



Air University
Mid Semester Examinations: Fall 2025

Student ID 231225

Subjective Part
(To be solved on Answer Books only)

Subject: Expository Writing
Class: BSCYS -5th 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.

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| 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:

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

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| 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.)

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| Question:3 | CLO -2 | PLO -7 | Marks 25 |
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Do as directed:

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

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| Question:4 | CLO -4 | PLO -7 | Marks 25 |
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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!