

Reg. No.:



Y7529

Name:

University of Kerala

Fourth Semester FYUGP Degree Examination, May 2026

Skill Enhancement Courses

ENGLISH

UK4SECENG204 - Writing for Cyber Spaces

Academic Level: 200-299

2024 Admission

Time: 1 Hour

Max. Marks: 28

Part A. 4 Marks ,Time 5 Minutes (Cognitive Level :Remember(RE)/Understand(UN))Objective Type 1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	Define web copy writing.	RE	1
2	Who developed the WWW?	RE	3
3	What is Phishing?	UN	2
4	Define audience engagement?	UN	2

Part B. 8 Marks ,Time 15 Minutes (Cognitive Level :Understand(UN)/Apply(AP))Short Answer 2 marks each, Answer all questions

Qn No.	Question	CL	CO
5	How does audience engagement influence social media writing?	UN	1
6	Explain the role of grammar checking and editing tools in E-writing.	UN	4
7	Illustrate how cyber ethics can be applied in online communication.	AP	4
8	Strong headlines are important for drawing in readers in online writing. Share your opinions on this statement.	AP	3

Part C. 16 Marks ,Time 40 Minutes (Cognitive Level :Apply(AP)/Analyse(AN)/Evaluate(EV))/Long Answer 4 marks each, Answer all questions choosing among options* within each question

Qn No.	Question	CL	CO
9	A) What do you think are the dangers of depending on social media in the contemporary world? OR B)	AP	3, 3

Qn No.	Question	CL	CO
	Based on your understanding of Stella Morrison's article, elaborate the differences and similarities between blogging and social media.		
10	A) Examine the impact of cyberspace on communication and writing practices. OR B) Analyse how cyberculture shapes individual behaviour and social interactions.	AN	2, 2
11	A) Evaluate the effectiveness of social media as a platform for communication and content creation. OR B) Assess the effectiveness of copywriting strategies in online marketing.	EV	3, 3
12	A) Create a write up for a website, sharing your thoughts on the future of space travel. OR B) Create a social media post creating awareness regarding the ill effects of tobacco usage in people.	CR	6, 6