



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – GENERAL ENGLISH

FOURTH SEMESTER – APRIL 2022

UEL 4203 – PROFESSIONAL CONTENT WRITING

Date: 18-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

I. Answer any TEN questions (50 words each) (10 x 4 = 40 Marks)

1. What is content writing?
2. Explain Mind Mapping.
3. What are the different areas of content writing?
4. Define Brand Journalism.
5. What is a Lead?
6. What is a six word story?
7. Explain Ninja Writing.
8. What is Grammarly?
9. Explain SEO.
10. What is a Blog?
11. Explain the importance of storytelling.
12. What is copy editing?

PART – B

II. Answer any TWO questions (200 words each) (2 x 20 = 40 Marks)

13. Discuss the different stages of content development.
14. Comment on the different methods of research in content writing.
15. Explain the process of storytelling in content writing.
16. Prepare a Mind Map on 'Health is Wealth'.

PART – C

Answer any ONE question (250 words) (1 x 20 = 20 marks)

17. Prepare a content for a blog on either 'Food' or 'Sports'
18. Write 10 original Six Word Stories and explain the meaning.

&&&&&&&&&&&&&&&&&&