

**UNDERGRADUATE END SEMESTER EXAMINATION : OCTOBER 2022****SEMESTER 5: BBA & BCJ (OPEN COURSE)****COURSE: 19U5OCBBA1/19U5OCBCJ01 : WRITING FOR MEDIA***(For Regular - 2020 Admissions)*

Time: Three Hours

Max. Marks: 75

**PART A****Answer All (1 mark each)**

1. Explain the function of a book review.
2. Define Logo.
3. Is script tells a story? How?
4. Define Skit.
5. What is called a news article?
6. Explain the importance of MLA Style.

(1 x 6 = 6)

**PART B****Answer any 7 (2 marks each)**

7. What is meant by Leaflet?
8. Explain Story Board?
9. What are classifieds? Discuss the different types.
10. What is Magazine?
11. List any two skills required for an interviewer.
12. Write a short note on print media.
13. What is a screenplay?
14. What is broadcasting?
15. What is Anecdote?
16. What is brochures?

(2 x 7 = 14)

**PART C****Answer any 5 (5 marks each)**

17. Explain the importance of Print Media.
18. Differentiate between pamphlets and Leaflets.
19. Write a letter to the Editor, highlighting the issue of stray dogs in your locality.
20. Explain film Review. How it is different from Book Review?
21. Explain the Five W's and One H.
22. Write a short note on Broadcasting and the skills required for writing for radios.
23. Explain the fundamentals of scripting for films.
24. Explain the production stages of a film making.

(5 x 5 = 25)

**PART D**

**Answer any 2 (15 marks each)**

25. Discuss the role of Mass Media in the Society.
26. Scripting for Radio and TV demands different writing skills. Do you agree? Substantiate using examples.
27. Discuss how electronic media requires a different writing style than traditional media. Using examples discuss writing for electronic media.
28. What are the different types of advertisements? Develop a print advertisement for a footwear brand of your choice.

(15 x 2 = 30)

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