



**Progressive Education Society's
Modern College of Arts, Science & Commerce Ganeshkhind, Pune – 16
End Semester Examination: March-2025
Faculty: Humanities and Fine Arts**

Program: **BA01**
Program (Specific): **BA**
Class: **TYBA**
Name of the Course: **Careers in English**
Course Code: **24- A 3623**

Semester: **VI**

SET: **A**
Course Type: **CC**
Max Marks: **70**
Time: **3 Hrs.**
Paper:

Instructions to the candidates:

- 1) *There are 4 sections in the question paper. Write each section on separate page.*
- 2) *All Sections are compulsory.*
- 3) *Figures to the right indicate full marks.*
- 4) *Draw a well labelled diagram wherever necessary.*

Section A

Q1. Attempt any two of the following

[20]

1. Describe the important parts of a research proposal.
2. Illustrate the important parts of a research paper.
3. Describe important strategies for writing effective research proposal.
4. Summarise important strategies for writing effective research paper.

Section B

Q2. Attempt any two of the following

[20]

1. Explain the concept of content writing.
2. Explain the types of blogs.
3. What are the essential features of the language used in website content?
4. Describe the essential features of the language used for social media posts.

Section C

Q3. Attempt any three of the following

[15]

1. Differentiate between the classified and commercial ads.
2. Explain the similarities between the Radio and T.V. ads.
3. Explain the commercial significance of newspaper ads.
4. Describe the various features of internet ads.

Section D

Q4. Attempt any five of the following

[15]

1. Convert any two statements into attractive taglines.
 - i) Our bike will offer you the best ride.
 - ii) We offer the best discount on electronic gadgets.

- iii) You can travel comfortable around the world with our tourists services.
 - iv) Make your future secure in these difficult times without health insurance.
2. Write a blog post in about 100 words on football.
3. Describe your daily routine.
4. Prepare a humorous advertisement on Facebook regarding the use of mask.
5. Write a newspaper ad. on following events.
- i) Discount on the purchase of Netflix
 - ii) IPL T-20 match
 - iii) ICE - cream
6. Design T.V. ads for the following.
- i) An immunity booster drink for players.
 - ii) The tea powder of your company.
7. Design Radio ads for the following service providers.
- i) An online/telephonic counselling service for various types of degree educations after H.S.C.
 - ii) An interior designing firm specialising in various kinds of office interiors.
8. Design google ad. for the following:
- i) A home - delivery service for groceries.
 - ii) An event management catering to all kinds of public and private functions.