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BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2025-2026
Programme – M.Sc.(AM)-2025
Course Name – MOOC-Creative Writing
Course Code - MMM10401C
(Semester I)

Full Marks : 70 **Time : 3:0 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Determine what are conversations comprised of replies and comments are called in blogs.

a) Running threads b) Conversation blocks
c) Comments d) Blog posts

(ii) Choose the correct response for the following statement: Jingles in a advertisement help the company to_____.

a) Defeat competition b) Attract kids
c) Make an impression on the minds of the customer through a catchy tune d) Make the customer feel inferior

(iii) Predict who needs to be your primary focus when you are writing your blog post.

a) Audience b) Yourself
c) Your competitors d) Trending topics

(iv) Choose the correct option: A blog is an online dated diary listing your periodic thoughts on a specific topic, often in _____ chronological order.

a) Linear Narrative b) Reverse
c) Flashback d) Nonlinear Narrative

(v) Locate the term that refers to the way events are arranged in a story.

a) Tone b) Structure
c) Conflict d) Theme

(vi) Name the component that is essential in a review.

a) Personal attack b) Detailed summary
c) Star rating only d) Product slogan

(vii) Select which of the following is a jingle most often used for.

a) News reports b) Scientific articles
c) Brand recall through catchy soundbites d) Legal notices

(viii) Identify which sentence best depicts action vividly.

a) The man was walking slowly.
b) The man inched forward, heart pounding.
c) The man went there.
d) The man was seen near the gate.

(ix) Identify the literary device used in the line: "Look on my Works, ye Mighty, and despair!"

a) Irony
b) Alliteration
c) Simile
d) Personification

(x) Choose which of the following is most essential in a dialogue conversation.

a) Stage directions
b) Musical score
c) Logical flow and character consistency
d) Paragraph indentation

(xi) Evaluate the use of indirect speech in developing narrative flow.

a) It interrupts reader engagement
b) It makes action scenes vivid
c) It allows for subtle character insight without spoken words
d) It adds unnecessary detail

(xii) Assess the use of plot twists in nonlinear narratives.

a) They confuse readers
b) They make stories predictable
c) They maintain suspense and engagement
d) They remove conflict

(xiii) Judge the role of a well-crafted synopsis in pitching a screenplay.

a) It confuses producers
b) It summarizes every scene in detail
c) It offers a concise, compelling overview to grab interest
d) It replaces the full script

(xiv) Evaluate the effect of poorly written subtitles on audience experience.

a) They enhance humor
b) They promote user clarity
c) They confuse the viewer and reduce engagement
d) They highlight only background music

(xv) Judge which element forms the backbone of a short story.

a) Theme
b) Characters
c) Setting
d) Plot

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Group-B

(Short Answer Type Questions) 3 x 10=30

2. Illustrate how Cole's relationship with Dr. Crowe evolves over time. (3)
3. Justify the effectiveness of soliloquy in revealing internal conflict. (3)
4. Explain the difference between story and plot. (3)
5. Evaluate the role of catharsis in a tragedy. (3)
6. State one key characteristic of travel writing. (3)
7. Chart the differences between writing for Print and Online Media . (3)
8. Illustrate the main aim of image advertising. (3)
9. Deduce the differences between vlogs and blogs with reference to content creation for social media. (3)
10. Define monologue and give an example. (3)
11. Predict the impact of second-person narration in storytelling. (3)

OR

Assess the narrative function of using multiple points of view. (3)

Group-C

(Long Answer Type Questions) 5 x 5=25

12. Explain various strategies for writing effective scripts for television. (5)
13. List the major components of plot development and explain their significance. (5)
14. Evaluate the role of voice-over in enhancing visual storytelling. (5)
15. Evaluate the contribution of Jane Austen to the comedy of manners. (5)
16. Summarize the relationship between content quality and SEO ranking. (5)

OR

Evaluate the credibility of a blog that lacks sources or hyperlinks. (5)

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