



Even Semester End Term Examination, May / June 2026

Date: 26/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: BAJ1025

Course Name: Creative Writing for Media

Semester: Tenth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3
Marks	30	40	60

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	Write about the importance of Digital Media.	5	CO1	BT1
2	Recall any five future trends in Mass Media.	5	CO1	BT1
3	State the relevance of Citizen Journalism in today's age and time.	5	CO1	BT1
4	Identify the ways in which films function as Media.	5	CO1	BT1
5	State the meaning of Media Literacy with suitable example.	5	CO1	BT1
6	Recall any five OTTs available in India.	5	CO1	BT1

Part B: Answer Any 5 Following Questions. 50 M

Qn.No	Questions	M	CO	BT
7	Summarize the stages involved in Creative writing for Media.	10	CO2	BT2
8	Explain the structure and purpose of news writing using the inverted pyramid style.	10	CO2	BT2
9	Describe the importance of interactivity and immediacy in digital media writing with suitable examples.	10	CO2	BT2
10	Discuss any four types of media writing with suitable examples.	10	CO2	BT2
11	Demonstrate ways to write a book review with a suitable example of your choice.	10	CO3	BT3
12	Apply the techniques of film review writing to analyse a recently watched film.	10	CO3	BT3

Part C: Answer Any 1 Following Questions. 20 M

Qn.No	Questions	M	CO	BT
13	Apply ethical principles in writing a balanced opinion piece on a controversial topic.	20	CO3	BT3
14	Apply citizen journalism practices to report a local issue using appropriate media writing formats.	20	CO3	BT3