



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

B.Sc. International Hospitality Management

Type: Semester End Assessment (SEA)

Date: 10/04/ 2025

Batch and Semester: 2024-2027 & II

Total Marks: 40

Time Duration: 1 Hour

Course Name: Digital Content Creation in English

Course Code: ENG-152

Faculty: Ms. Merle Henriques

This paper contains 01 page in addition to the cover page.

Full Name of the Student: _____

Permanent Registration Number: _____ Class: _____

Marks Obtained: _____ Faculty Signature: _____ Invigilator Signature: _____

Main Answer sheet	Number of Supplements	Total number of Answer sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculators and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.



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- Q.1. Attempt each of the following. **(4x2 Marks = 8 Marks)**
- A. What are the key uses of mind mapping software?
 - B. Define digital content.
 - C. Name two popular blog subjects and briefly describe what they cover.
 - D. Describe the two types of fonts commonly used.
- Q.2 A. Discuss four ways of driving traffic to your blog. **(08 Marks)**
- OR**
- Q.2 B. Explain any four types of Creative Commons licenses. **(08 Marks)**
- Q.3 A. Explain the credibility challenge of digital content creators. **(04 Marks)**
- Q.3 B. Identify four main components of a storyboard. **(04 Marks)**
- Q.4. A. Examine the processes of video creation with and without a storyboard. **(08 Marks)**
- OR**
- Q.4. B. Develop a guide for public presentations by elaborating on the importance of tone of voice, body language, eye contact and practice. **(08 Marks)**
- Q.5. A. Evaluate the effect of any four types of visual communication techniques of presentations. **(08 Marks)**
- OR**
- Q.5. B. Analyse any four qualities of digital content that make it appealing. **(08 Marks)**