

# 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 \*

---

2. NAME OF THE STUDENT \*

---

3. ROLL NO. \*

---

4. STUDENT ID NO. \*

---

5. PRN NO.

---

6. MOBILE NO. (WORKING) \*

---

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

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

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
- Excccept

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

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

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

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

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
- 

This content is neither created nor endorsed by Google.

Google Forms