

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024****2023 ADMISSIONS REGULAR****B.VOC A.M.S SEMESTER III - GENERAL****VAM3G06TB22 - Digital Content Writing****Time : 3 Hours****Maximum Marks : 80****Part A****I. Answer any Ten questions. Each question carries 2 marks****(10x2=20)**

1. a) "Transaction Aborted. No changes made to the database" b) Are you sure you want to bail on the fun? Let's rethink this!" Considering the two microcopies presented, which option would you choose and why? Explain the factors that make one more appealing over the other.
2. Streaming Service (Netflix): Craft an engaging loading screen message for a video that is buffering. Keep users patient and entertained.
3. E-commerce Website (Amazon): Write a compelling pop-up message offering a limited-time discount for first-time buyers, encouraging them to make a purchase.
4. Identify the most prominent categories of content on social media.
5. What is CPA?
6. What are the key benefits of using Google Trends?
7. Name the most unique feature in Ginger.
8. Comment on YoastSEO as a tool for content optimisation.
9. What are some key strategies for maintaining consistency and quality across multiple content writing projects within a team?
10. Discuss the importance of SEO in digital marketing.
11. Name two key factors that influence website ranking in SEO.
12. Name two benefits of using infographics in content presentation.

**Part B****II. Answer any Six questions. Each question carries 5 marks****(6x5=30)**

13. Write a blog post discussing the benefits of mindfulness in daily life. Incorporate the keywords "stress management," "mental well-being," and "meditation techniques" in your blog to highlight the positive impact of mindfulness practices on overall mental health and stress reduction.
14. Describe the 6 social media content categories and list any 2 features of each type of content.
15. FreshBite brings you farm-fresh and delicious fruits delivered right to your doorstep. Provide microcopies for the following situations within the website: (Answer all questions) i) Situation 1: Seasonal Fruit Offers Scenario: When a user explores seasonal fruit offers and discounts available for purchase. ii) Situation 2: Fruit Basket Customization Scenario: When a user customises a fruit basket with their preferred fruits and quantities for delivery. iii) Situation 3: Delivery Schedule Selection Scenario: When a user selects a convenient delivery date and time for their ordered fruit basket. iv) Situation 4: Subscription Plan Sign-Up Scenario: When a user signs up for a regular fruit delivery subscription to enjoy fresh fruits regularly. v) Situation 5: Customer Testimonials Scenario: When a user reads customer testimonials and reviews about the quality and freshness of the delivered fruits.
16. Write a detailed product review for Adidas Ultraboost, the high-performance running shoes known for their exceptional comfort and energy return. Hints: Responsive and cushioned midsole, providing an energised and comfortable running experience Flexible and breathable knit upper, ensuring a snug and supportive fit for various

foot shapes Durable and grippy outsole, offering excellent traction and stability on different surfaces Stylish and modern design, making it suitable for both athletic performance and casual wear Praised by athletes and runners for its superior performance and long-lasting comfort during workouts and everyday activities.

17. ExploreMore is your ultimate guide to discovering new travel destinations and planning memorable adventures. Provide microcopies for the following situations within the website: (Answer all questions) i) Situation 1: Destination Inspiration Scenario: When a user looks for travel destination inspiration and recommendations for their next trip. ii) Situation 2: Activity Booking Scenario: When a user books exciting activities and experiences for their upcoming travel itinerary. iii) Situation 3: Flight Booking Scenario: When a user is searching for flights. iv) Situation 4: Local Cuisine Recommendations Scenario: When a user explores local food and cuisine recommendations for an authentic travel experience. v) Situation 5: Travel Blog Subscription Scenario: When a user subscribes to the latest travel blogs and articles for travel tips and insights.
18. Define digital marketing analytics. Elaborate on its significance in the digital realm.
19. How does WooRank contribute to the overall SEO performance of a website?
20. Analyse Ginger as a writing assistant tool.
21. What specific features are incorporated into Woorank for website optimization?

### Part C

#### III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. McDonald's has introduced a new healthy menu option for children. As a content writer, you have been tasked with the following brief: i) Scenario: Healthy Eating Promotion Draft a short and engaging tagline to promote McDonald's new nutritious Happy Meal options for kids. ii) Scenario: Loyalty Program Registration Create a welcoming message to greet customers upon successful registration for McDonald's loyalty program, highlighting the benefits of being a member. You have been tasked to provide a comprehensive review and description for one of their signature burgers, the "Savoury Deluxe Burger." iii) Draft a product review Hints : Flavor profile and taste experience: Combination of smoky grilled beef patty, melted aged cheddar, and tangy BBQ sauce infused with subtle hints of hickory Quality of ingredients and burger composition: Fresh lettuce, ripe tomatoes, crispy onions, and premium sesame seed bun Texture and overall presentation: Juicy and succulent beef patty paired with the perfect blend of crispy and fresh toppings, served in an elegant packaging Value for money and portion size: Generous serving size with a satisfying balance of ingredients, offering a delightful meal at an affordable price point iv) Draft a product description for their website Hints : Overview of the key ingredients: High-quality Angus beef, hand-picked cheddar cheese, garden-fresh lettuce and tomatoes, artisanal sesame seed bun Detailed description of the burger's layers and toppings: Thick, juicy beef patty layered with melted cheddar, topped with fresh lettuce, ripe tomato slices, and crispy golden onions, all sandwiched between a toasted sesame seed bun Highlighting any unique cooking techniques or special preparation methods: Patty grilled to perfection, ensuring a smoky and savoury flavour infusion, complemented by the precise layering of condiments and toppings for an indulgent taste experience Emphasising any special sauces or condiments: Signature BBQ sauce with a rich hickory essence, providing a delightful tangy and sweet note to the overall flavour profile
23. You have been hired as a content creator for Apple, one of the leading tech companies globally. Your task is to create the following content : i) Scenario: Tips for Maximising Battery Life Draft a concise and informative microcopy to provide users with a tip to optimize their battery life ii) Scenario: New Product Release Teaser Create an intriguing teaser message hinting at the upcoming release of the new Apple Watch iii) Write a detailed product review for the newly launched iPhone 15 Hints : Introduction of the latest A16 Bionic chip, providing unparalleled speed and efficiency for seamless performance. Enhanced camera system featuring a triple-lens setup for professional-grade photography and videography. Implementation of 120Hz ProMotion display, offering a smooth and responsive user interface with true-to-life colours and dynamic visuals. Integration of 5G connectivity for seamless browsing and streaming. Introduction of an extended battery life with optimised power management, allowing for prolonged usage without compromising on performance. Advanced privacy features such as secure facial recognition and encrypted data storage for security and protection of user data. iv) Write a

detailed product description for the new Apple MacBook Pro, emphasising its key features that make it a top choice for professionals and creatives. Hints: Incorporation of the latest M2 chip for unparalleled processing power and efficiency Introduction of Mini-LED Retina XDR display with high contrast ratios and exceptional brightness levels Immersive 6 speaker sound system with spatial audio technology, offering a rich and dynamic audio experience Refined Magic Keyboard with enhanced key travel and tactile feedback, ensuring a comfortable and responsive typing experience for long hours of work. Range of productivity-focused software and applications, such as Final Cut Pro and Logic Pro, making it the ultimate choice for professionals in the creative industry. v) Explain the strategic stages involved in SEO.

24. Discuss the role of Google Analytics in helping businesses set and monitor specific goals for their digital presence.
25. Write an informative article elucidating the critical importance of analytics and tracking in the realm of digital content creation and marketing.