

18. Write a review of the movie you saw recently.
 19. List out a few aesthetic considerations to keep in mind when you write your script.
 20. Write an essay on types of advertising.
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S.No. 1171

12UENS05

(For the candidates admitted from 2012–2013 onwards)

B.A. DEGREE EXAMINATION, NOVEMBER 2017.

Fourth Semester

English Literature

CREATIVE WRITING

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

- I. Answer the following questions in 1 or 2 sentences.
 1. Define Rhyme.
 2. What is meant by consonance?
 3. How do adjectives and adverbs help your written passage? Give an example.
 4. What are the four components of a short story?
 5. What is a review and what is its purpose?

6. Define report.
7. What is meant by freelance writer?
8. Name some of the popular TV serials.
9. What is meant by advertising?
10. Define Web content.

SECTION B — (5 × 5 = 25 marks)

II. Answer the following questions in about 100 words :

11. (a) What are the functions of rhyme?

Or

(b) What role does research play in writing an article?

12. (a) What is the purpose of descriptive writing?

Or

- (b) Describe the setting of the short story.

13. (a) What general guidelines must you keep in mind when writing a book review?

Or

- (b) What are the different steps in writing a business report?

14. (a) How should you write a news script for TV news?

Or

- (b) Give some tips to write scholarly articles for magazine.

15. (a) What is meant by branding? Give suitable examples.

Or

- (b) What are the points to be kept in mind while generating content for the web?

SECTION C — (3 × 10 = 30 marks)

III. Answer any THREE from the following in about 200 words :

16. What are the two parts of a joke and what are their functions? Give an example.
17. What is a point of view? What are the different types of point of view?