 **ST JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & Session:

**MA JOURNALISM AND MASS COMMUNICATION – III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**MC DE 9423: Technical and Content Writing**  
**(For Current Batch Students Only)**

**Time: 1 Hour Max Marks: 25**

**This paper contains ONE printed page and TWO parts**

**PART A**

**Write short notes on any THREE of the following in 100 words each. (3X5=15)**

1. Style guide

2. Localization vs globalization

3. Types of users

4. DITA

5. Three guidelines for writing error messages

**PART B**

**Answer any ONE of the following in 300 words. (1X10=10)**

6. Distinguish between the waterfall and agile models of software development.

7. Write a task, concept, and reference topic for performing a function on any **ONE** of the

following products:

a) Bluetooth speakers

b) Electric kettle

c) 1 TB hard disk drive

8. Write website content (200 words) for any **ONE** of the following clients. Also, create a

demographic profile of a customer likely to use the site (100 words).

a) A bakery called *Bread Pitt*

b) A coffee shop called *Spill the beans*

c) An electronics store called *Tech it easy*

\*\*\*\*\*\*\*\*\*\*\*

MC DE 9423\_A\_23