|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No |  |  |  |  |  |  |  |  |  |  |  |  |

****

**Presidency University**

**Bengaluru**

**School of Media Studies SET-A**

**End-Term Examination, May/June 2024**

**Date**: June-06-2024

**Time**: 9:30am to 12:30pm

**Max Marks**: 100

**Weightage**: 50%

**Semester:** Semester II -2023

**Course Code**: ENG2007

**Course Name**: Writing for the Web

**Department:** Languages

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write any matter on the question paper other than roll number.*

**Part A**

**Answer any ten questions. Each question carries 2 marks. (10Qx2M=20M)**

1. What is SEO writing? (CO1) [Knowledge]
2. What is persuasive writing? (CO2) [Knowledge]
3. What are the style/grammar aspects of web content writing? (CO2) [Knowledge]
4. What is the benefit of using multimedia in digital content? (CO1) [Knowledge]
5. Mention two differences between a blog and a vlog. (CO3) [Knowledge]
6. Mention the purpose of social media (CO4) [Knowledge]
7. What are the characteristics of writing for ‘X’ (CO4) [Knowledge]
8. What are the common features of Instagram and Facebook? (CO4) [Knowledge]
9. Mention the main features of web content. (C01) [ Knowledge]
10. What is the aim of a podcast? (CO3 Knowledge]
11. What is cultural sensitiveness in writing for the web (C02 Knowledge]
12. What is the main difference between misinformation and disinformation? (C04 Knowledge]

**Part B**

**Answer any four questions. Each question carries 10 marks. (4Qx10M=40M)**

1. How are cultural sensitiveness and diversity important in writing a persuasive content?

(CO2) [Comprehension]

1. Analyze a case study on how misinformation/disinformation distorts information in social media (CO4) [Comprehension]
2. You have written a content and you need to make it Search Engine Optimized. Explain the process (CO1) [Comprehension]
3. Justify the importance of PR in digital brand building and marketing

(CO3) [Comprehension]

1. Explain the requisites of profile writing (CO3) [Comprehension]
2. Different Social media handles have different approaches and purposes.. Justify (CO4) [Comprehension]

**Part C**

**Answer any three questions. Each question carries 20 marks. (2Qx20M=40M)**

1. a. Post a digital marketing/social media campaigning content on Instagram on your new product. (CO4) [Application]
2. Write a post on ‘X’ on ‘Social media and Voting’. (CO4) [Application]
3. Write a movie review on your blog on any of the recent web series.

(CO3) [Application]

1. Write a podcast script on any relevant topic around the campus. Include details of your research and preparation (CO3) [Application]