



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

**TIME: 2 ½ HOURS**

**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

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