



**MATS
UNIVERSITY**

**MATS CENTRE FOR DISTANCE AND ONLINE EDUCATION
(MCDOE)**

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Assignment Work

Part I

Session: July 2025-26

Max Marks – 15

Min Marks-6

Name of Programme	BA
Programme Code	0701BA
Name of Course	Content Writing - डिजिटल अर्थव्यवस्था में कंटेंट राईटिंग का विश्लेषणात्मक अध्ययन
Course Code	ODL/MSAH/BA/106
Assignment Number	I
Name of Learner	
Enrollment Number	
Mobile Number	
Email ID	
Address	
Submission Mode	☐ LMS ☐ Learner Support Centre
Signature of Student	
Centre	MCDOE

Instruction to Submit Assignment

Instructions to the Student

1. Write your answers in your own words.
2. Mention the question number clearly before each answer.
3. Each assignment carries **15 marks**; attempt **all questions**.
4. Submit the assignment before the **prescribed due date** to avoid penalties.
5. Retain a scanned copy of your submission for reference.

Instruction to Submit Assignment

- All assignments should be completed and submitted at MCODE study centre before the due date.
- All the Assignment should be written by the learners, in some aspects print out of the assignment will also be accepted.
- The date of submission will be provided by the programme coordinator.
- The assignments constitute the continuous component of the evaluation process and have 30% weightage in the final grading. The students need to score minimum marks as per Examination Scheme of particular programme in the assignments of each course in order to clear the continuous evaluation component.
- Without submission of the assignment learners are not allowed to appear in the term end examination.
- Assignments should be brief, precise and in your own words. Please do not copy the answers from the study material.
- You may retain a copy of your assignment response to avoid any unforeseen situation.

- **Evaluator's Remarks:**

• _____

- **Marks Awarded:** _____ / 15 **Evaluator's Signature:** _____

Date: _____

Attempt all questions. All questions carry equal marks.

(5*3=15)

1. कंटेंट राइटिंग क्या है? इसके प्रमुख उद्देश्यों का वर्णन कीजिए।
2. अच्छे कंटेंट के मुख्य तत्व क्या होते हैं? विस्तार से लिखिए।
3. वेबसाइट और सोशल मीडिया के लिए कंटेंट लिखते समय किन बातों का ध्यान रखना आवश्यक है?
4. SEO आधारित कंटेंट राइटिंग क्या है? इसके लाभ और आवश्यक तकनीकों को समझाइए।
5. कंटेंट राइटिंग में शोध की भूमिका को उदाहरण सहित स्पष्ट कीजिए।