

Note: All Questions are compulsory

All Questions carry equal marks

Q.1 Explain the following Concepts (ANY 5)

15 Marks

1. Headline
2. Caption Writing
3. Ticker
4. Homophone
5. Blogs
6. Keywords
7. Phrases

Q.2 A Create a copy of following brands to establish the brand's message and values, which can help to build brand awareness and loyalty.

15 Marks

1. Mc Donald introducing new burger
2. Sugar Brand Want to promote its matte lipstick
3. BMW launches its new super car

OR

Q.2 B How to Research Keywords for your SEO Strategy?

8Marks

Q.2 C Write tips on how to write a good Instagram Captions

7 Marks

Q.3 Write Headlines for the following

1. Mumbai: Maharashtra Bharatiya Janata Party president Chandrashekhar Bawankule on Wednesday asked Shiv Sena (UBT) leader Uddhav Thackeray not to make personal attacks on Deputy Chief Minister Devendra Fadnavis, warning if he failed to heed the advice BJP workers will make it difficult for him to step out of his residence. In a stinging attack, former Chief Minister Thackeray had on Tuesday termed Fadnavis, who also holds the home portfolio, as "worthless" following an alleged assault on a woman worker of the Shiv Sena (Uddhav Balasaheb Thackeray) in adjoining Thane city. Speaking to reporters, Mr Bawankule said the Opposition leader, a former ally of the BJP, should desist from making any further personal comments on Mr Fadnavis.
2. Ever since the Covid-19 pandemic, many Bollywood films have failed to create an impact at the box office. While a few emerged as a success, others flopped majorly. Salman Khan, who attended a press conference for an award show held on Wednesday night, April 5, has now reacted to it. During the PC, Salman Khan said that he has been hearing it for a long time that Hindi films are not working. He said that the wrong films are being made and hence they fail at the box office. Salman also said that filmmakers feel they are making the best films, but it's not the case.

3. The launch of Nita Mukesh Ambani Cultural Centre turned out to be a gala affair. Indian and international celebs made heads turn by putting their fashionably best foot forward. In fact, Day 2 got even bigger with stars like Zendaya, Tom Holland and Penelope Cruz making their way into the event. Now, the three, along with supermodel Gigi Hadid, posed together and the picture is simply too star-studded to be missed. Not just that, Spiderman co-stars Zendaya and Tom also posed with Bollywood's Karan Arjun, Shah Rukh Khan and Salman Khan.

OR

Q.3 B Explain the Anatomy of Perfect Facebook Post?

8 Marks

Q.3 C How to write content for Twitter using 7 rules

7 Marks

Q.4 A Write the Full Form of Following Acronyms

15 Marks

1. PIN
2. AIDS
3. ATM
4. URL
5. COVID 19
6. FIFA
7. NASDAQ

OR

Q.4 B Write the correct sentences using proper phrases

8 Marks

1. Bite the Bullet
2. Don't Cry Over Spilt Milk
3. The Ball is in Your Court
4. A Taste of Your Own Medicine

Q.4 C Write 150 words Facebook post on following topics

7 Marks

1. Go Green – Pollution management in India
2. Mental Health Awareness

Q.5 Write Short Notes On (Any 3)

15 Marks

1. Emotional meaning of colors
2. Writing For Social Media
3. Real Time Content
4. News Tickers
5. Content Writing