

QP Code: D134012		Total Pages: 1	Name:
		Register No.	
THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025			
(CUFYUGP)			
ENG3MN201: Digital Content Creation in the Era of AI			
2024 Admission onwards			
Maximum Time: 2 Hours		Maximum Marks: 70	
Section A			
All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)			
1	Define the term "Computer Vision."		
2	List out any three major 'Common AI tools and their uses.'		
3	Name two benefits and two challenges of AI chatbots in customer service.		
4	Explain the concept of Personalised Instruction.		
5	Provide one example of how deepfake technology can be misused		
6	What do you mean by "AI-mediated communication"?		
7	Evaluate the role of AI in personalising digital content on platforms like Netflix and Spotify.		
8	Explain "attention economy," and how does AI operate within it?		
9	Define adaptive learning.		
10	Describe Chain-of-Thought (CoT) prompting and its benefit for reasoning tasks.		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)			
11	Highlight the AI features and underlying pedagogical philosophies of Duolingo and Babbel as platforms for a beginner language learner.		
12	Briefly explain Human agency in the context of artificial intelligence.		
13	Write down any five relevant challenges taking place while collaborating writing with AI.		
14	Explain how statistical models improved upon earlier symbolic AI in the 1990s and 2000s. Give an example.		
15	Evaluate the impact of NLP in automatic summarization.		
16	List out the key benefits of AI-Human Collaboration.		
17	Mention the three interconnected model which operates the most sophisticated ALS and Intelligent Tutoring Systems (ITS).		
18	ITS and chatbots are key tools for delivering personalized support. Comment your views.		
Section C			
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)			
19	What are the benefits and challenges of AI in communication, and how can we use AI responsibly to enhance rather than replace human connection?		
20	Elaborate on prompt engineering as both an "art" and "science."		