

QP Code:D132617	Total Pages: 2	Name:
		Register No.
FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025		
(CUFYUGP)		
ENG1MN101: Fundamentals of Content Creation		
2024 Admission onwards		
Maximum Time :2 Hours	Maximum Marks :70	

Section A

All Questions can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)

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 www.UltraMaxZ.com 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?

Section B

All Questions can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)

11	Explain the key aspects of sensitive language use.
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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. ii) She thought the test would be difficult, but it turned out to be very easy. iii) I often spend less when I buy something for myself. iv) Sana took mock tests regularly because — v) Losing the job led him to start a new business,— 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.

Section C

Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)

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.