

715722

Note: All Questions Are Compulsory

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1. Identify the misspelled word in the list below.  
A. Mischievous B. Occurence C. Caribbean D. Yacht
2. What does the term Keyword Prominence refer to?  
A. It refers to the fact that choosing high traffic keywords leads to the best return on investment.  
B. It refers to the importance attached to getting the right keyword density.  
C. It refers to the fact that the keywords placed in important parts of a webpage are given priority by the search engines.  
D. It refers to the fact that the keywords in bold font are given priority by the search engines.
3. Select the most appropriate meaning of the given idiom. A bird in the hand is worth two in the bush  
A. Being upset for something that happened in the past  
B. Having something that is certain is much better than taking a risk for more, because chances are you might lose everything.  
C. Anything that is common and easy to get  
D. Something good that isn't recognized at first
4. In the following question, out of the given four alternatives, select the alternative which best expresses the meaning of the Idiom/Phrase. To add fuel to the fire  
A. In disorder B. To be confuse C. Pure water D. To aggravate some matter
5. Don't try to throw dust into my eyes. You will not succeed  
A. To protect my eyes B. Blind me with dust C. To mislead or confuse me D. To blind me with dust
6. He broke down when he heard the news of his son's death.  
A. Ceased to smile B. Stopped working C. Wept bitterly D. Resigned his job
7. Don't mix with the bad hats  
A. People of bad character B. People selling bad hats C. People of poor status D. People with bad hats
8. What is the full form of "BPO"?  
A. Business Process Outsourcing B. Basic Principle Overview C. Bureau of Preliminary Objective  
B. Board of Physics Organisation
9. What is the full form of "CID"  
A. Common Investigation Department B. Central Investigation Department C. Crime Investigation Data  
B. Criminal Investigation Department
10. What is the full form of "DTH"?  
A. Device to Home B. Direct to Home C. Device to Hear D. Direct Thermal Hang
11. What is the full form of "NDA"?  
A. National Dental Academy B. National Development Agency C. National Dairy Authority  
B. National Defence Academ
12. What is the full form of "BBC"?  
A. Board of British Corporation B. Business on Bulk Credit C. British Business Corporation  
B. British Broadcasting Corporation
13. Which of the following is incorrect about digital marketing  
A. Digital marketing can only be done offline  
B. Digital marketing cannot be done offline.



- C. Digital marketing requires electronic devices for promoting goods and services
- D. In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing.

**14. Name the features offered by LinkedIn for paid business accounts**

- A. Facilitate posting pictures
- B. Facilitate to connect directly and send messages to people
- C. Ability to post in Groups and create a Group
- D. Ability to block users

**15. Creative marketing can be defined as \_\_\_\_\_.**

- A. A marketing department entailing several employees.
- B. The brand value of an organization.
- C. A set of schemes undertaken by the organization for distributing the marketing material.
- D. The marketing content and its inventive aspect.

**16. A caption can include all of the following EXCEPT**

- A. Explanation of an idea that is connected to what is seen in the photograph
- B. Details about someone who is not in the picture
- C. Details the reader might not know about the picture
- D. Details about the people in the picture

**17. Caption means \_\_\_\_\_**

- A. A brief illustration of a picture beneath
- B. A word or phrase written at top of a story above headline.
- C. The line rules used to form a box in display.
- D. A decorative headline

**18. Caption is like a \_\_\_\_\_ of the visual**

- A. Title B. Informal introduction C. Unnecessary naming D. Content

**19. The best place to put a caption is**

- A. Below the picture B. Above the picture C. Next to the picture D. At the end of the story

**20. What is blog?**

- A. Online Music B. Intranet C. A personal or corporate website in the form of an online journal
- B. A personal or corporate Google Search

**Q.2 A. Write suitable headlines for the following news- items. (Any 2)**

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Use Simple Present Tense

1. A thick blanket of fog engulfed the capital for the fourth consecutive day on Monday, disrupting rail, road and air traffic. Two persons died of the intense cold wave sweeping through the north region. Oil prices rose for the third consecutive day on Friday with OPEC producers expected to agree to curb output running above its official production
2. Oil prices rose for the third consecutive day on Friday with OPEC producers expected to agree to curb output running above its official production.

3. Prime Minister Narendra Modi visited Jammu and Kashmir on Sunday. In Palli Panchayat in Samba district of Jammu division, he addressed Gram Sabhas across the country on the occasion of National Panchayati Raj Day. PM Modi also inaugurated and laid the foundation stone of development projects worth over Rs 20,000 crore in Jammu and Kashmir on Sunday. This includes the Banihal-Qazigund road tunnel, the Delhi-Amritsar-Katra Expressway and the Ratle and Kwar hydroelectric projects.

Q.2 B. Write full forms for given social media Acronyms

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1) AFAIK 2) AMA 3) BRB 4) FOMO 5) IMHO 6) LOL 7) BTW 8) BAE

OR

Q.2 C. What is plagiarism? How to do plagiarism check, paraphrasing, citation and referencing style and what are the common types of plagiarism?

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Q.3 A. Write snippets on following (any 2)

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- 1) Ranbir – Alia wedding
- 2) Yoga – A Way of living
- 3) Increased screen time post lockdown

Q.3 B. Write the meaning of Following idioms (any 4) 8

- 1) Get along with
- 2) Down to earth
- 3) Don't judge the book by its cover
- 4) Barrel of laughs
- 5) Be glad to see the back of

OR

Q.3 C. What is Google Advance Search? How to use Google Advance Search?

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Q4. Write Shorts Notes on (Any 1)

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- 1) Tips and techniques for good writing
- 2) Copy editing
- 3) Social media network
- 4) PowerPoint presentation