

**B.M.S DEGREE (C.B.C.S.S) EXAMINATION , OCTOBER 2018**  
**(2016 Admission Regular & 2015 Admission Supplementary)**  
**SEMESTER V - CORE COURSE (INTERNATIONAL BUSINESS)**  
**CO5C13TB - CREATIVE COMMUNICATION**

Time : 3 Hours

Maximum Marks : 80

**Part A****I. Answer all questions. Each question carries 1 marks (6x1=6)**

1. Which part of speech is "under" in the sentence – The dog is under the table
2. Identify the adverb: He slept peacefully
3. Discuss any two aspects of business letters
4. What are the two critical components of song?
5. What is the key difference between a commercial and film
6. Punctuate: Oh poor Meena repeated sumitras mother but I didn't get the rice from their place I got the rice from their competitors place in nilgiris

**Part B****II. Answer any Seven questions. Each question carries 2 marks (7x2=14)**

7. How is music similar to writing?
8. Discuss attribution theory
9. Define sensitivity in writing
10. What are the elements that you need to consider while writing an email?
11. What is acrostics
12. Where does one get ideas for song writing?
13. What is an ad brief?
14. Who is a blue sheep?
15. List the different forms of interactive media available today
16. What is interactive journalism

**Part C****III. Answer any Five questions. Each question carries 6 marks (5x6=30)**

17. Discuss the concept of music in writing
18. Write a note on the different types of letters
19. Discuss the fundamentals of effective persuasion in writing
20. Discuss how the two hemispheres of the brain do a complementary division of labour?
21. Discuss the following a. Concrete poetry b. Rhyme Royal
22. Discuss the different parts of an advertisement?
23. Discuss some tips for the copywriter while creating an ad
24. Compare and contrast linear and interactive writing

**Part D****IV. Answer any Two questions. Each question carries 15 marks (2x15=30)**

25. What do you understand by being politically correct? Discuss the tips to write politically correct with examples
26. Write a poem on 'My College'
27. Discuss the basic story shape in detail
28. Write a detailed note on media that can benefit from interactivity