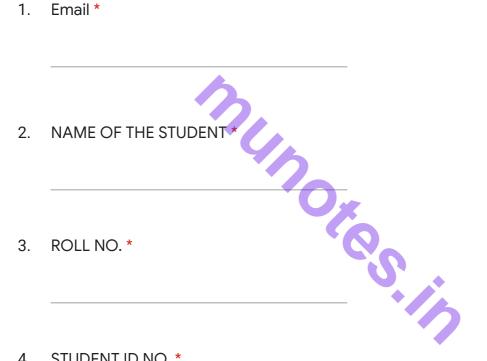
CONTENT WRITING-FYBAMMC-SEMESTER II-REGULAR EXAMINATION-**APRIL 2021**

ALL QUESTIONS ARE COMPULSORY 50/50 ALL QUESTION CARRY EQUAL MARKS TIME: 1 HOUR **MARKS : 50** * Required

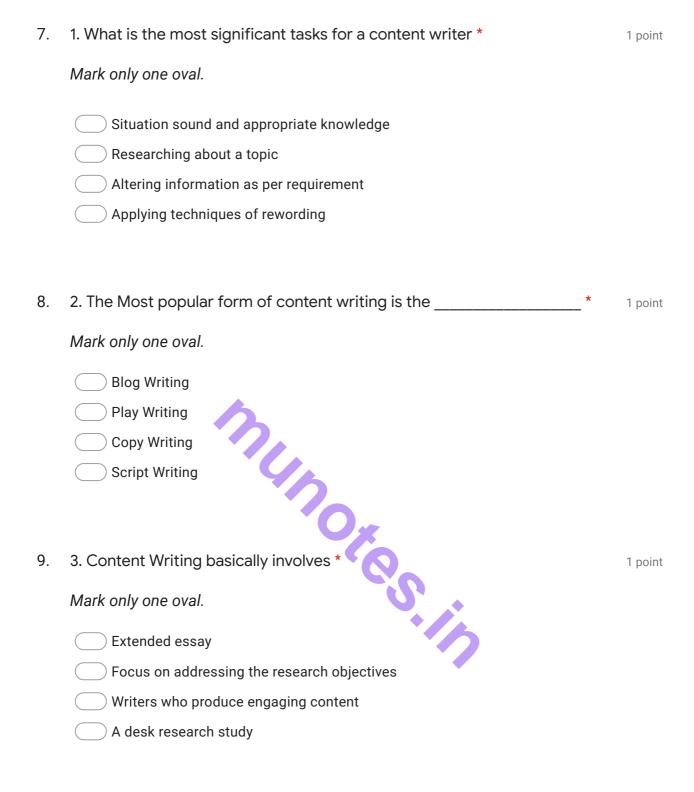
Email * 1.



STUDENT ID NO. * 4.

5. PRN NO.

6. MOBILE NO. (WORKING) *



10. 4. _____are writers who attempt to metapharse or 1 point paraphrase a written text in different language keeping the essence of the text intract *

Mark only one oval.

Copyist

- Scribes
- Anthologist
- Translators
- 11. 5. Which of the following are not true when you are writing SEO friendly 1 point content *

les.

is very important in content

1 point

Mark only one oval.

Should be written in simple words

Place the important information right at the end

Writing in inverted pyramid format

- Should not beat about the bush
- 12. 6. The significance of _ writing field *

Mark only one oval.

Research

Writing

Information

Resources

13. 7. Which of the following is not very descriptive format of writing *

Mark only one oval.

	Business	Reports
--	----------	---------

Blogs

- Academic Paper
- White Papers
- 14. 8. Which of the following is incorrect? *

Mark only one oval.

Content writers helps in facilitating further information about a certain product/service

Content writer describes any business with its modules services and the historical background

Content writer creates inclination among the mass about certain services or products and benefits in different walks of life

Content writer helps an onlooker get a better and an overall picture of the product/service or subject matter

15. 9. A/An ______is a person who prepare written material by correcting, modifying or condensing the work for publication *

1 point

1 point

1 point

Mark only one oval.

Print Editors

Copyists

- ____ Editor
- Anthologist

16. 10. What is the opinion difference between a new content writer and an 1 point old content writer *

Mark only one oval.

For a new content writer, internet is too little resourceful but, for the oldest content writer, net is too large to handle

) For a old content writer, internet is too little resourceful, but, for the new content writer, net is too large to handle

No difference

Mark only one oval.

Accept

Except

Acept

Exccept

Old is classic and new is modern

17. 11. Which of these means to omit? *

1 point

Эl. 18. 12. Which of these means to influence? *

1 point

Mark only one oval.

- Affect
- Efect
- Effect
- Affecct

19. 13. To keep one's Temper *

1 point

Mark only one oval.

To become hungry

- To be in good mood
- To preserve one's energy
- To be aloof from
- 20. 14. Leaders should not only make speeches they should also be prepared 1 point to bell the cat *

Mark only one oval.

- To take a lead in danger
- To tie the bell at the cat's neck
- To be alert of the enemy
- To make noise
- 10% 15. The popularity of the yesterday's superstar is on the wane * 21.

1 point

1 point

Mark only one oval.

At its peak

- At the rock bottom
- Growing more
- Growing less

22. 16. What is the full form of "AIDS"? *

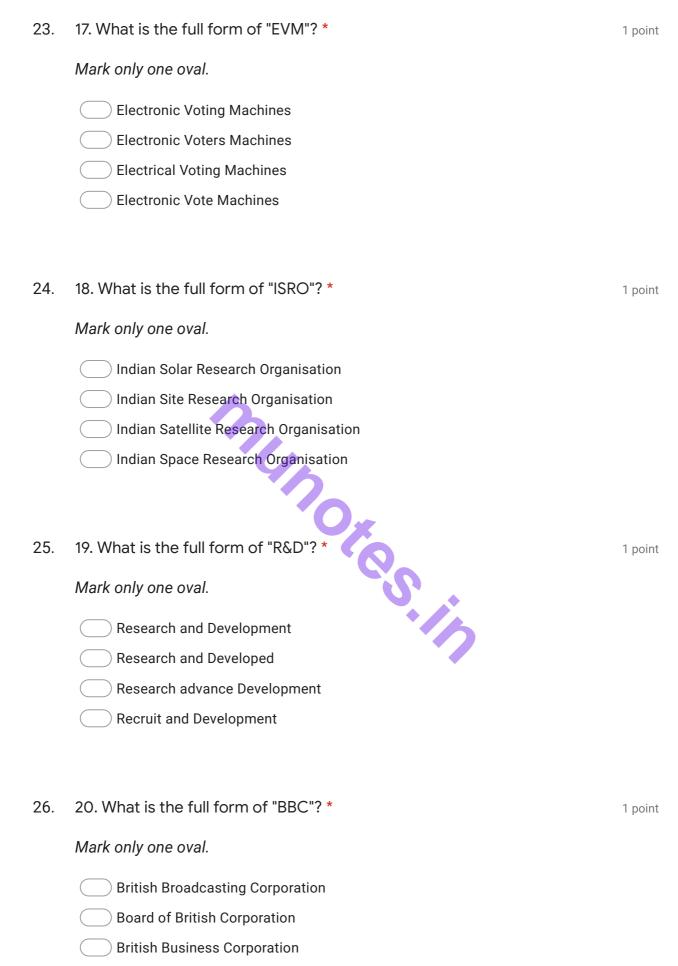
Mark only one oval.

Acquired Immune Deficiency Syndrome

Acquired Immunity Deficiency Syndrome

Acquired Immune Decency Syndrome

Acquired Immune Defense Syndrome



https://docs.google.com/forms/d/1ptP-36xQDcCTwt6z3XgO3BmQwOe0DtGopKUexmSge6U/edit

7/17

27. 21. SEO stands for 1 point Mark only one oval. Search Engine Optimum Search Engine Optimization Search Electronic Optimization Search Engine Option 28. 22. What does SEM stand for * 1 point Mark only one oval. Self Employed Marketers Standard Elimination Search Engine Marketing ino, es Search Engine Market 29. 23. Keyword research helps you : * 1 point Mark only one oval. Determine the key word density on your website Explore the competitiveness of the keywords and estimated Amount of traffic of those keywords Find out how to use keywords in the content Using the Keyword research tool to get keyword ideas and removing the generic keywords

30.	24 is a presentation program. *	1 point
	Mark only one oval.	
	U-torrent	
	Mozilla Firefox	
	MS PowerPoint	
	Slide Panel	
31.	25. Which is not the valid edition of MS PowerPoint? *	1 point
	Mark only one oval.	
	MS PowerPoint 2003	
	MS PowerPoint 2007	
	MS PowerPoint 2010	
	MS PowerPoint 1920	
	Č,	
32.	26. Times new Roman, Cambria, Arial are the example of*	1 point
	Mark only one oval.	
	Font face	
	Clipart	
	Smart Art	
	Themes	
33.	27. Which type of view is not present in MS PowerPoint? *	1 point
	Mark only one oval.	
	Slide show	
	Slide sorter	
	Extreme animation	
	Notes view	

34.	28. What is the file extension of Power Point Application *	1 point
	Mark only one oval.	
	ppt	
	xis	
	jpeg	
35.	29. What is Animation *	1 point
	Mark only one oval.	
	Accelerate Static Images	
	Printout	
	Changing Pictures in the graph	
	To make a picture	
36.	30. To page to create presentation in power point is called : *	1 point
	Mark only one oval.	
	Sheet	
	Slide	
	Paper	
	Document	
07	21 A	
37.	31. Ais a collection of design choices that includes colors, fonts and special effects *	1 point
	Mark only one oval.	
	Data	
	Theme	
	Table	
) slide	

- 32. Face book was invented by * 38. 1 point Mark only one oval. Mark Zuckerberg Henry W. Seelay Schuyler Skaats Wheeler Samuel W. Francis 39. 33. In which one of the following year, face book was invented? * 1 point Mark only one oval.
 - 2003 2002 2000 2004
 - `s laur 34. Which social media company has launched suicide prevention tools in 1 point 40. is lin India? *

Mark only one oval.

Facebook

Twitter

- Google+
- Instagram

https://docs.google.com/forms/d/1ptP-36xQDcCTwt6z3XgO3BmQwOe0DtGopKUexmSge6U/edit

41. 35. Which social media giant has launched the She Means Business 1 point initiative for women entrepreneurs in Odisha? *

Mark only one oval.

Twitter LinkedIn Pinterest Facebook

36. Who Social networks are organized primarily ______.* 42. 1 point

Mark only one oval.



NT-37. Social networks have an information-sharing capacity. As such, a great 1 point 43. distribution channel for? *

Mark only one oval.



Viral content

- Exclusive coupons
- Marketing messages

44. 38. social network is considered the most popular for 1 point business to business marketing? *

Mark only one oval.

\subset	\supset	Facebook	
_	_		

-) Orkut
- Ryze
- LinkedIn
- 45. 39. Twitter started by allowing 140 characters. How many does it allow 1 point now?*

Mark only one oval.

- 280 300 400 170
- 7 * 40. What was Twitter's original name? * 46.

Mark only one oval.

- Tweeter
- Tweet
- Twttr
- Twit

1 point

47. 41. Copy editor is a synonym of _____ 1 point

Mark only one oval.

\bigcirc	Sub Editor
\bigcirc	News Editor
\bigcirc	Copywriter
\bigcirc	Copyholder

48. 42. The main headline on the top of a page covering all columns is known 1 point as: *

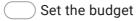
Mark only one oval.



43. The first step in the Advertising Campaign decision process is : * 49. 1 point

-11

Mark only one oval.



- Specify the objectives of the advertising program
- Identify the target audience
- Select the appeal

_ is the foundation of any advertising or marketing 1 point 50. 44. The campaign.*

Mark only one oval.

Research.

Target segmentation

- Creative brief.
- Media planning.
- 45. Copywriting is the act of writing copy for the purpose of selling or 51. 1 point marketing a , business, or idea. *

Mark only one oval.

- Price Product Material Concept
- 46. Series of messages that divide a single idea and theme which make up 1 point 52. an integrated marketing communication is known as : *

Mark only one oval.

Advertising.

Advertising research

- Advertising Campaign
- Product placement

53. 47. The rule for when to use "who" and when to use "whom" is that : * 1 point

Mark only one oval.

"whom" refers to the subject of a clause and "who" refers to the object of a verb or preposition.

"who" is acceptable in spoken language but "whom" is preferred in written language.

"whom" is used only in scholarly writing and "who" is used in more informal writing.

"who" refers to the subject of a clause and "whom" refers to the object of a verb or preposition.

54. 48. When writing a caption, what verb tense should be used to describe 1 point the action in the photo? *

Mark only one oval.



- Present tense
- **Present Perfect Tense**
- **Future Tense**
- Ţ 55. 49. When writing a caption, try to avoid starting it with

1 point

Mark only one oval.

- "The"
- A name
- An adjective, adverb, or gerund
- A number

56. 50. Captions should include 5 items: *

Mark only one oval.

- Lead, nicknames, ranks of students, photo credit, title
- Quote, description of action, headline, additional piece of information, photo credit
- Headline, lead, quote, ranks of students, photo credit
- Kicker, headline, description, lead, photo credit

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