

QP CODE: 24900098



Reg No:.....

Name:.....

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
FIRST SEMESTER MGU-UGP (HONOURS) REGULAR
EXAMINATION NOVEMBER 2024

First Semester

Multi-Disciplinary Course - MG1MDCENG102 - CONTENT WRITING

(2024 ADMISSION ONWARDS)

Duration: 1.5 Hours

Maximum Marks: 50

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Interest (I),
Appreciation (Ap), and Skill (S)**

*Students should attempt atleast one question from each course outcome to enhance their overall
outcome attainability.*

[Learning Domain][CO No(s)]

Part A

Multiple Choice Questions

Answer **All** questions. Each question carries **1** mark

- 1 Which of the following is NOT an offline content format? [U] [1, 2]
a) Books b) Magazines
c) Newspapers d) Email newsletters
- 2 What is the primary purpose of content? [K] [1, 2]
a) To decorate webpages b) To inform, entertain, or persuade
c) To confuse readers d) To provide technical data
- 3 Which foundational element should a content creator prioritize first when beginning the conceptualization process? [U] [3]
a) Content outline b) Publishing schedule
c) Visual design elements d) Target audience understanding
- 4 What does personalization in website content typically involve? [U] [4, 5]
a) Using generic content for all users b) Tailored content based on individual users
c) Displaying the same products for all visitors d) Removing user interactivity
- 5 Identify the primary responsibility of a content writer when creating original content. [K] [6]
a) To use as many sources as possible b) To avoid plagiarism

- c) To copy and paste information from the internet d) To write without referencing any sources

(5 × 1 = 5)

Part B

Objective Type Questions

Answer any 10 questions in a word or sentence. Each question carries 1 mark

- | | | | |
|----|--|-----|-----------|
| 6 | A _____ is any form of information - text, images, videos, or audio - created and shared with an audience. | [K] | [1, 2] |
| 7 | A _____ is a professional who crafts written material for specific online and print purposes. | [U] | [1, 2] |
| 8 | List three purposes of content creation | [U] | [3] |
| 9 | What is a free resource offered in exchange for a user's contact information called? | [K] | [4, 5] |
| 10 | What forms the "backbone of quality content"? | [K] | [3] |
| 11 | Give one example of lead magnet? | [K] | [4, 5] |
| 12 | _____ are multi page, folded marketing materials designed to tell a brand's story in detail. | [K] | [4, 5] |
| 13 | Name any one citation style that is commonly used in academic writing. | [K] | [6] |
| 14 | Which pages in e-commerce help organize products into logical groups? | [U] | [4, 5] |
| 15 | Why are infographics beneficial for a website? | [K] | [4, 5] |
| 16 | List the components of a blog post | [K] | [4, 5] |
| 17 | What are AI tools that can generate human-quality text in response to prompts? | [U] | [2, 4, 6] |

(10 × 1 = 10)

Part C

Short Answer Type Questions

Answer any 5 questions each in 50 words. Each question carries 2 marks

- | | | | |
|----|---|------|--------|
| 18 | What role does content play in marketing? | [U] | [1, 2] |
| 19 | Define the role and purpose of a content writer. | [U] | [1, 2] |
| 20 | What are some common challenges when using AI tools for content generation? | [U] | [4, 6] |
| 21 | Outline your steps for planning an article that offers time management tips for college students. | [A] | [3] |
| 22 | What is Meta AI? | [U] | [4, 6] |
| 23 | What does the term personalization mean in relation to modern websites? | [An] | [4, 5] |
| 24 | Why are catchy titles important in listicles? | [U] | [4, 5] |
| 25 | Define e-commerce content and explain its importance. | [U] | [4, 5] |
| 26 | Name a few SEO optimization tools. | [K] | [4, 6] |

(5 × 2 = 10)

Part D

Short Essay Type Questions

Answer any 2 questions each in 150 words. Each question carries 5 marks

- | | | | |
|----|---|------|--------|
| 27 | Write a note on the roles of website content writers and bloggers. | [U] | [1, 2] |
| 28 | How does the homepage contribute to a website's overall effectiveness and | [An] | [4, 5] |

- user engagement?
- 29 Imagine you are editing a piece on healthy eating habits. What possible principles of editing and proofreading would you apply to improve clarity, readability, and factual accuracy? [A] [3]
- 30 How do header tags (H1, H2, etc.) contribute to content structure and SEO ranking? [U] [5]

(2 × 5 = 10)

Part E

Essay Type Questions

Answer any **1** question in 300 words. The question carries **15** marks.

- 31 How would you approach the conceptualisation and research phases to create engaging content on the importance of daily exercise? Describe the steps you would take to ensure the content is informative, accurate, and appeals to a general audience. [A] [3]
- 32 Discuss the potential for AI to revolutionize the content writing industry. [U] [4, 6]

(1 × 15 = 15)

END OF THE QUESTION PAPER
