

S.D.E.

M.B.A. Sem-III (2013 Course) : SUMMER - 2019
SUBJECT : ELECTIVE – II : CREATIVE WRITING SKILLS FOR MEDIA
(MEDIA AND ENTERTAINMENT)

Day : Tuesday
Date : 21/05/2019

Time : 10.00 AM TO 1.00 PM
Max. Marks : 70

S-2019-5041

N.B.

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
 - 3) Answer to both the sections should be written in **SAME** Answer book.
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SECTION – I

- Q.1** Explain the culture and the main essence of writing. (10)
- Q.2** Differentiate between fiction and non-fiction writing. (10)
- Q.3** Discuss the difficulties faced in translation and adaptation of poetry into media language. (10)
- Q.4** ‘Powerful narrative is vital for effective story-telling.’ Comment. (10)
- Q.5** Elaborate on the role of ‘Dialogue’ as theological and social device. (10)
- Q.6** Write short notes on (**ANY TWO**) (10)
- i) Western traditions in story telling
 - ii) Concept of ‘Rasa’
 - iii) Word selection in poetry

SECTION – II

- Q.7** Explain in detail the structure of Dialogue. Also elaborate on the ‘Philosophy of Dialogue’. (15)
- Q.8** Discuss why-developing a character, working on basic needs of important character and subplots of a script are required in storytelling. (15)
- Q.9** How is an Author different from a Reader? Analyze the causes of the death of the Author in the post modern culture. (15)

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