

Time: 2½ hrs.

Marks:75

Note:

1. All questions are compulsory with internal choice.
2. Draw neat diagrams wherever necessary.
3. Figures to the right indicate full marks.

Q.1 Answer the following (any four)**(20)**

- (a) What is Creative Writing and it may be applied in which Professions?
- (b) What is Meaning of content writing? Define its Importance.
- (c) What are the objectives of content writing? Explain in Details.
- (d) What are the common grammatical errors made by content writers?
- (e) What is Podcast? Name a few podcasts on OTT platforms.
- (f) How to express social media content with humor?

Q.2 Answer the following (any four)**(20)**

- (a) How a blogger makes money? Explain its way of earnings through various Travel, Food & Fashion Blogging.
- (b) What are the elements of content writing? Explain each of them.
- (c) How content writing is used to make videos on social media?
- (d) Give examples of writing content for Twitter? What are the points content writer must remember for Social Media Posts.
- (e) How to make your story unique in content writing? Explain any 3 trending stories of social media influencers
- (f) How to use infographics in content writing? What are the free copyright sources of images?

Q.3 Answer the following (any four)**(20)**

- (a) What are the Apps and Websites or other IT assistance used by content writers?
- (b) Explain what kind of content to be put in Home Page of any company?
- (c) What is Copywriting and Plagiarism? Give at least 2 examples.
- (d) What are the things that content writers must remember before making posts for LinkedIn?
- (e) How to make an Instagram post more attractive?
- (f) What Is the ideal length of blog post? Give 5 names of famous bloggers.

Q.4 Answer the following (any three)**(15)**

- (a) What are Current trends in Content Writing?
- (b) What is the future of Content Writing? What improvement can a Content Writer make?
- (c) How will you caption for Ganpati, Diwali, Christmas and Children's' Day on Instagram, give 2 captions each.
- (d) How to make a viral Blog post? What a Blogger must remember to boost the SEO of blog post?
- (e) What are the points that content writers must remember to influence audience?
- (f) What are the Do's and Don'ts in content writing?

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