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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**END SEMESTER EXAMINATION: JULY 2022**

**MA JOURNALISM AND MASS COMMUNICATION – IV SEMESTER**

MCDE 0320: Technical and Content Writing (Theory)

Time: 1 ½ hrs Max Marks: 35

**This paper contains TWO printed pages and FOUR parts**

**I. Match the abbreviation with its feature.**  **(5X1=5)**

1. DITA (a) A system that can be used to manage content
2. XML (b) A topic-based authoring structure
3. CMS (c) Coding language that makes content human and machine readable
4. CUI (d) Smartphone interfaces
5. GUI (e) Windows booting menu

**II. Fill in the blanks with the appropriate option provided in the brackets. (5X1=5)**

1. Absolute beginner: Welcome guide **::** Advanced: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(User manual, Reference manual, Quick reference guide)

1. Waterfall: Sequential development **::** Agile: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Assembly line, Incidental, Incremental)

1. Indexing: Metadata **::** Keywords: \_\_\_\_\_\_\_\_\_\_\_\_

(Content, Algorithm, Coding)

1. Newspapers: Z eye movement **::** Web pages: \_\_\_\_\_\_\_\_\_\_\_\_\_

(E eye movement, F eye movement, S eye movement)

1. Skimming: Quickly identifying the main ideas presented **::** Scanning: \_\_\_\_\_\_\_\_\_\_

(Glossing over text, Reading each sentence, Looking for specific words or phrases)

**III. Write short notes on any THREE of the following in 100 words each. (3X5=15)**

11. Style guide

12. Localization vs globalization

13. Guidelines for writing error messages (any five)

14. Scrum team

**IV. Answer any ONE of the following as instructed. (1X10=10)**

15. Write a task, concept, and reference topic for performing a function on any ONE of the following products:

1. Bluetooth speakers
2. Smartwatch
3. 1 TB hard disk drive

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16. Write website content **(200 words)** for any ONE of the following clients. Also, create a demographic profile of a customer likely to use the site **(100 words)**.

1. A dessert store called Life of Pie
2. A flower shop called Florist Gump
3. A jeans store called Indiana Jeans

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