

**BSC(COMPUTER APPLICATIONS-750)/
SPECIALIZATION IN CYBER SECURITY(464)/
BACHELOR OF SCIENCE (CYBER SECURITY-760)**

(BCA 23-405, BCAC23-405/BSC24-405/BSCC24-405)

Time: 2.00 pm to 3.30 pm

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.

1. Search engine uses special rules called ----- to rank web pages.
 - a) Program
 - b) Pseudocode
 - c) Algorithm
 - d) None
2. ----- is a "Keyword" in content writing.
 - a) A password to access a website
 - b) The title of a webpage
 - c) A tool for editing
 - d) Specific terms used by audiences to find information online
3. ----- is a "Call to Action" (CTA).
 - a) The closing sentence of a paragraph
 - b) A prompt encouraging the reader to take specific action
 - c) A telephone call to a client
 - d) A technical bug
4. Using ----- like graphs or charts can make complex ideas easier to understand.
 - a) Visual aids
 - b) Textual summaries
 - c) Auditory cues
 - d) Oral reports
5. ----- is the primary goal of SEO (Search Engine Optimization) in content writing.
 - a) Increase traffic
 - b) Improve search ranking
 - c) Improve user experience
 - d) All of above

1. The primary goal of content writing is to sell a product directly, like advertising.
2. Using white space (short paragraphs, bullet points) helps improve readability for web readers.
3. Good grammar makes technical writing clear and Professional.
4. A call-to-action (CTA) should always be included at the end of a blog post.
5. It is best to use complex, technical jargon to show your expertise in a topic.

1. Define Content Writing?
2. What is a Blog?
3. What are Backlinks?
4. What is Cold Email?
5. How do you measure the success of Content Marketing?
6. What is the use of a Content Calendar?

1. Discuss Content Marketing and its Relationship with SEO.
2. Define Visual content marketing & analyse its importance in modern digital marketing strategy.
3. Discuss the Role and Impact of Visual Content in Modern Content Marketing Strategy.