

S.D.E.

M.B.A. SEM-III (2013 COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE – II: CREATIVE WRITING SKILLS FOR MEDIA
(MEDIA & ENTERTAINMENT)

Day: **Saturday**
Date: **23/06/2018**

S-2018-4404

Time: **10.00 A.M. TO 1.00 P.M.**
Max. Marks: 70

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) Answers to both the sections should be written in **SEPARATE** answer books.

SECTION-I

- Q.1** What is the culture of writing? Discuss the main essence of writing. **(10)**
- Q.2** Explain the importance of dialogue as theological and social device in writing. **(10)**
- Q.3** Discuss the various difficulties in translation and adaptation of poetic language into media language. **(10)**
- Q.4** What are the main features of storytelling? Elaborate with examples. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Language of folk tales
 - b) Concept of Rasa
 - c) Birth of ideas in writing

SECTION-II

- Q.6** Development of pivotal characters, their nature, basic needs are essential for effective story telling. Justify the statement with suitable examples. **(15)**
- Q.7** What are the various techniques of poem? How is the correct choice of words important to poetry? **(15)**
- Q.8** Has the post modern culture led to the death of the author and the reader? **(15)** Explain with appropriate examples.

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