

Malini Kishor Sanghvi College of Commerce and Economics

Content Writing - 13.5.22

Class: FYBAMMC Sem II

Note: All questions are compulsory with internal choice

Section B



Marks 40

Q2) Answer the following (Any One)

(10 marks)

- A) Write a brief note on Punctuation. Explain the various types.
- B) What are the essentials of good writing?
- C) What is content writing? Mention certain tips for content.

Q3) Answer the following (Any One)

(10 marks)

- A) Explain the contents of a Print Ad
- B) Write a brief note on editing captions
- C) Explain the concept of inverted pyramid. Explain 5w's and 1 H.

Q4) Answer the following (Any One)

(10 marks)

- A) Write a brief note on news tickers .
- B) What are content briefs? What should be included in a content brief?
- C) Write a brief note on snippets and meta description.

Q5) Answer the following (Any One)

(10 marks)

- A) Discuss tips on how to make 3-minutes presentations using Power Point Presentation.
- B) Explain the concept of Plagiarism. What is paraphrasing and citation?
- C) Differentiate between writing for Print and Digital media.