

- 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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