



Subjective Part  
(To be solved on Answer Books only)

Subject: Expository Writing  
Class: BSCYS -5<sup>th</sup> semester  
Section(s): A+B  
Course Code: EL-271

Time Allowed: 3 hours  
Max Marks: 100  
FM's Name: MS. Rabia Aslam  
FM's Signature:

INSTRUCTIONS

- Attempt responses on the answer book only.
- Nothing is to be written on the question paper.
- Rough work or writing on question paper will be considered as use of unfair means.

Question:1	CLO -1	PLO -7	Marks 25
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Virginia Shea (1994) outlined several rules of netiquette, which are important for maintaining proper behavior and communication on social media and online platforms.

Task:

- State four key rules of netiquette as outlined by Virginia Shea.
- For each rule, provide a practical example of how it can be applied on social media platforms such as Facebook, Instagram, or Twitter.

Question:2	CLO -3	PLO -7	Marks 25
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**Scenario:** You are preparing a resume for the position of Cybersecurity Awareness Officer at a nonprofit organization. Your background includes:

- Completed a diploma in Cybersecurity
- Internship experience in IT security monitoring
- Volunteer work organizing online cybersecurity awareness campaigns for students
- Completed certifications in Ethical Hacking and Network Security

Task:

- a) Design a resume layout for this position, specifying:

- Name, contact information, and professional summary placement
- The order of key sections (Education, Experience, Skills, Certifications, Volunteer Work, Awards, etc.)
- The headings you will use for each section and why

- b) Explain how you would format your resume to ensure it passes an Applicant Tracking System (ATS). Include at least four best practices.

- c) Write an accomplishment statements using the CAR (Challenge, Action, Result) method, based on your internship and volunteer experience in cybersecurity.
- d) Suggest two additional pieces of information you could include to strengthen your resume for this cybersecurity role (e.g., relevant workshops, software skills etc.)

<b>Question:3</b>	<b>CLO -2</b>	<b>PLO -7</b>	<b>Marks 25</b>
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**Do as directed:**

- a) Compare and contrast two types of memo.
- b) Differentiate between subjective and propaganda posters.
- c) Define sans-serif font. Why is it recommended for writing resumes?
- d) Define solicited and unsolicited technical proposals with an example.
- e) Name five key elements of a newsletter

<b>Question:4</b>	<b>CLO -4</b>	<b>PLO -7</b>	<b>Marks 25</b>
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You are tasked with designing a Facebook profile for a Cybersecurity Awareness Campaign targeting students aged 15–25.

**Instructions:**

- a) Design a demo Facebook page including the following elements:

- Profile picture (logo or relevant image)
- Cover photo/banner with a campaign slogan or visual
- Bio (concise and informative, maximum 2 lines)
- Action buttons (e.g., “Sign Up,” “Join Webinar”)

- b) Create two sample posts for the page:

- One infographic post highlighting key cybersecurity tips
- One event post promoting an online session or campaign activity

**BEST OF LUCK!**