K26FY1558 Pages: 2 Reg No:.....
Name:.....

Second Semester FYUGP Degree (Reg) Examination April 2026

KU2DSCFNG106 - WRITING FOR DIGITAL MEDIA

2025 Admission onwards

Time : 1.5 hours Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. How does the tone of a LinkedIn caption differ from the tone of an Instagram caption for the same brand?
2. What is a "social media content calendar," and why do businesses use them?
3. Define "Feature Storytelling" in the context of digital media.
4. When is a chronological narrative structure more effective than the inverted pyramid in journalism?
5. What is a "plugin" in the context of a WordPress website?
6. Define "microblogging" and give an example of a platform used for this purpose.
7. Under the IT Rules 2021 (India), what is the role of a "Grievance Officer"?
8. Why do social media platforms provide "Reporting Tools" to their users?

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Section B

Answer any 4 questions. Each carry 6 marks.

9. Describe how "tags" and "categories" help in organizing a blog and improving the user experience for readers.
10. Describe the essential steps a beginner should take when setting up a new blog on WordPress to ensure it is functional.
11. Explain the ethical importance of "disclosure" when a blogger uses affiliate links or sponsored content.
12. Explain the legal risks of "Retweeting" or "Sharing" a defamatory statement made by someone else.
13. Evaluate the effectiveness of different content filtering technologies
14. Discuss the ethical implications of using AI tools to write product reviews or customer testimonials.

Section C

Answer any 1 questions. Each carry 14 marks.

15. Examine the best practices for professional business communication.

16. Analyze the impact of micro-blogging on traditional journalism, focusing on the speed of information versus the risk of misinformation.

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