

Reg. No.:



Name:

University of Kerala

Y8032

Fourth Semester FYUGP Degree Examination, May 2026

Discipline Specific Core Course

COMMUNICATIVE ENGLISH

UK4DSCECE205 - Content Writing

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	Define blog.	RE	1
2	Define newsletter.	RE	3
3	Comment on 'originality in content'.	UN	3
4	Explain how content writing support social media marketing.	UN	3
5	Explain the role of content writer in digital marketing.	UN	1
6	What is the importance of newsletters in organizations?	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	Describe how visual elements are important in content writing.	UN	4
8	Describe how persuasive language is important in advertisement writing.	UN	3
9	Illustrate how content is adapted for social media.	AP	2
10	Demonstrate how to write a short web content piece for a college website.	AP	4

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)	AP	6, 6

Qn No.	Question	CL	CO
	Apply the principles of report writing to prepare a professional report on a college event. OR B) Illustrate the use of technical content writing used in corporate communication.		
12	A) Differentiate between the steps of researching and outlining in content writing. OR B) Compare digital content and print content in terms of scope and relevance.	AN	6, 6
13	A) Assess how grammar and copy flow influence the readability and effectiveness of digital content. OR B) Assess the relationship between audience analysis and content restructuring in professional writing.	EV	6, 6
14	A) Imagine you are a professional content writer for a popular website. Write a short blog that captures readers' attention and keeps them interested till the end. OR B) Develop a short piece of marketing content for a Washing Machine.	CR	6, 2