

28032023
VCD/_____/ SYBAMMC ENG/ SEM IV / WRITING & EDITING FOR MEDIA / 2 ½ HR/ 75mks

NOTE: All question is compulsory
All Question carry equal marks

Q1) Create a storyboard for TV Commercial of 3 min on Jewellery Brand (15)

Q2) A) Prepare 15 Questions for print interview with Director Rajamouli on their Film RRR winning at Oscar (15)

OR

B) Types of Editorial (8)

C) Principles of Writing Editorial (7)

Q3) A) Prepare a 3 min news script on increasing cases of Street dogs in india (15)

OR

B) Explain News Structure (8)

E) What are strength and weakness of social media (7)

Q4) A) What is page layout? explain elements of page layout (15)

OR

B) Write a brief on public relations writing (8)

C) Write a note on essentials of scripting (7)

Q5) Write short Notes (Any 3) (15)

A) Radio

B) Television

C) LinkedIn

D) Hard News

E) Lead