

B.Sc. DEGREE EXAMINATION, APRIL 2019
III Year VI Semester
Writing for Media

Time : 3 Hours

Max.marks :60

Section A ($10 \times 1 = 10$) Marks

Answer any **TEN** questions

1. What is a Pamphlet?
2. What is the purpose of placing hoardings?
3. What is meant by web banner?
4. Define Surrogate ads.
5. What are sitcoms?
6. Define PSA.
7. What do you mean by news bulletins?
8. Write a note on Interviews.
9. Explain blog.
10. Who are active audience?
11. What do you mean by Spec script?
12. What are jingles?

Section B ($5 \times 4 = 20$) Marks

Answer any **FIVE** questions

13. List out the objectives of a House journal.
14. What are the stages in creative ad copywriting?
15. Write a TV script for an educational programme.
16. Explain the writing style used for a radio drama.
17. What are interactive books? How is the content prepared for it?
18. "USP decides the content of an ad or any other promotional material" – Discuss.
19. Enumerate on the kinds of appeals used in advertising.

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Write an annual report for your department.
21. Detail on the types of print ads and mention its components.
22. Delineate the stages in script development in Television. Explain with suitable example.
23. Explain the structure of a radio news story on Pulwama Terrorist attack on CRPF personnel.
24. Describe the characteristic features and forms of web writing with suitable example.

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