



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023**

Semester : Semester III - 2021

Course Code : DES2043

Course Name : Sem III - DES2043 - Storytelling and Narrative

Program : B.Design - Communication Design

Date : 16-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

3Q X 10M = 30M

1. What is the difference between setting and theme of a story.

(CO1,CO2) [Knowledge]

2. What is the difference between theme and plot of a story.

(CO1) [Knowledge]

3. Why storytelling is important for Brands.

(CO2,CO1) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. Explain different elements of a story. Write a brief note on Protagonist.

(CO2) [Comprehension]

5. What is the difference between linear and non linear story. Explain with examples.

(CO3) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Present your individual topic and defend the jury clarifications.

(CO3,CO4) [Application]
