



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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End - Term Examinations – MAY 2025

Date: 20-05-2025

Time: 01:00 pm – 04:00 pm

School: SOL	Program: BA/BBA/B.COM- LLB	
Course Code: BAJ1025	Course Name: Creative Writing for Media	
Semester: X	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	30	35	35	-	-

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

10Q x 2M=20M

1.	Define media writing.	2 Marks	L1	C01
2.	Explain the importance of understanding your audience in media writing.	2 Marks	L2	C02
3.	List the differences between print, broadcast, and digital media writing.	2 Marks	L1	C03
4.	Describe the inverted pyramid structure in news writing.	2 Marks	L2	C02
5.	Explain the characteristics of feature writing.	2 Marks	L3	C02
6.	Discuss the importance of SEO in digital media writing.	2 Marks	L4	C01
7.	What is the role of a lead in news writing?	2 Marks	L2	C02
8.	How does digital media writing differ from traditional media writing?	2 Marks	L3	C03
9.	Explain the importance of real-time updates in digital media.	2 Marks	L2	C02
10.	Discuss the ethical considerations in media practices.	2 Marks	L5	C03

Part B

Answer the Questions.

Total Marks 80M

11.		Discuss the role of technology in modern mass communication.	10 Marks	L3	C01
Or					
12.		Explain the 7 Cs of communication with examples.	10 Marks	L3	C01
13.		Explain inverted pyramid structure in news writing.	10 Marks	L1	C02
Or					
14.		What is the impact of media writing in different mediums?	10 Marks	L2	C02
15.	a.	How does sports media writing differ from editorial writing?	10 Marks	L3	C02
	b.	How does review writing differ from feature writing?		L3	C02
Or					
16.	a.	Explain the concept of feature writing.	10 Marks	L2	C02
	b.	How does investigative writing differ from news writing?		L3	C02
17.	a.	Why does maintain brand voice is important?	15 Marks	L3	C03
	b.	Explain the importance of audience understanding in social media writing.		L2	C03
	c.	What are the important parameters that one should consider while writing for social media?		L1	C03
Or					
18.	a.	Define Plagiarism and citations.	15 Marks	L3	C03
	b.	Do you think it's important to analyze the performance of social media contents. Why?		L2	C03
	c.	Explain the ethical considerations for social media writing?		L2	C03
19.	a.	Write an obituary of your choice.	15 Marks	L3	C03
Or					
20.	a.	Write a travelogue of your choice.	15 Marks	L3	C03
21.	a.	Describe the future trends in mass communication.	20 Marks	L3	C01
	b.	"Technology plays an important role in modern mass communication." Elucidate.		L3	C01
Or					
22.	a.	Explain the importance of understanding your audience in media writing.	20 Marks	L2	C02
	b.	How does digital media differ from print media in terms of writing style?		L3	C02