

UG 3rd - Semester Examination - 2023

Award : B.A. (HONS.)

Discipline : ENGLISH

Course Type : SEC-1 (Hons.)

Course Code : BAHENGSE301

Course Name: Actual Reporting and Content Writing

Full Marks - 35 (Regular), 40 (Backlog)

Time - 2hrs

*The figure in the right-hand margin indicates full marks.
Candidates are required to give their answers in their own words
as far as practicable.*

1. **Answer any one of the following questions : 10×1=10**
 - a) Write a newspaper report on a bus accident that took place near your locality stating the details of the incident, the main cause, the casualties, how many people were injured and the action taken by the concerned authorities.
 - b) Write a television report on the observation of International Women's Day on 8th March.
 - c) Suppose you are the student editor of your college magazine, write a report on the Inter- College Debate and Extempore Competition held in your college.
2. **Answer any five of the following questions : 1×5=5**
 - a) State the types of outdoor advertisements.
 - b) Mention one feature of a brochure.
 - c) Define website.
 - d) Who is a blogger?
 - e) Who designs an e-brochure?
 - f) Define copywriting.
 - g) Who developed the first webpage?
 - h) What is a Web Content Management Software?
3. **Answer any five of the following questions : 2×5=10**
 - a) What are the elements of a webpage?

PTO

- b) Define the term I RP.
- c) Explain the function of a poster.
- d) State two differences between Website and Webpage.
- e) Mention the two things that should be borne in mind while organizing a workshop.
- f) State the advantages of Vocational Programmes.
- g) What is the role of Search Engine Optimization (SEO) in good content writing?
- h) Explain any two skills required for writing an advertisement.

4. Write short notes on any two/three of the following:

$5 \times 2 = 10 / 5 \times 3 = 15$

- a) Write a brochure on a Conference on 'NEP 2020' to be organized by your College.
- b) Your college is organizing a workshop on "Career Opportunities for Graduates". Draft a poster for that event.
- c) Your college is going to organize a sit and draw competition for the students of the nearest primary school. Write a poster for that event.
- d) Prepare a poster for the upcoming Literary Festival organized by the Cultural Club of your college.
- e) Your club is going to organize an awareness program regarding "Safe Drive, Save Life" at your locality. Being the Secretary, draft a poster to create awareness on the need to join such an event.

—o—