PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - APR 2023

Semester : Semester II - 2022

Course Code : ENG2007

Course Name : Sem II - ENG2007 - Writing for Web

Program : BAJ

Date : 13-APR-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE TEN QUESTIONS   10 X 1=10M

1. Which of the following is NOT a characteristic of scannable web writing?
   a) Use of subheadings   (CO1) [Knowledge]
   b) Use of bullet points
   c) Use of long paragraphs
   d) Use of bold and italicized text

2. Which type of question begins with "How" or "Why"?
   a) Open-ended question   (CO1) [Knowledge]
   b) Closed-ended question
   c) Leading question
   d) None of the above

3. What is pathos?
   a) Appeal to credibility and trustworthiness   (CO2) [Knowledge]
   b) Appeal to emotions
   c) Appeal to logic and reason
   d) None of the above

4. Which of the following is NOT a rhetorical mode of writing?
   a) Ethos   (CO2) [Knowledge]
   b) Pathos
   c) Logos
   d) Syntax

5. Which of the following is a characteristic of good web writing?
   a) Lengthy paragraphs   (CO1) [Knowledge]
   b) Complex sentences
   c) Short, clear sentences
   d) Use of jargon and technical terms

6. What is the purpose of a headline in web writing?

   a) To provide background information   (CO2) [Knowledge]

   b) To grab the reader's attention and encourage them to read the article

   c) To summarize the entire article

   d) To provide a conclusion to the article

7. Which of the following is NOT a characteristic of web writing?

   a) Readability and Tone   (CO1) [Knowledge]

   b) Scannability

   c) Lengthy paragraphs

   d) Search Engine Optimized Writing

8. Which of the following is NOT a type of rhetorical mode?

   a) Narrative   (CO2) [Knowledge]

   b) Descriptive

   c) Persuasive

   d) Imaginative

9. What is the purpose of a questionnaire in web writing?

   a) To collect information from the reader   (CO1) [Knowledge]

   b) To provide background information on a topic

   c) To summarize the main points of an article

   d) To provide a conclusion to the article

10. What is the purpose of persuasive writing?

   a) To entertain the reader   (CO2) [Knowledge]

   b) To inform the reader

   c) To convince the reader to take a particular action or adopt a particular viewpoint

   d) To summarize the main points of an article

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PART B

ANSWER ALL THE FOUR QUESTIONS   **4 X 5 = 20M**

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11. What is the purpose of writing in the interactive storytelling format?   (CO1) [Comprehension]

12. What is scannability in web writing?   (CO1) [Comprehension]

13. What is the difference between a blurb and a headline?   (CO2) [Comprehension]

14. Write a brief note on the inverted pyramid style of writing?   (CO2) [Comprehension]

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PART C

ANSWER ALL THE TWO QUESTIONS   **2 X 10 = 20M**

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15. Discuss the importance of writing effective questions in web writing. Provide examples of techniques that can be used to create effective questions.

                                                                    (CO1) [Application]

16. Explain the importance of choosing the appropriate style for a piece of writing. Provide examples of different writing styles and when they might be appropriate to use.

                                                                      (CO2) [Application]