

Dr. Babasaheb Ambedkar Open University
Term End Examination January -2026

Course	: BAJMC(Hons.)	Date	: /02/2026
Subject Code	: BAJMCMJ-301	Time	: 11:30am to 01:45pm
Subject Name	: Multi Media Writing	Duration	: 02.15 Hours
		Max. Marks	: 70

Q-1 What is Multimedia? Explain the importance of writing for different multimedia platforms. 14

OR

Discuss the role and characteristics of Content Writing in the digital era

Q-2 Explain the process of Script Writing for Radio and Television. How do they differ? 14

OR

Discuss the significance of Storyboarding in multimedia production.

Q-3 Describe the various styles of writing for Social Media (Facebook, Twitter, Instagram). 14

OR

Explain the concept of SEO (Search Engine Optimization) in web writing.

Q-4 **Write Short Notes (Any Three)** 14

1. Hypertext and Hyperlinks
2. Podcast Scripting
3. Digital Storytelling
4. Copywriting vs. Content Writing

Q-5 **Choose the correct option and write the answer.** 14

- 1 Which of the following is not a major element of multimedia?
(A) Text (B) Audio (C) Video (D) Paper
- 2 SEO stands for:
(A) Search Engine Optimization (B) Search Engine Optimization
(C) Social Email Online (D) None
- 3 Twitter (X) has a character limit for posts. An example of this is:
(A) Long Form (B) Micro-Blogging (C) Podcasting (D) Scripting
- 4 A sequential series of pictures used to visualize a film or advertisement is:
(A) Script (B) Storyboard (C) Draft (D) Blog
- 5 Writing for the web should be:
(A) Scannable (B) Too long (C) Images only (D) Complex
- 6 What is the full form of UNESCO?
(A) UN Education, Science & Culture Org (B) UN Energy State Org
(C) UN Earth Science Org (D) None
- 7 Media Ethics are:
(A) Legal rules (B) Moral principles
(C) Government orders (D) Personal opinions
