

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.A. IN BROADCAST JOURNALISM
EXAMINATION: JANUARY - 2022
FOURTH SEMESTER
Sub: Creative Writing for Online Media (BABJ-19-4006)

Date : 20/01/2022

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

Q. 1 Descriptive Answer (Any Two)

(20)

1. What are the characteristics of good online writing?
2. What is the role of keywords in good online writing? Explain with the help of example.
3. How is creative writing for online media different from creative writing for news paper? Explain with small example.

Q. 2 Write short notes. (Any Two)

(10)

1. SEO (Search Engine Optimization)
2. METADATA
3. Cloaking

Q. 3 Open Ended Question

(10)

Write an online article for a healthcare e journal on ANY ONE of the following topics
"20 Skincare routine for winters" OR "20 health benefits of exercises"