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SPECIALIZATION IN CYBER SECURITY
EXAMINATION: DECEMBER - 2025/JANUARY-2026
SEMESTER - IV

Sub: Content Writing & Technical Writing (BCA 23-405, BCAC23-405)

Date : 05/01/2026

Total Marks : 30

Time: 2.00 pm to 3.30 pm

Instructions:

1. All questions are compulsory unless and otherwise stated.
2. Bold figures to the right of every question are the maximum marks for that question.
3. Candidates are advised to attempt questions in order.

Q.1. Fill in the blanks

(5)

- Content writing is essential for _____ in the digital age.
 - Online marketing
 - Conversion
 - keywords
 - Analysis
- A key component of blog writing is to creating _____ content.
 - False
 - SEO Ready
 - Engaging
 - Good
- _____ is an important aspect when developing content for social media posts.
 - Draft
 - Visual appeal
 - SEO
 - Blog
- In an SEO strategy, _____ are essential to improve content ranking.
 - Keywords
 - Browser
 - Web Site
 - Images
- _____ describes the practice of keeping track of content performance metrics to adjust strategies.
 - Proofreading
 - Meta description
 - On-page
 - Analytics

Q.2. True or False

(5)

1. Content writing is only useful for blogs and articles.
2. SEO content is optimized for both search engines and user engagement.
3. The purpose of social media content is to provide long-form articles.
4. Keywords are irrelevant in content writing.
5. Understanding your audience is unnecessary in content writing.

Q.3. Answer the following (Any 5)

(10)

1. Define content writing and its importance in the digital age.
2. What is the difference between blogs and articles?
3. Name three types of content used in digital marketing.
4. Why is it important to understand the audience in content writing?
5. What does SEO stand for, and why is it important for content writing?
6. Explain the purpose of using headings in content.

Q. 4. Answer the following (Any 2)

(10)

1. Analyse the role of email marketing content in customer retention and conversions.
2. Explain the process of editing and proofreading content for accuracy and clarity.
3. Discuss the use of visual content and its role in enhancing content engagement.