

Seat No: - \_\_\_\_\_

Enrollment No: - \_\_\_\_\_

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**B. Arts Mid Term Examination 2022-23**

Semester: - 3

Date: 27/07/2022

Subject Code: - (15103204)

Time: 10:30am to 12:30am

Subject Name: - (Writing for Mass Media)

Total Marks: 40

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

				<b>Marks</b>
<b>Q.1</b>	<b>Multiple Choice Type Questions. (Each of 0.5 Mark)</b>			<b>06</b>
1	When you are learning Creative writing, you actually learn			
	(A)	Craft of writing	(B)	Power of words
	(C)	Technique of writing	(D)	All of these
2	What does narrative writing recount?			
	(A)	A future possibility	(B)	A Story
	(C)	A personal experience	(D)	All of the above
3	What is complete portrayal of the subject?			
	(A)	News	(B)	Editorial
	(C)	Feature	(D)	None of these
4	The subject of the letter to the editor should be			
	(A)	As long as possible	(B)	Exaggerated and irrelevant
	(C)	Brief, clear and relevant	(D)	None of these
5	Who among these is considered as Humour Columnist?			
	(A)	Kareena Kapoor	(B)	Twinkle Khanna
	(C)	Aliya Bhatt	(D)	Shilpa Shetty
6	Who among them is not a columnist?			
	(A)	Shobha De	(B)	Sagarika Ghosh
	(C)	Chetan Bhagat	(D)	None of these
7	Writing is the expression			
	(A)	News events	(B)	Global comprehension
	(C)	Inner feelings of the writer	(D)	All of the above
8	Editorial promotes			
	(A)	One's perspective	(B)	Advertisement
	(C)	Balanced news	(D)	Humour
9	_____ are a part of writing			
	(A)	Tone	(B)	Grammar
	(C)	Vocabulary	(D)	All of these
10	A _____ is a longer piece of writing than a news story.			
	(A)	headline	(B)	editorial
	(C)	feature	(D)	narration

11	What is the most important ingredient in creative writing?				
	(A)	True stories	(B)	Autobiographies	
	(C)	Jokes	(D)	Imagination	
12	Where is Head Quarter of News Agency AFP				
	(A)	New York	(B)	Doha	
	(C)	Paris	(D)	London	
<b>B. Terms / Short Notes / Case Study / Charts / Graphs/ Tables, etc. (Each of 01 mark)</b>					<b>(04)</b>
1	What are Columns?				
2	What do you mean by Profiles?				
3	What is the full form of News Agency PTI				
4	What is an Op-Ed page?				
<b>Q.2</b>	<b>Answer the following.</b>				
1	How different is Feature writing from stories of News Agencies?				<b>(04)</b>
2	Explain two aspects of Creative Writing – Content and Style				<b>(04)</b>
<b>OR</b>					
2	Discuss structure of creative writing				<b>(04)</b>
<b>Q.3</b>	<b>Answer the following.</b>				
1	Why were letters to editor considered significant earlier?				<b>(05)</b>
2	How will you differentiate between creative writing and non-creative writing?				<b>(05)</b>
<b>OR</b>					
2	Why are Editorials considered to be important feature of Newspaper				<b>(05)</b>
<b>Q.4</b>	<b>Answer the following.</b>				
1	What are features? Explain Interview and Profile feature in detail				<b>(06)</b>
2	What are the elements of Creative writing?				<b>(06)</b>
<b>OR</b>					
2	What is difference between Feature and Special Feature articles				<b>(06)</b>

\*\*\*\*\* ALL THE BEST\*\*\*\*\*