



WEEK 4: ASSIGNMENT 4

A. Select the most appropriate option from the options given below:

1. What is the primary characteristic of effective Internet writing?
 - a. Use of long paragraphs
 - b. Avoiding the use of tags and metadata
 - c. Engaging content with headings for skimming
 - d. Ignoring the target audience
2. Which of the following is NOT a type of metadata discussed in the slides?
 - a) Structural Metadata
 - b) Descriptive Metadata
 - c) Narrative Metadata
 - d) Administrative Metadata
3. Which of the following is NOT a type of content writing?
 - a) Copywriting
 - b) Blog posts
 - c) Whitepapers and E-books
 - d) Abstract summarization
4. What is a key feature of effective copywriting?
 - a) Use of technical jargon
 - b) Crafting compelling calls to action (CTAs)
 - c) Lengthy and complex sentences
 - d) Avoiding emotional appeal
5. What is the primary goal of advertising?
 - a) To solely inform the public
 - b) To influence public opinion and drive action
 - c) To avoid public engagement
 - d) To critique competing products

B. Select the two most appropriate options from the choices given below.

1. Which of the following are key aspects of Search Engine Optimization (SEO)?
 - a) Keyword Research
 - b) On-Page navigation
 - c) Off-Page SEO
 - d) Narration Optimization
2. What are the recommended practices for writing for screen reading?
 - a) Use short sentences and paragraphs
 - b) Do not incorporate headings for better skimming
 - c) Avoid hyperlinks in the text
 - d) Write in a conversational style

3. Which elements are critical to effective content writing?
 - a) Logical flow
 - b) Ambiguous structure
 - c) Use of keywords and meta-descriptions
 - d) Avoidance of readability scores
4. Which of the following are common characteristics of effective advertisements?
 - a) Catching attention
 - b) Arousing desire
 - c) Including all product specifications
 - d) Supplying unconvincing details
5. What are the mediums commonly used for advertisements?
 - a) Newspapers
 - b) Billboards
 - c) E-mails
 - d) Stamp- paper

END

