

(6 pages)

Reg. No. :

Code No. : 20631

Sub. Code : CNEN 41

U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

Fourth Semester

Non Major Elective – CONTENT WRITING

(For those who joined in July 2021 and 2022 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The most crucial challenges in content writing is

_____.

- (a) Writer's block
- (b) Readability
- (c) Competition
- (d) Meeting deadlines

2.

Expand SEO

- (a) Secret Engine Optimization
- (b) Search Engine Optimization
- (c) Software Engine Optimization
- (d) Storage Engine Optimization

3.

_____ is the most significant task of a content writer.

- (a) Research
- (b) Applying techniques
- (c) Altering information
- (d) Editing

4.

What is PPC advertising?

- (a) Pay-per-copy
- (b) Pay-per-customer
- (c) Pick-per-choice
- (d) Pay-per-click

5.

Blogs with limited character count is known as _____ blogging.

- (a) Micro
- (b) Personal
- (c) Business
- (d) Aggregate

6. In a blog, entries are displayed in _____ order.
- Chronological order
 - Alphabetical order
 - Reverse, chronological order
 - Ascending order
7. The boost given to a website's authority via in found links from other websites is called _____.
- Link juice
 - Link building
 - Indexing
 - Alt Tags
8. All search engines should follow a _____ tag.
- no-follow
 - do-follow
 - don't-follow
 - never-follow
9. Electronically facilitated transaction between individuals through a third party is _____.
- B2B
 - B2C
 - C2B
 - C2C
10. _____ is the phrase used to describe business that is conducted over the internet.
- e-tailing
 - Portal
 - e-commerce
 - Portal space

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What is ghost writing? Explain.
- Or
- (b) Write about the scope of content writing in the medical industry.
12. (a) Write a note on time-management as a content writing skill.
- Or
- (b) Write about the importance of using a strong, active headline in content writing.
13. (a) Distinguish personal blog from collaborative blog.
- Or
- (b) Write a note on plagiarism detection.
14. (a) What are Head Line Tags? Explain.
- Or
- (b) What are Meta Tags? Explain.

15. (a) Write a note on product description.

Or

- (b) What is E-tailing? Discuss.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) What are the challenges faced by content writers? Explain.

Or

- (b) What is the scope of content writing? Explain.

17. (a) What are content writing skill? Discuss.

Or

- (b) Write about the key components of content strategy framework.

18. (a) Write an essay on the different types of plagiarism.

Or

- (b) Write about intrinsic plagiarism detection methods.

19. (a) Define Long-Tail concept. How does it help in marketing?

Or

- (b) Explain what on-page SEO is.

20. (a) What are the key benefits of e-commerce?

Or

- (b) Write about the challenges of e-commerce.