



## Even Semester End Term Examinations, May/June 2026

**Date: 15/05/2026**

**Time: 09.30 AM - 12.30 PM**

**Course Code: BAJ1028**

**Course Name: Content Creation for Social Media**

**Semester: Tenth Semester**

**Max. Marks: 100**

**Weightage: 50%**

| CO - Levels | CO1 | CO2 | CO3 |
|-------------|-----|-----|-----|
| Marks       | 40  | 30  | 60  |

### Part A: Answer Following Questions. 30 M

| Qn.No | Questions                                                                      | M | CO  | BT  |
|-------|--------------------------------------------------------------------------------|---|-----|-----|
| 1     | Summarise the different types of media content.                                | 5 | CO1 | BT2 |
| 2     | Explain the content creation process (ideation to publishing).                 | 5 | CO1 | BT2 |
| 3     | List the factors that affect the content consumption patterns of the audience. | 5 | CO1 | BT1 |
| 4     | Describe virality in media.                                                    | 5 | CO1 | BT1 |
| 5     | Cite an example of user-generated content.                                     | 5 | CO1 | BT1 |
| 6     | Discuss the importance of visuals in social media content creation.            | 5 | CO1 | BT2 |

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

| Qn.No | Questions                                                                      | M  | CO  | BT  |
|-------|--------------------------------------------------------------------------------|----|-----|-----|
| 7     | Discuss AI tools (ChatGPT, Canva AI, Grammarly) in content creation.           | 10 | CO3 | BT2 |
| 8     | Explain the role of content relevance in digital communication.                | 10 | CO1 | BT2 |
| 9     | Examine the use of AI in caption writing and short-form videos.                | 10 | CO3 | BT3 |
| 10    | Discuss the ethical considerations while using AI for content creation.        | 10 | CO3 | BT2 |
| 11    | Analyse audience engagement strategies in social media content.                | 10 | CO3 | BT4 |
| 12    | Explain tone and style in writing for social platforms with suitable examples. | 10 | CO2 | BT2 |

**Part C: Answer Any 1 Following Questions. 20 M**

| <b>Qn.No</b> | <b>Questions</b>                                                                                                                                                 | <b>M</b> | <b>CO</b> | <b>BT</b> |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------|
| 13           | Examine the role of AI in transforming content creation, with examples of tools and ethical implications.                                                        | 20       | CO3       | BT3       |
| 14           | Create a complete social media campaign plan for a public issue (e.g., climate change), including platform strategy, content formats, and storytelling approach. | 20       | CO2       | BT6       |