

# *Victoria University of Bangladesh*

Final Assessment-Fall Semester 2023

Course Title : Intermediate Reading and Writing

Course Code: ENG 116

*Submitted By: Muzahid -ul- islam*

*ID no : 1120500021*

*Department of BBA*

## **SECTION A**

1. D
2. C
3. C
4. D
5. D

## **SECTION B**

### **Ans to the question no.1**

Content writing is the process of creating written material for online platforms such as websites, blogs, social media, and more. It involves crafting engaging and relevant content that resonates with a target audience.

The importance of content writing in marketing lies in its ability to:

**Attract and engage audiences:** High-quality content attracts and retains the attention of potential

customers, leading to increased engagement and brand loyalty.

**Build brand authority:** Well-written content establishes a brand as an authority in its industry or niche, fostering trust and credibility among consumers.

**Improve SEO:** Search engines value fresh, relevant content. Effective content writing incorporating keywords and relevant topics can improve a website's search engine ranking, driving organic traffic.

**Drive conversions:** Compelling content has the power to influence consumer behavior, leading to increased conversions and sales.

**Educate and inform:** Content writing allows businesses to educate their audience about their products, services, and industry trends, positioning themselves as valuable resources.

**Support other marketing efforts:** Content serves as a foundation for other marketing initiatives such as

email marketing, social media campaigns, and digital advertising, amplifying their effectiveness.

Overall, content writing is an integral part of marketing strategies, enabling businesses to connect with their audience, build brand awareness, and drive results.

## **Ans to the question no.2**

Impromptu writing is the act of composing a piece of writing without any prior preparation or planning. It's spontaneous and often done in response to a prompt or a sudden inspiration.

Writing on an unusual topic during impromptu writing can feel both exhilarating and challenging.

Firstly, there's a sense of freedom in exploring a topic you might not have considered before. This can lead to unexpected discoveries and creative solutions as you engage with new ideas. However, it

can also be daunting, as you may not have the background knowledge or familiarity with the subject matter, leading to uncertainty and self-doubt.

Writing on an unusual topic requires adaptability and quick thinking. You must rely on your ability to analyze the prompt, organize your thoughts, and articulate them effectively, all within a limited timeframe. This can be both stressful and rewarding, pushing you out of your comfort zone and forcing you to think on your feet.

Overall, impromptu writing on an unusual topic is a dynamic and challenging experience that tests your creativity, adaptability, and critical thinking skills. It's an opportunity for growth and exploration, even if it feels intimidating at first.

### **Ans to the question no.3**

One footballer celebrity I would love to meet is Cristiano Ronaldo. As one of the greatest footballers

of all time, his talent and dedication to the sport are awe-inspiring. Meeting him would provide a rare opportunity to learn firsthand about his training regimen, mindset, and the sacrifices he's made to achieve unparalleled success in football.

Additionally, Ronaldo's philanthropic efforts, including his support for children's charities and disaster relief initiatives, showcase his compassionate side beyond the football pitch. Interacting with him would offer insights into his humanitarian work and inspire me to make a positive impact in my community.

Moreover, Ronaldo's journey from humble beginnings to international stardom is a testament to the power of perseverance and hard work, making him an exemplary role model for aspiring athletes and individuals alike. Meeting Cristiano Ronaldo would not only be a dream come true but also a chance to gain invaluable wisdom from a true legend both on and off the field.