



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023**

Semester : Semester V - 2020

Course Code : BDC304

Course Name : Sem V - BDC304 - Content Development

Program : Communication Design

Date : 12-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

3Q X 10M = 30M

1. Write a brief note on the F shaped pattern.
(CO2,CO1) [Knowledge]
2. Write about different types of contents and their distribution channels.
(CO1,CO2) [Knowledge]
3. Give three examples of storytelling in content marketing.
(CO3,CO1) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. Explain content optimization.
(CO2) [Comprehension]
5. Explain the content development process.
(CO2) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Present and explain the project of advertisement and defend the jury clarifications.
(CO3,CO4) [Application]
