

Time: 2½ hrs.

Note: All questions are compulsory with internal choice.

- Q.1 Answer the following (any four) (20)**
- (a) What is Creative Writing and It may be applied in which Professions?
 - (b) Explain any 3 'Learning Tones' in Content writing with examples.
 - (c) Explain 'Narrative Writing' with key elements and examples.
 - (d) What are the common grammatical errors made by content writers?
 - (e) What is Podcast? Name a few podcasts on OTT platforms.
 - (f) Explain: 'Role of the social media content with humor in advertisement'.
- Q.2 Answer the following (any four) (20)**
- (a) How Bloggers make money? Explain the way of earnings through various Travels, Food & Fashion Blogging.
 - (b) Explain any two elements of story writing.
 - (c) How content writing is used to make videos on social media?
 - (d) Write short story with suitable title.
 - (e) What are the important points while writing annual report?
 - (f) What is the importance of power point presentation in education?
- Q.3 Answer the following (any four) (20)**
- (a) Explain what kind of content to be put in Home Page of any company/organization?
 - (b) What is Copywriting? Give at least 2 examples.
 - (c) Write the importance of LinkedIn.
 - (d) Give examples of writing content for Twitter? What are the points content writers must remember for Social Media Posts.
 - (e) What are the important points while writing annual report?
 - (f) Write a short note on 5W's and 5H's questions.
- Q.4 Answer the following (any five) (15)**
- (a) Write the importance of Plagiarism laws in Content writing.
 - (b) Explain ethical and legal aspects of content writing.
 - (c) Write top five writing tools of content writer.
 - (d) Write a bog on 'Indian Festival' in proper format.
 - (e) Write a short note on 'ways to documents'.
 - (f) Explain various techniques content writers use while writing any content for social media

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