

B.A. / B.Com. / B.Sc. - I (NEP) Semester-I  
**BA1023 / BA1047 / BSC1042 / BAO47-Open Elective - Foundation Course in  
Content Writing**

P. Pages : 1

Time : Two Hours



**GUG/W/24/15722R**

Max. Marks : 40

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- 1.** Answer the following questions in about 100 words each **any two.** **10**
- a) Define research writing and explain its primary characteristics.
  - b) Describe the process of formulating a research question in a proposal why is this step crucial?
  - c) What are the key differences between a research paper and a research proposal?
- 2.** Answer the following questions in about 100 words each **any two.** **10**
- a) What are the key differences between research writing and other types of writing? Illustrate with examples.
  - b) List and briefly describe the essential components of a research proposal.
  - c) Outline the typical structure of a research paper and explain the purpose of each section.
- 3.** Answer the following questions in about 100 words each **any two.** **10**
- a) How does content writing contribute to digital marketing? Explain in detail.
  - b) What are the challenges of writing for online platforms as compared to print media?
  - c) Explain how to create engaging content for social media platforms.
- 4.** Answer the following questions in about 100 words each **any two.** **10**
- a) Discuss the different types and applications of content writing.
  - b) What are the key points to consider when writing blog posts and online articles?
  - c) How does writing for social media differ from writing for websites? Explain in detail.

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