



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – M.Sc.(MSJ)-2024

Course Name – Creative Writing for Media

Course Code - MSJ40206A

(Semester IV)

Full Marks : 60

Time : 2:30 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) Identify the primary purpose of the "Nut Graph" in a digital news story.
 - a) Providing a headline
 - b) Explaining the context
 - c) Listing all 5Ws
 - d) Adding images
- (ii) Infer why the Inverted Pyramid structure is essential for a news report.
 - a) To save space
 - b) To hide facts
 - c) To give key info first
 - d) To make it longer
- (iii) Identify which segment represents the "Institutional Voice" of a paper.
 - a) Sports
 - b) Editorial
 - c) Feature
 - d) Classifieds
- (iv) Predict the result of using a slow, emotional music bed for a high-energy TV game show.
 - a) Increases energy
 - b) Destroys the pace
 - c) Makes it factual
 - d) Attracts sponsors
- (v) Select the most effective script strategy for a 30-second TV commercial about a luxury car.
 - a) List engine parts
 - b) Sensory-visual appeal
 - c) Read a technical manual
 - d) Use only text
- (vi) Identify the function of "Hashtags" in social media writing.
 - a) To add punctuation
 - b) To hide the post
 - c) To categorize content
 - d) To cite a book
- (vii) Infer the importance of the first line in an Instagram caption.
 - a) It acts as the hook
 - b) It is always hidden
 - c) It is for legal use
 - d) It lists the price
- (viii) Choose the best linguistic tone for a crisis management post on an official Facebook page.
 - a) Sarcastic
 - b) Empathetic
 - c) Playful
 - d) Uninvolved

- (ix) Predict what happens to a digital news story's searchability, if keywords are placed only in the footer.
- a) It stays the same
 - b) Visibility drops
 - c) It ranks higher
 - d) Better for readers
- (x) Predict the listener's reaction if a podcast script lacks "Signposting" during a complex story.
- a) Better immersion
 - b) Higher trust
 - c) Listener gets confused
 - d) Speeds up the story
- (xi) Identify the tool used to bridge two different scenes in a podcast.
- a) Music transition
 - b) Font change
 - c) Static image
 - d) Print caption
- (xii) Choose the primary goal of a 15-second teaser for a new Netflix show.
- a) Explain the ending
 - b) Generate curiosity
 - c) List the budget
 - d) Show full credits
- (xiii) Identify the "Theatre of the Mind" medium.
- a) Streaming TV
 - b) Podcast
 - c) Influencer Reel
 - d) Documentary
- (xiv) Choose the best method to write numbers like "5 million" for a podcast script.
- a) 5000000
 - b) Five million
 - c) 5×10^6
 - d) 5M
- (xv) Select the term for a script based on real-life events but using dramatization.
- a) Hard News
 - b) Docudrama
 - c) Editorial
 - d) Column
- Library
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Kolkata, West Bengal

Group-B

$$3 \times 5 = 15$$

OR

Group-C

$$5 \times 6 = 30$$

11. Demonstrate how the use of hyperlinks and multimedia elements enhances the depth of a digital feature story. (5)
12. Discuss how the design of a radio commercial is constructed to overcome ad avoidance in listeners. (5)

OR

Construct how the use of signposting in an audio story is designed to build narrative clarity. (5)

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Library
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