

S.D.E.

M.B.A. Sem-III (2013 Course) : WINTER - 2018
SUBJECT: Elective –II: CREATIVE WRITING SKILLS FOR MEDIA
(MEDIA & ENTERTAINMENT)

Day: Wednesday
Date: 12/12/2018

W-2018-4573

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

N.B.:

- 1) Attempt Any **THREE** questions from Section-I and Any **TWO** questions from Section-II
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both sections should be written in the **SEPARATE** answer book.
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SECTION-I

- Q.1** What do you understand by creative writing? Differentiate between [14]
compilation of data and literature.
- Q.2** Write a detailed note on writing language with reference to Style, Metaphor [14]
and Words.
- Q.3** Explain any three genres of Poetry. [14]
- Q.4** Define and discuss the concept of a short story. [14]
- Q.5** Write short notes on any TWO of the following: [14]
- a) Difference between fiction and non-fiction writing
 - b) Rhyming Schemes
 - c) The power of the narrative

SECTION-II

- Q.6** Explain the structure of the dialogue. How does monologue differ from [14]
dialogue? Discuss.
- Q.7** Discuss the nature of Poetry and the difficulties in adaptation of poetry into [14]
media language.
- Q.8** Write with suitable examples how narratives for TV show, feature script and [14]
documentary differ.

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