

# 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

1. Email \*

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2. NAME OF THE STUDENT \*

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3. ROLL NO. \*

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4. STUDENT ID NO. \*

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5. PRN NO.

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6. MOBILE NO. (WORKING) \*

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7. 1. What is the most significant tasks for a content writer \*

1 point

*Mark only one oval.*

- ☐ Situation sound and appropriate knowledge
- ☐ Researching about a topic
- ☐ Altering information as per requirement
- ☐ Applying techniques of rewording

8. 2. The Most popular form of content writing is the \_\_\_\_\_ \*

1 point

*Mark only one oval.*

- ☐ Blog Writing
- ☐ Play Writing
- ☐ Copy Writing
- ☐ Script Writing

9. 3. Content Writing basically involves \*

1 point

*Mark only one oval.*

- ☐ Extended essay
- ☐ Focus on addressing the research objectives
- ☐ Writers who produce engaging content
- ☐ A desk research study

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10. 4. \_\_\_\_\_ are writers who attempt to metapharse or paraphrase a written text in different language keeping the essence of the text intact \*
- 1 point

*Mark only one oval.*

- ☐ Copyist
- ☐ Scribes
- ☐ Anthologist
- ☐ Translators

11. 5. Which of the following are not true when you are writing SEO friendly 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 \_\_\_\_\_ is very important in content writing field \*
- 1 point

*Mark only one oval.*

- ☐ Research
- ☐ Writing
- ☐ Information
- ☐ Resources

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

1 point

*Mark only one oval.*

- ☐ Business Reports
- ☐ Blogs
- ☐ Academic Paper
- ☐ White Papers

14. 8. Which of the following is incorrect? \*

1 point

*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

*Mark only one oval.*

- ☐ Print Editors
- ☐ Copyists
- ☐ Editor
- ☐ Anthologist

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

*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
- ☐ Old is classic and new is modern

17. 11. Which of these means to omit? \* 1 point

*Mark only one oval.*

- ☐ Accept
- ☐ Except
- ☐ Acept
- ☐ Except

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 to bell the cat \* 1 point

*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

21. 15. The popularity of the yesterday's superstar is on the wane \* 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"? \* 1 point

*Mark only one oval.*

- ☐ Acquired Immune Deficiency Syndrome
- ☐ Acquired Immunity Deficiency Syndrome
- ☐ Acquired Immune Decency Syndrome
- ☐ Acquired Immune Defense Syndrome

23. 17. What is the full form of "EVM"? \*

1 point

*Mark only one oval.*

- ☐ Electronic Voting Machines
- ☐ Electronic Voters Machines
- ☐ Electrical Voting Machines
- ☐ Electronic Vote Machines

24. 18. What is the full form of "ISRO"? \*

1 point

*Mark only one oval.*

- ☐ Indian Solar Research Organisation
- ☐ Indian Site Research Organisation
- ☐ Indian Satellite Research Organisation
- ☐ Indian Space Research Organisation

25. 19. What is the full form of "R&D"? \*

1 point

*Mark only one oval.*

- ☐ Research and Development
- ☐ Research and Developed
- ☐ Research advance Development
- ☐ Recruit and Development

26. 20. What is the full form of "BBC"? \*

1 point

*Mark only one oval.*

- ☐ British Broadcasting Corporation
- ☐ Board of British Corporation
- ☐ British Business Corporation
- ☐ Business on Bulk Credit

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
- ☐ 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

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.*

- ☐ .docx
- ☐ .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

37. 31. A \_\_\_\_\_ is a collection of design choices that includes colors, fonts and special effects \*

1 point

*Mark only one oval.*

- ☐ Data
- ☐ Theme
- ☐ Table
- ☐ slide

38. 32. Face book was invented by \*

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

40. 34. Which social media company has launched suicide prevention tools in India? \*

1 point

*Mark only one oval.*

- ☐ Facebook
- ☐ Twitter
- ☐ Google+
- ☐ Instagram

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

*Mark only one oval.*

- ☐ Twitter
- ☐ LinkedIn
- ☐ Pinterest
- ☐ Facebook

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

*Mark only one oval.*

- ☐ Brands
- ☐ People
- ☐ Discussions
- ☐ Interests

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

*Mark only one oval.*

- ☐ Customer feedback
- ☐ Viral content
- ☐ Exclusive coupons
- ☐ Marketing messages

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

*Mark only one oval.*

- ☐ Facebook
- ☐ Orkut
- ☐ Ryze
- ☐ LinkedIn

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

*Mark only one oval.*

- ☐ 280
- ☐ 300
- ☐ 400
- ☐ 170

46. 40. What was Twitter's original name? \*
- 1 point

*Mark only one oval.*

- ☐ Tweeter
- ☐ Tweet
- ☐ Twttr
- ☐ Twit

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47. 41. Copy editor is a synonym of \_\_\_\_\_ \*

1 point

*Mark only one oval.*

- ☐ Sub Editor
- ☐ News Editor
- ☐ Copywriter
- ☐ Copyholder

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

1 point

*Mark only one oval.*

- ☐ Blurb
- ☐ Lead
- ☐ Banner
- ☐ Blow-up

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

1 point

*Mark only one oval.*

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

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

*Mark only one oval.*

- ☐ Research.
- ☐ Target segmentation
- ☐ Creative brief.
- ☐ Media planning.

51. 45. Copywriting is the act of writing copy for the purpose of selling or marketing a \_\_\_\_\_, business, or idea. \* 1 point

*Mark only one oval.*

- ☐ Price
- ☐ Product
- ☐ Material
- ☐ Concept

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

*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 the action in the photo? \* 1 point

*Mark only one oval.*

- ☐ Past tense
- ☐ Present tense
- ☐ Present Perfect Tense
- ☐ Future Tense

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: \*

1 point

*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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