

F.Y.B.A.M.M.C. - SEM II - Reg Exam - Mar'20
A.T.K.T.



F.Y.B.A.M.M.C.
SEMESTER II
CONTENT WRITING

TIME: 2 ½ HOURS

9.3.20

MARKS: 75

NOTE: (1) Please check whether you have received right question paper.

(2) All questions are compulsory.

(3) Figures to the right indicate marks.

Q.1 Explain the following concepts in brief.

(15)

- (1) Semicolon
- (2) Sense of Urgency
- (3) Homophones
- (4) Exclamation Mark
- (5) Animation in Presentation

Q.2 Write any two from the following.

Q.2 (A) State essentials for effective content.

(7½)

Q.2 (B) Explain the concept of AIDA Model

(7½)

Q.2 (C) Types of Headlines.

(7½)

Q.2 (D) Phases of Content Creation.

(7½)

Q.3 Write any two from the following.

Q.3 (A) What are the essentials of grammar with respect to punctuation and uppercase?

(7½)

Q.3 (B) Difference in writing for print v/s digitally.

(7½)

Q.3 (C) What is Creative Thinking? Focus on Right Brain.

(7½)

Q.3 (D) Mention five elements of copy editing.

(7½)

Q.4 Write any one from the following.

Q.4 (A) Wisely write on presentation structure.

(15)

(OR)

Q.4 (B) Writing for Social Media.

(15)

Q.5 Write short notes on the following. (Any three)

(15)

(A) Inverted Pyramid

(B) Plagiarism

(C) Understanding of Target Audience in Media

(D) Importance of Vocabulary Building

(E) Types of Appeals
