**PRESIDENCY UNIVERSITY**
**BENGALURU**

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## SCHOOL OF MEDIA STUDIES
### END TERM EXAMINATION - JUN 2023

**Semester :** Semester II - 2022
**Course Code :** ENG2007
**Course Name :** Sem II - ENG2007 - Writing for Web
**Program :** BAJ

**Date :** 14-JUN-2023
**Time :** 1.00PM - 4.00PM
**Max Marks :** 100
**Weightage :** 50%

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**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.*

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## PART A

**ANSWER ALL THE QUESTIONS** (10 X 2 = 20M)

1. What does not characterize web writing scannability?

(CO2) [Knowledge]

2. Discuss any two current social media trends.

(CO4) [Knowledge]

3. What is the purpose of using the inverted pyramid structure in news writing?

(CO4) [Knowledge]

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

(CO1) [Knowledge]

5. What is the primary purpose of utilizing a questionnaire in web writing?

(CO2) [Knowledge]

6. What does ethos refer to in persuasive writing?

(CO1) [Knowledge]

7. Suggest any two strategies for successful blogging.

(CO3) [Knowledge]

8. What is the purpose of using relevant keywords in SEO writing?

(CO3) [Knowledge]

9. What role does a blurb play in web writing?

(CO1) [Knowledge]

10. Write any two factors that help successful search engine-optimized writing.

(CO2) [Knowledge]

## PART B

**ANSWER ALL THE QUESTIONS**                                    **(8 X 5 = 40M)**

11. Explain the concept of voice search and how natural language processing (NLP) enhances user experience and search engine optimization (SEO)

    (CO3) [Comprehension]

12. What is the difference between a blurb and a headline?

    (CO2) [Comprehension]

13. Analyze the impact of lead managing content on user engagement and information retrieval, considering its role in capturing attention, summarizing key points, and directing readers to further explore the content through hyperlinks.

    (CO2) [Comprehension]

14. What is the purpose of writing in the ethos rhetorical mode?

    (CO2) [Comprehension]

15. Explain the significance of a professional presentation on LinkedIn for career advancement and networking, and provide tips on optimizing key elements of a LinkedIn profile.

    (CO4) [Comprehension]

16. What is the purpose of writing in the interactive storytelling format?

    (CO1) [Comprehension]

17. What is the purpose of search engine optimized (SEO) writing?

    (CO1) [Comprehension]

18. Analyze the importance of creating mobile-friendly web content, discussing its impact on user experience, accessibility, and reach.

    (CO1) [Comprehension]

## PART C

**ANSWER ALL THE QUESTIONS**                                    **(2 X 20 = 40M)**

19. As social media continues to play a significant role in information dissemination, the management of online sources and content becomes crucial in ensuring the accuracy and reliability of the information shared. Discuss the challenges associated with managing misinformation and disinformation on social media platforms. In your response, consider the following aspects:
    a. Define and differentiate between misinformation and disinformation, providing relevant examples.
    b. Analyze the impact of misinformation and disinformation on individuals, communities, and society as a whole.
    c. Discuss the role of social media platforms in addressing and combating misinformation and disinformation.
    d. Explore the strategies and best practices that can be employed by users, organizations, and platforms to identify and mitigate the spread of false information.
    e. Examine the ethical considerations and potential limitations involved in managing misinformation and disinformation on social media.

    (CO4) [Application]

20. Write a creative and descriptive profile on a visionary leader in the field of technology, highlighting their journey, contributions, and strategic approaches. Include:
    a. Analysis of the leader's impact and transformative changes in the industry.
    b. Exploration of unique attributes that set the leader apar
    c. Use relevant examples, testimonials, and anecdotes to support your analysis.

    (CO3) [Application]