**QP Code: U25C023**

**Reg. No : .....**
**Name : .....**

# ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

## III SEMESTER (FYUGP) DEGREE EXAMINATIONS, OCTOBER 2025
## ENG3VN202 : ENGLISH FOR NEW AGE AUTHORS
**2024 Admission Onwards**
**(Credits: 4)**

**Time: 2 Hours** **Maximum Marks: 70**

### Section A

*Answer **all**. Each question carries **3** Marks* ***(Ceiling: 24 Marks)***

1. What is the significance of using inclusive language in communication, and how can it impact diverse audiences?
2. Explain the term 'ethos'.
3. What does collaborative writing refer to ?
4. Simple language is important in technical writing. Discuss.
5. The key component of tweet visiblity is the use of hashtags. Explain.
6. What are flyers?
7. What is a business proposal?
8. How does the tool, Sapling, help in elevating written communication?
9. What does Ginger Software offer?
10. Mention the advantages of self-publishing.

### Section B

*Answer **all**. Each question carries **6** Marks* ***(Ceiling: 36 Marks)***

11. What are the different forms of contemporary creative writing?
12. Analyze the different aspects of interactive writing.
13. Discuss the importance of a landing page in digital marketing.
14. What are the strategies in enhancing website's search engine rankings?
15. Write a short note on keyword research tools.
16. Attempt a paragraph on dialogic writing.
17. Captions play a strategic role in branding and building digital identity. Discuss.
18. How can writers ensure integrity, originality, and reponsibility publishing online?

**Turn Over**

## Section C

*Answer* ***any one****. Each question carries* ***10*** *Marks* ***(1x10=10marks)***

19. Dicuss the ways and methods to develop inclusive language.
20. What is the role of rhetoric in digital writing?

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