

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. JOURNALISM & MASS COMMUNICATION
EXAMINATION: DECEMBER - 2025

FIFTH SEMESTER

Sub: Content Writing (BAJMC- 23-507))

Date: 22/12/2025

Total Marks : 20

Time: 10.00 am to 11.00 am

Instruction:

All questions are compulsory.

Q. 1. Answer the Following: (Any One) (10)

- 1) Explain why SEO is important for content visibility.
- 2) Describe the types of content and their purpose.
- 3) What are the effective writing principles to write a good content?

Q. 2. Write short notes. (Any Two) (10)

- 1) Target audience
 - 2) Content calendar
 - 3) Headline
-