

**Assignment Work
Part II
Session: July 2025-26**

Max Marks – 15
Min Marks-6

Name of Programme	BA
Programme Code	0701BA
Name of Course	Content Writing - कंटेंट राइटिंग के प्रकार
Course Code	ODL/MSAH/BA/106
Assignment Number	II
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.

(3*5=15)

1. कंटेंट राइटिंग के प्रमुख प्रकारों के नाम लिखिए।
2. ब्लॉग राइटिंग और आर्टिकल राइटिंग में क्या अंतर होता है?
3. डिजिटल मार्केटिंग में SEO कंटेंट राइटिंग का महत्व क्यों बढ़ गया है?