



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH

FOURTH SEMESTER – APRIL 2024

UEL 4203 – PROFESSIONAL CONTENT WRITING

Date: 10-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. Definitions

a) Brainstorming

b) Infographics

c) Content

d) Brand Journalism

e) Curation

2. Answer the following

a) Identify the basics of content writing.

b) Explain the importance of readability and searchability in content writing.

c) Name one content writing tool that you have learnt from the curriculum and classroom.

d) What is the importance of research skills in content writing?

e) State areas of content writing that are relevant today.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Answer the following

a) Write an example for a Six- Word story.

b) Explain the meaning of Writer's block.

c) Give examples of content writing.

d) Describe goal in the process of writing.

e) Interpret the significance of copyright.

4. Answer the following

a) Discuss the creative and critical skills required for content writing.

b) What are the ways in which content writing skills can enhance language skills?

c) Explain the concept of search engine optimization (SEO) in content writing.

d) How do content writing tools like Hemingway Editor and Grammarly aid in improving writing quality?

e) Describe the methodology and data collection process highlighted in the syllabus.

SECTION B - K3 (CO2)

Answer any TWO of the following in 100 words each.

(2 x 10 = 20)

5. Explain the process of writing a good lead and closing.

6. Examine the impact of voice, tone, and style on content creation.

7. Describe the concept of target audience analysis in content writing. How does understanding the demographics and psychographics of the audience contribute to creating relevant and engaging content? Provide examples to support your explanation.

8. Discuss the common mistakes to avoid in content writing and any two metrics you use to analyse the success of your content.

SECTION C – K4 (CO3)

Answer any TWO of the following in 100 words each.		(2 x 10 = 20)
9.	Analyse the twelve stages of content writing.	
10.	Evaluate the importance of internet skills such as SEO and content marketing strategies in content writing.	
11.	Explain the process of mind mapping with an example.	
12.	Evaluate the role of research skills like data collection and critical analysis in producing high-quality content.	
SECTION D – K5 (CO4)		
Answer any ONE of the following in 250 words		(1 x 20 = 20)
13.	Critique the importance of storytelling in content creation.	
14.	Recommend a comprehensive content marketing strategy for a fictional company, integrating SEO techniques and brand journalism principles.	
SECTION E – K6 (CO5)		
Answer any ONE of the following in 250 words		(1 x 20 = 20)
15.	Compose a document of ten Six-Word Story and explain them in one sentence each.	
16.	Create a sample project showcasing by choosing any one of the different types of content writing, such as blogs, newsletters, and portfolios, demonstrating originality and creativity.	

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