



Even Semester End Term Examination, May / June 2026

Date: 15/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: ENG2007

Course Name: Writing For Web

Semester: Second Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	6	6	46	56	56

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Define multimedia. Give two examples used in web content.	3	CO1	BT1
2	Mention any three characteristics of effective web content.	3	CO1	BT1
3	Recall "scannability" in web writing	3	CO2	BT1
4	Rewrite for brevity: "The event was conducted successfully by the students of the college."	3	CO2	BT1
5	What is SEO? Why is it important?	3	CO3	BT1
6	Give any three keywords for "campus fest".	3	CO3	BT1
7	What is target audience? Give one example.	3	CO4	BT1
8	Suggest one way to make a social media post engaging.	3	CO4	BT1
9	What is a blog? Mention one feature.	3	CO5	BT1
10	Identify the type of sentence: "Join our workshop today..."	3	CO5	BT1

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	Using SEO principles, explain a basic web content plan for a topic: "Student Mental Health on Campus." Include: 3-5 keywords - A headline	10	CO3	BT2

	• A 2–3 line introduction			
12	Use SEO principles to identify any three strategies that improve search engine visibility of web content.	10	CO3	BT2

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	Restate the concept of target audience to adapt the following topic for two audiences: “New Hostel Rules” Write 2–3 lines each for: • Parents • First-year students	10	CO4	BT2
14	Identify principles of social media writing to create a short post for Instagram promoting a college event. (Include caption + one hashtag)	10	CO4	BT2

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	Read the following statement and classify it as informative, descriptive, or persuasive. Justify your answer. <i>"This documentary reveals the hidden struggles of urban life in a powerful and emotional way."</i>	10	CO5	BT2
16	Revisit your understanding of review writing to outline any three key elements of a good movie or book review.	10	CO5	BT2

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	Rewrite the following paragraph into web-friendly format: <i>In order to successfully facilitate the comprehensive onboarding process for the newly instituted corporate employee wellness and holistic health program, it is absolutely imperative that all currently employed personnel, regardless of their departmental affiliations or full-time versus part-time employment status, take the requisite time to thoroughly review the multi-page informational packet that was distributed via the internal company electronic mail system on the previous Tuesday. Upon completion of this initial review phase, interested individuals must subsequently navigate to the human resources digital portal, log in using their standard alphanumeric network credentials, locate the specific sub-menu clearly delineated as 'Benefits and Wellness Initiatives,' and painstakingly fill out the</i>	10	CO3	BT2

embedded digital form. Employees must ensure that every single mandatory field is populated with accurate and up-to-date personal information before finally clicking the submit button located at the very bottom of the page no later than the close of business on the final Friday of the current month, otherwise they will be unfortunately ineligible to participate in the subsidized gymnasium memberships and quarterly health screening opportunities until the next open enrollment period commences in the subsequent fiscal year.

18	Describe the concept of keywords and headings to design a simple structure for a web article on “Benefits of Online Learning.”	10	CO3	BT2
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Part F: Answer Any 1 Following Questions. 15 M

Qn.No	Questions	M	CO	BT
19	Examine the role of cultural sensitivity in web writing and illustrate your answer with suitable examples from digital media.	15	CO4	BT3
20	Draft a content strategy for a social media campaign on “Say No to Misinformation.” Include: • Target audience • Platform choice • Type of content • Expected impact	15	CO4	BT3

Part G: Answer Any 1 Following Questions. 15 M

Qn.No	Questions	M	CO	BT
21	Draft a blog of your choice and demonstrate its effectiveness based on readability, tone, and structure.	15	CO5	BT3
22	Sketch a short outline for a campus story based on any recent or imaginary event. Include: • Headline • Key idea • 3 main points	15	CO5	BT3