

Reg. No.:



Name:

University of Kerala

W6668

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Core Course

ENGLISH AND COMMUNICATIVE ENGLISH

UK3DSCECE201 - Scripting Cyberspaces

Academic Level: 200-299

2024 Admission

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark Each.Answer all questions

Qn No.	Question	CL	CO
1	What is a blog?	RE	1
2	Describe F-pattern reading.	RE	1
3	Name two tools that help improve online writing.	UN	2
4	Explain Wordpress	UN	1
5	What do you understand by SEO?	UN	1
6	Discuss Fact check	UN	1

Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Explain how people read on the web differently from print.	UN	2
8	What is plagiarism and how it can be avoided in digital writing?	UN	3
9	What is meant by 'responsible writing' in cyberspace?	AP	3
10	Imagine you are designing a website specifically for women. What two main purposes should such a website serve to make it useful and engaging?	AP	2

Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options * within each question

Qn No.	Question	CL	CO
11	A) How can writers take advantage of the growth and opportunities of freelance writing in the digital age? OR B) "Digital writing blends creativity with technology". Demonstrate with suitable examples.	AP	4, 4
12	A) Relate the importance of fact checking before posting online content.	AN	2, 4

Qn No.	Question	CL	CO
	OR B) Compare the effectiveness of Grammarly, Evernote and Scrivener in improving the writing and editing process.		
13	A) a) Explain how social media contributes to cyberspace. OR B) Evaluate the difference in tone and purpose between blogs for women and blogs for men.	EV	2, 3
14	A) Suppose your blog topic is “Healthy Eating Habits for Students.” How would you present the information so that it’s not only educational but also fun to read? OR B) Write a blog post on the topic “A Person who Inspired me in my life.” Give your blogpost a catchy title and structure your post with an introduction, main body, and conclusion.	CR	4, 5