

S.D.E.

M.B.A. SEM-III (2013 COURSE) : WINTER - 2017
SUBJECT: ELECTIVE – II: CREATIVE WRITING SKILLS FOR MEDIA
(MEDIA & ENTERTAINMENT)

Day: **Thursday**
Date: **28/12/2017**

W-2017-4213

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.
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SECTION-I

- Q.1** The post modern culture has led to the death of the author and the reader. Do you agree? Justify. (10)
- Q.2** Write the difference between fiction and non-fiction writing. (10)
- Q.3** Discuss the language of poetry. (10)
- Q.4** Explain the concept of '(Nava) Rasa' in writing. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) The main essence of writing.
 - b) Ghazal as a form of Poetry.
 - c) Hook of storytelling.

SECTION-II

- Q.6** It is essential to develop the characters, their nature, basic needs and subplots of the script for effective story telling. Do you agree? Justify your opinion. (15)
- Q.7** Explain the techniques of poem. Write the difficulties in it's translation and adaptation into the media language. (15)
- Q.8** How language differs with the forms of writing? Explain with examples the language of poem and folk tales. (15)

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