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Register Number:

DATE:

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

**MA JOURNALISM & MASS COMMUNICATION – III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

MC DE 9622: TECHNICAL AND CONTENT WRITING (THEORY)

Time: 1 ½ hrs Max Marks: 35

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

**I. Answer the following questions. (6X1=6)**

1. **Match the following.**

 (i) Welcome guide (a) Advanced

 (ii) Reference manual (b) Style guide

 (iii) MMoS (c) Incremental

 (iv) Agile (d) Absolute beginners

 (v) Waterfall (e) Writing standard

 (vi) DITA (f) Sequential

**II. Fill in the blanks using the correct option. (4X1=4)**

1. Adapting a document to cater to the needs and uses of a particular cultural or linguistic market is called \_\_\_\_\_\_\_\_\_\_\_\_\_

(Globalization, Localization, Translation)

1. The topic type that contains definitions and objective information is called \_\_\_\_\_\_\_\_\_\_\_\_\_

(Concept, Task, Reference)

1. Printed content: Z eye movement :: Web Content: \_\_\_\_\_\_\_\_\_\_\_\_\_

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

1. Running one’s eyes over the text to pick out specific words or phrases is called \_\_\_\_\_\_\_\_\_\_\_\_\_

 (Scanning, Skimming, Targetting)

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

1. Scrum
2. Three guidelines for writing error messages
3. Computer based training
4. Personifying your reader

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

1. Write a task, concept, and reference topic for performing a function on any ONE of the following products:
2. Bluetooth headphones
3. Toaster
4. Hard disk drive
5. . 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).
6. A tattoo parlour called *Inkjection*
7. A fruit store called *Planet of the grapes*
8. A Chinese restaurant called *Wok this way*