

QP Code:D132617		Total Pages: 2	Name:
			Register No.
<b>FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025</b>			
<b>(CUFYUGP)</b>			
<b>ENG1MN101: Fundamentals of Content Creation</b>			
<b>2024 Admission onwards</b>			
<b>Maximum Time :2 Hours</b>		<b>Maximum Marks :70</b>	
<b>Section A</b>			
<b>All Questions can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)</b>			
1	Explain the difference between synonyms and antonyms and provide one pair of each, for the word “big”.		
2	What is the main responsibility of a technical writer?		
3	Identify the keywords in the following advertisement: <i>Tired of your old laptop? Upgrade to a faster, more reliable machine today! Introducing the new UltraMax Z: Experience lightning-fast performance for work and play. Don't let slow-loading times and constant crashes hold you back. The UltraMax Z features the latest processor, a long-lasting battery, and a stunning high-resolution display. Perfect for professionals, students, and creatives on the go. Visit our website <a href="http://www.UltraMaxZ.com">www.UltraMaxZ.com</a> to learn more or stop by your local electronics store for a demo.</i>		
4	Create an advertisement tagline for a shampoo brand.		
5	What is style?		
6	What is content scraping?		
7	What is storytelling in advertising?		
8	Name two tools that can assist in keyword research during content creation.		
9	Why is the word “chairman” no longer considered part of accepted usage today?		
10	What is a blog?		
<b>Section B</b>			
<b>All Questions can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)</b>			
11	Explain the key aspects of sensitive language use.		

12	<p>Rewrite the given sentences using appropriate idioms/ proverbs from the options :</p> <p>i) I was unwell, so I decided to stay home from work.</p> <p>ii) She thought the test would be difficult, but it turned out to be very easy.</p> <p>iii) I often spend less when I buy something for myself.</p> <p>iv) Sana took mock tests regularly because —</p> <p>v) Losing the job led him to start a new business,—</p> <p>vi) Put your seatbelt every time you get in the car,—</p> <p>A) Every cloud has a silver lining  B) Better safe than sorry  C) Practice makes a man perfect  D) Feeling under the weather  E) Cut corners  F) A piece of cake</p>
13	Discuss the challenges and considerations involved in AI-generated content.
14	What is editing? What are the different levels involved in the editing process.
15	Differentiate between Whit-Hat SEO and Black-Hat SEO.
16	Explain the three main aspects for building a successful corporate communication strategy.
17	Discuss in detail the features of content writing for non-fiction genres.
18	Explain how editing and proofreading differ in terms of their role and focus in the writing process.
<b>Section C</b>	
<b>Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)</b>	
19	What do you mean by corporate communication? Analyse the functions of corporate communications.
20	Prepare a customer service FAQ for an e-commerce website that sells electronic goods.