

Roll No. : .....

**Bharati Vidyapeeth's**  
**Institute of Computer Applications and Management (BVICAM)**

A-4, Paschim Vihar, New Delhi-63

**THIRD SEMESTER [BAJMC] Internal Examination, January 2023**

Paper Code: BAJMC-109

Subject: Writing Skills

Time: 3 Hours

Maximum Marks: 75

Note: Attempt 5 questions in all. Question No. 1 is compulsory, and attempt one question from each unit.

1.	Answer all the following questions briefly: -		2.5 × 10 = 25	
	(a)	What are 5 W's and 1 H in news writing?		CO2
	(b)	What does 'C' stand for in ABCD of media writing? Explain the same.		CO1
	(c)	Define summary.		CO2
	(d)	State an example of transliteration.		CO1
	(e)	Is the following sentence an example of Oxford comma? 'Apples, mangoes, and grapes are my favorite fruits.'		CO1
	(f)	Explain some ways of opening an argument.		CO1
	(g)	List some features of columns.		CO1
	(h)	Explain the use of emoticons.		CO2
	(i)	List some social media writing etiquettes.		CO1
	(j)	Explain reflective writing.		CO1
<b>UNIT - I</b>				
2.	(b)	Differentiate between descriptive and narrative writing.	6	CO1
	(b)	Draw contrast between writing for print and electronic media.	6.5	CO1
3.	(a)	What do you understand by ABCD of media writing? Explain the importance of A in it.	6	CO1
	(b)	Discuss the importance of media ethics in guiding the conduct of journalism, along with examples.	6.5	CO2
<b>UNIT - II</b>				
4.	(a)	Headings identify the content within sections of a paper. Discuss the format of 5 levels of headings in APA style.	6	CO2

O R	(b)	Draw contrast between a feature, an editorial, and a column in a newspaper.	6.5	CO2
5.	(a)	Discuss different ways of opening an argument.	6	CO1
	(b)	Draw contrast between an abstract, summary, and a paragraph.	6.5	CO2
<b>UNIT - III</b>				
O R	(a)	Write short notes on: i) Emoticons ii) Social networking sites	6	CO2
	(b)	How is writing for web different from writing for traditional media? Discuss with examples.	6.5	CO2
7.	(a)	Write short notes on the following: i) SMS ii) Blogs	6	CO1
	(b)	Throw some light on the importance of maintaining digital databases.	6.5	CO2
<b>UNIT - IV</b>				
O R	(a)	Write short notes on: iii) Transliteration iv) Transcreation	6	CO2
	(b)	Discuss the scope and significance of translation in Indian media.	6.5	CO2
9.	(a)	Discuss the difference between translation and transliteration and its scope in media.	6	CO1
	(b)	Discuss the process of translation in detail with examples.	6.5	CO2