

QP Code:D132617	Total Pages: 2	Name:
		Register No.
<b>FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025</b>		
(CUFYUGP)		
<b>ENG1MN101: Fundamentals of Content Creation</b>		
2024 Admission onwards		
Maximum Time :2 Hours		Maximum Marks :70
<b>Section A</b>		
All Questions can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)		
1	Explain the difference between synonyms and antonyms and provide one pair of each, for the word “big”.	
2	What is the main responsibility of a technical writer?	
3	Identify the keywords in the following advertisement: <i>Tired of your old laptop? Upgrade to a faster, more reliable machine today! Introducing the new UltraMax Z: Experience lightning-fast performance for work and play. Don't let slow-loading times and constant crashes hold you back. The UltraMax Z features the latest processor, a long-lasting battery, and a stunning high-resolution display. Perfect for professionals, students, and creatives on the go. Visit our website <a href="http://www.UltraMaxZ.com">www.UltraMaxZ.com</a> to learn more or stop by your local electronics store for a demo.</i>	
4	Create an advertisement tagline for a shampoo brand.	
5	What is style?	
6	What is content scraping?	
7	What is storytelling in advertising?	
8	Name two tools that can assist in keyword research during content creation.	
9	Why is the word “chairman” no longer considered part of accepted usage today?	
10	What is a blog?	
<b>Section B</b>		
All Questions can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)		
11	Explain the key aspects of sensitive language use.	

12	<p>Rewrite the given sentences using appropriate idioms/ proverbs from the options :</p> <p>i) I was unwell, so I decided to stay home from work.  ii) She thought the test would be difficult, but it turned out to be very easy.  iii) I often spend less when I buy something for myself.  iv) Sana took mock tests regularly because —  v) Losing the job led him to start a new business,—  vi) Put your seatbelt every time you get in the car,—</p> <p>A) Every cloud has a silver lining  B) Better safe than sorry  C) Practice makes a man perfect  D) Feeling under the weather  E) Cut corners  F) A piece of cake</p>
13	Discuss the challenges and considerations involved in AI-generated content.
14	What is editing? What are the different levels involved in the editing process.
15	Differentiate between Whit-Hat SEO and Black-Hat SEO.
16	Explain the three main aspects for building a successful corporate communication strategy.
17	Discuss in detail the features of content writing for non-fiction genres.
18	Explain how editing and proofreading differ in terms of their role and focus in the writing process.
<b>Section C</b>	
<b>Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)</b>	
19	What do you mean by corporate communication? Analyse the functions of corporate communications.
20	Prepare a customer service FAQ for an e-commerce website that sells electronic goods.

QP Code: D 112521	Total Pages: 3	Name:
		Register No.
<b>FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024</b>		
<b>(CUFYUGP)</b>		
<b>ENG1 MN101: FUNDAMENTALS OF CONTENT CREATION</b>		
<b>2024 Admission onwards</b>		
Maximum Time: 2 Hours	Maximum Marks :70	
<b>Section A</b>		
<b>All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)</b>		
1	<p>Read the following sentences and identify the tone from the options given below.</p> <p>I. To improve your writing skills, practice daily by setting aside at least 15 minutes to jot down your thoughts in a journal without worrying about grammar or structure.</p> <p>II. It's astonishing how someone so utterly incompetent can still manage to find a way to screw everything up.</p> <p>a) Assertive                      b) Derogatory                      c) Humorous                      d) Instructional</p>	
2	<p>Identify the keywords in the following travel Advertisement:</p> <p>Escape to Paradise!</p> <p>Book your dream vacation to the Maldives with our exclusive package deal! Enjoy luxury accommodations, breathtaking views, and a variety of activities, all at an unbeatable price.</p> <p>Reserve your spot today and start counting down to paradise!</p>	
3	Mention a few careers choices in content writing.	
4	<p>Simplify the given sentences to remove the wordiness.</p> <p>a) The fact that the committee has decided to postpone the meeting until a later date is something that has been officially communicated to all relevant parties.</p> <p>b) The comprehensive report that was submitted for review contains an abundance of information that could potentially influence future decision-making processes within the organization.</p> <p>c) In the event that the proposal is accepted, it is anticipated that there will be a considerable impact on the overall dynamics of the project moving forward into the subsequent phases.</p>	
5	<p>Correct the following passage.</p> <p>During my stay at the village, I also met my cousins. We used to play together when we were younger, but now they have grown up. We spent the afternoon playing cricket in the fields. The weather was really hot, but we didn't mind. Everyone was laughing and enjoying the time together. One of my cousins, Raju, has hit the ball so hard that it flew over the trees and landed in the nearby river. It took us a long time to find the ball, and in the end, we didn't even found it. But, it was still a fun day and I will remember it forever.</p>	

6	How will you reproduce the sense of the following Malayalam slang words/expressions into English? a) സംഭവം തന്നെ b) പണി കിട്ടി
7	What do you think are the issues that a proofreader should look at?
8	Explain Search Engine Optimization.
9	Create an advertisement tagline for a paper bag campaign.
10	What is digital marketing?
<b>Section B</b>	
<b>All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)</b>	
11	A short write-up on killing of wild animals in rural India has appeared in a regional weekly. You have been given the task of bringing the news to a wider audience. How do you plan to do it?
12	Write a note on a few tips to write effectively and without mistakes.
13	There is an upcoming Film festival to take place in your city. There are multiple events including screening of films, interviews, exhibition and talk shows. Create publicity contents for 1) Newspaper, 2) Social Media, and 3) Posters for circulation.
14	How can we avoid plagiarism?
15	Write a review of the film you watched recently.
16	How do AI tools help in content writing?
17	What are the things to be kept in mind while writing for website?
18	Develop promotional content for a mobile phone shop to be featured on a webpage.
<b>Section C</b>	
<b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>	
19	Analyse the given passage carefully and do as directed.  1. Prepare a precis to be published on a webpage. 2. Give a title to the excerpt and justify your choice.  E-learning platforms have revolutionized the educational landscape by providing flexible, accessible, and cost-effective alternatives to traditional learning. These platforms, such as Coursera, Udemy, and Khan Academy, allow students and professionals to access a wide range of courses across various disciplines from anywhere in the world. By breaking the geographical and financial barriers often associated with higher education, e-learning has made it possible for learners to develop new skills, earn certifications, or pursue personal enrichment at their own pace. The widespread availability of internet connectivity and the increasing demand for lifelong learning have further fueled the growth of e-learning platforms globally.  One of the major advantages of e-learning platforms is their adaptability to different learning styles and needs. Unlike conventional classroom settings, where learners are often confined to

	<p>a structured schedule and curriculum, online platforms offer a more personalized experience. Learners can choose courses that align with their interests or career goals, set their own pace, and revisit content as needed. Moreover, many e-learning platforms integrate interactive features such as quizzes, peer discussions, and multimedia resources that enhance engagement and deepen understanding. These tools support diverse learning preferences and make education more inclusive, accommodating students who may struggle with traditional formats.</p> <p>Despite their numerous benefits, e-learning platforms face challenges such as maintaining learner motivation and ensuring the quality of content. Without the face-to-face interaction and direct supervision found in physical classrooms, students may find it harder to stay disciplined and complete courses. Additionally, the quality and credibility of some courses vary across platforms, leading to concerns about the legitimacy of certain certifications. However, as technology continues to evolve and more educational institutions and organizations invest in e-learning, these platforms are likely to overcome these challenges by offering more robust accreditation, support systems, and innovative teaching methods. As a result, e-learning platforms are poised to play an increasingly central role in the future of education.</p>
20	<p>Proof-read and edit the following content to be published on IMDB</p> <p>Title: "The Wild Robot"  Director: Peter Brown  Starring: Lupita Nyong'o, Pedro Pascal, Kit Connor</p> <p>The Wild Robot by Peter Brown follows the story of a robot named Roz, who washes ashore on a remote, wild island after a shipwreck. Initially out of place in the natural environment, Roz learns to adapt by observing the animals and mimicking their behaviors. Though the animals are initially frightened of her, she gradually earns their trust by helping them in various ways. Along the way, Roz adopts a gosling named Brightbill and becomes a mother figure to him, deepening her bond with the island's creatures. As Roz integrates into the natural world, she faces challenges from both the elements and predators, all while learning about survival, community, and empathy. However, her peaceful life is threatened when robots from her past arrive to take her back, forcing Roz to confront the question of where she truly belongs.</p>