

F.Y. BAMMC - Sem II - A.T.K.T. Exam - Sept'22
Dt: - 23.9.22

Malini Kishor Sanghvi College of Commerce and Economics

Content Writing

Class: FYBAMMC

Sem II

(75 Marks)

Note: All questions are compulsory with internal choice



Q1) Explain the following (Any 5) (15)

- A) Punctuation
- B) Content Writing
- C) Homophones
- D) Vocabulary building
- E) Copy editing
- F) Phrases and idioms
- G) Snippets

Q2) Answer in brief (Any 2) (15)

- A) What are the important elements of good writing skills?
- B) Write about important points to be kept in mind while writing headline.
- C) What is the significance of Inverted Pyramid, 5Ws and 1H for news writing?
- D) How is print writing different from digital writing?

Q3) Answer any one of the following (15)

A) What is a content brief? What are the benefits of using content briefs for content writers?

OR

B) Discuss tips on how to make 3-minutes presentations using Power Point Presentation.

Q4) Answer any one of the following (15)

A) What is the meaning of Plagiarism in writing? Why are paraphrasing and citation important?

OR

B) What are news tickers? Explain the current use of news tickers with reference to television.

Q5) Write Short Notes (Any 3) (15)

- A) Copy writing
- B) Content of a print ad
- C) News briefs
- D) Editing Captions
- E) Keywords and SEO