

Time: 2½ hrs.

Marks:75

- Note:
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.
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- Q.1** (A) Give meaning of the following idioms: (Any five) (05)
- (a) You can't judge a book by its cover
 - (b) A blessing in disguise
 - (c) No pain no gain
 - (d) Go the extra mile
 - (e) On cloud nine
 - (f) Raining cats and dogs
 - (g) Come rain or shine
- (B) Identify and eliminate words from the following and rewrite correct expressions: (Any five) (05)
- (a) Actual fact
 - (b) Merge together
 - (c) Twelve midnight
 - (d) True facts
 - (e) Past history
 - (f) Collaborate together
 - (g) Local residents
- (C) Punctuate the following sentences. (Any five) (05)
- (a) hes a wonderful actor
 - (b) India malaysia and thailand are popular Asian travel destinations
 - (c) is it rameshs father
 - (d) why dont you speak to varuns parents
 - (e) shes a great cook isn't she
 - (f) hes a friend of mine
 - (g) in the rainy season its very beautiful here
- Q.2** Answer any two of the following questions. (15)
- (A) Explain any eight tips to conduct a Google Advanced Search.
 - (B) Write a note on the types of acronyms with suitable examples.
 - (C) What is Copywriting? Elucidate on the essence and objectives of Copywriting.
 - (D) Discuss the importance of content writing in the digital marketing sector.
- Q.3** Answer any two of the following questions. (15)
- (A) Elaborate on long-tail keywords and its importance in content writing.
 - (B) What is plagiarism? Elaborate on any two free plagiarism checker tools.
 - (C) What is Inverted Pyramid? Illustrate with examples.
 - (D) Elaborate on citations and referencing.

Q.4 (A) Write a note on writing effective social media posts for Twitter and other social media platforms. **(15)**

OR

(B) Elaborate on tips and techniques for editing photo captions. **(15)**

Q.5 **Write short notes (Any Three)** **(15)**

(a) Meta descriptions

(b) Idioms

(c) Lead

(d) Landing Page

(e) Ticker

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