K26FY1004 Pages: 2 Reg No:.....
Name:.....

Second Semester FYUGP Degree (Reg/Sup) Examination
April 2026
KU2AECENG108 - ENGLISH FOR CONTENT CREATION

2024 Admission onwards

Time : 1.5 hours Maximum Marks : 35

Section A

Answer any 6 questions. Each carry 2 marks.

1. What is the purpose of a promotional brochure?
2. What is the role of history and geography in a travelogue?
3. Why is a compelling design important in brochure making?
4. Why is an objective perspective necessary in a biography?
5. What is a source text?
6. What are the key elements of a foreword?
7. How does a foreword help in establishing a book's credibility?
8. List three professional and ethical considerations in translation.

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Section B

Answer any 4 questions. Each carry 4 marks.

9. How does a book review help readers make informed decisions about reading?
10. Why is an engaging introduction crucial in a travelogue? How does it set the tone for the journey?
11. Discuss the key elements of a book blurb
12. Describe the essential contact details that should be included in a brochure. How does providing clear contact information enhance communication?
13. Define cultural sensitivity in translation. Explain why it is important and how cultural differences can impact the translation process.
14. Write a paragraph on the role and importance of book reviews in promoting literature.

Section C

Answer any 1 questions. Each carry 7 marks.

15. You want to interview a local freedom fighter to document their struggles and contributions to India's independence in their biography. What would be the conversation between you and the person you interview?

16. Read the following book review and make a blurb for the book
Goat Days (Aadujeevitham), penned by Benyamin and published by DC Books in 2008, is a gut-wrenching tale of survival, resilience, and human endurance. Based on true events, the novel chronicles the harrowing journey of Najeeb, a Malayali migrant worker who finds himself enslaved in the unforgiving deserts of Saudi Arabia. Benyamin's raw and gripping narrative, infused with a haunting realism, immerses readers in Najeeb's isolation and suffering, making them feel the scorching heat of the desert and the crushing weight of despair. The novel has received widespread acclaim, with The Hindu praising it as "a testament to the indomitable human spirit," while The Indian Express hailed it as "one of the most powerful narratives of modern Malayalam literature." Translated into multiple languages, including an English version by Joseph Koyippally, *Goat Days* stands as a stark reminder of the exploitation faced by migrant labourers, making it a must-read for those seeking a deeply moving literary experience.

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