

(6 pages)

Reg. No. :

Code No. : 40185 Sub. Code : CNEN 41

U.G. (CBCS) DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

English

Non Major Elective – CONTENT WRITING

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

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ writing is the process of writing, editing, and publishing content in a digital format.
- (a) Content (b) Report
(c) Letter (d) Precis

2. The primary goal of content writing is to _____

- (a) Increase word count
(b) Engage, inform or persuade an audience.
(c) Use complex vocabulary
(d) Fill up website pages

3. _____ writing is mainly prepared for a larger audience.

- (a) Content (b) Article
(c) Report (d) Letter

4. The _____ step of the content writing process is publishing the content.

- (a) beginning (b) last
(c) middle (d) interior

5. _____ refers to writing, photography, and other media that's self-published online.

- (a) Plagiarism (b) Report
(c) Blogging (d) SEO

6. _____ is the fraudulent representation of another person's language, thoughts, ideas, or expressions as one's own original work.
- (a) Blogging (b) Research
(c) Plagiarism (d) Editing
7. _____ refers to the process of making a website more visible on a search engine's results page.
- (a) CEO (b) COE
(c) SOE (d) SEO
8. CEO can enhance their personal brand through content writing by
- (a) Waiting random social media posts
(b) Publishing thought Leadership article, blogs and Linked in posts
(c) Limiting content to Internal newsletters
(d) Outsourcing all content writing without personal input
9. Posting success stories and comments from happy customers adds _____ to your site.
- (a) Positivity (b) Negativity
(c) Neutrality (d) Partiality

10. _____ contents provides a great boost to engagement.
- (a) Visual (b) Audio
(c) Acoustic (d) Aural

PART B — (5 × 5 = 25 marks)

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

11. (a) Define content writing and mention its purpose.
- Or
- (b) How to write a Blog Post in five steps.
12. (a) Explain Article Writing.
- Or
- (b) Examine the skills for content writers.
13. (a) What is a Blog?
- Or
- (b) How is plagiarism detected? Explain.

14. (a) What are the four types of SEO?

Or

(b) What are the major elements of SEO planning?

15. (a) How do you write content for my ecommerce website? Explain

Or

(b) What is content marketing for ecommerce? Discuss.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 600 words.

16. (a) Describe the Content Writing Skills.

Or

(b) Discuss the challenges faced by Content Writers.

17. (a) Explain Technical Writing.

Or

(b) Elucidate the different stages in writing a good content.

18. (a) Explain the common types of blogs.

Or

(b) Bring out the steps on how to avoid plagiarism in content writing.

19. (a) Discuss the key elements of a good SEO strategy.

Or

(b) Explain the steps to create a top SEO content strategy.

20. (a) What is a Product Description? Why Are Product Descriptions important for E-commerce Stores?

Or

(b) Examine the job opportunities in content writing.