blog. Rewrite the following paragraph into an 80-100 word concise web version with improved readability, logical flow, and an engaging digital tone.</p> <p><b>Long Paragraph:</b></p> <p>The annual cultural festival is an event that includes a variety of programmes such as music, dance, theatre, discussions, and food stalls, and it usually attracts students from different colleges, but the information about schedules, registrations, and venue details is spread across several notices and long descriptions that make it hard for readers to quickly understand what is happening, especially for those who are visiting the website from their phones and want to find key highlights, deadlines, and participation guidelines without having to read through lengthy explanations that repeat similar ideas again and again.</p>	10	CO2	BT3
11	<p>You are responsible for improving web content quality in a University. Edit and rewrite the following passage into an 80-100 word web-friendly format that is concise, engaging, and easy to scan on digital devices.</p> <p><b>Long Paragraph:</b></p> <p>The placement cell works throughout the year to organise training sessions, invite industry experts, conduct mock interviews, and share internship opportunities with students from different departments, but many students feel confused because announcements are often written in lengthy paragraphs that include too many details at once, and deadlines, eligibility criteria, and registration links are not clearly separated, which results in students missing opportunities even though the information is technically available on the website, showing that the content needs to be rewritten in a more structured way that helps readers quickly identify the most important points.</p>	10	CO2	BT3

**PART-E: Answer Any 1 Following Questions. 10 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
12	<p>Imagine you are a social media content writer for a new café in Bengaluru. Prepare a <b>100-word promotional description</b> introducing a newly launched signature beverage for the café's website or Instagram page.</p>	10	CO2	BT3
13	<p>As a web content writer for an online learning platform, write a 100-word homepage introduction promoting a newly launched short-term certificate course. The content should be clear, engaging, and designed to attract digital readers.</p>	10	CO2	BT3