

Note: All questions are compulsory.

Figures to the right indicate full marks.

Q.1 Attempt the following. (Any Four) 20 M

- What do you mean by Content Referencing? When and how to cite resources?
- Explain Compound- Complex sentence type with suitable example.
- What is the format of content structure for Power Point Presentation?
- Explain Persuasive and Expository tones of styles.
- Why the paragraphs are to be short? Explain the concept of Inverted Pyramid for paragraph writing.
- Write a blog on the topic **"The Role of AI in Transforming Industries."**

Q.2 Attempt the following. (Any Four) 20 M

- What are some best practices for writing Facebook posts that drive user engagement?
- What are the guidelines to follow for writing headlines?
- Write an Email to your Head of Department for asking a permission for leave of one week to attend marriage of elder sister.
- What are some strategies for writing better blog posts that engage readers and provide value?
- Discuss the advantages of using infographics as a means of conveying information. Why Infographics are better than traditional text-based information.
- What are the guidelines to follow for creating "About Us" page?

Q.3 Attempt the following. (Any Four) 20 M

- What are Content Tools? Explain the use of non-text writing Tool. Give few examples of it.
- Explain the types of Style guides.
- What is the need for IPR?
- Explain plagiarism law in content writing.
- What is the use of Research and Knowledge Management Tool? Explain few examples of it.
- Explain the use of Productivity tools. List out few examples of it.

Q.4 Attempt the following. (Any Five)

a. Rewrite the sentences with proper correction.

- i) High levels of pollution can negatively (*effect/affect*) the air quality in urban areas, leading to health problems for residents.
- ii) The team of scientists conducted experiments to analyze the impact of climate change on (*their/there*) local environment, gathering data to support their research findings.
- iii) If (*your/you're*) unsure about your travel plans, please let us know as soon as possible so we can make the necessary arrangements.
- iv) She wanted to join the team (*too/to*), as her friends were excited about the upcoming competition.
- v) Lack of sleep can significantly (*effect/affect*) your cognitive function and overall performance at work.
- vi) The dog wagged (*its/it's*) tail excitedly as its owner returned home.

b. Explain the type of tones with example.

- i) Joyful
- ii) Pessimistic
- iii) Informal

c. What are the essential elements of a well-structured and effective email?

d. How does writing for LinkedIn differ from writing for other social media platforms?

e. Explain the concept of Copyright Infringement and Royalty.

f. Explain the Terms:

- i) Patent
- ii) Piracy
- iii) Public Domain
