

Dr. Babasaheb Ambedkar Open University
Term End Examination February – 2026

Course	: BCADES WEF Aug-24	Date	: 13-02-2026
Subject Code	: BCADES-302 (Animation)	Time	: 11:30am to 01:45pm
Subject Name	: Script Writing	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (20)

1. Explain different kinds of script writing
2. Define feature writing. Explain its characteristics and classification. Also discuss feature leads and review writing.
3. Explain the systematic and non-systematic approaches to writing. Compare both approaches with suitable examples.
4. Explain the inverted pyramid style of news writing.
5. Define USP. Explain the importance of USP, punch line, body copy, tag line, and by-line in advertising.

Section B

Answer the following (Attempt any four) (15)

1. Discuss the complete process of converting a short story into a script.
2. Explain in brief about television writing, radio writing, and anchoring scripts
3. Explain the structure of a news story.
4. Define lead and snippets.
5. Explain editorials and advertorials.
6. Discuss the importance of advertising.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 Web series scripts are generally:
A Longer than films
B Written only in novel form
C Shorter and episodic
D Without dialogue
- 2 The Three-Act Structure consists of:
A Introduction, body, summary
B Setup, confrontation, resolution
C Conflict, climax, end
D Plot, theme, message
- 3 Which element is transformed most while adapting a story into a script?
A Narration into action/dialogue
B Theme
C Plot
D Title
- 4 A feature article is mainly:
A Time-bound news
B Editorial
C Advertisement
D In-depth and descriptive

- 5 Non-systematic writing is usually:
A Highly organized
C Technical
B Flexible and informal
D Statistical
- 6 Feature writing requires:
A Creativity and research
C Only facts
B No structure
D Headlines only
- 7 A good headline should be:
A Emotional
C Short and catchy
B Biased
D Long and detailed
- 8 Objectivity in news means:
A Emotional tone
C Personal views
B Creative writing
D Neutral presentation
- 9 Snippets are:
A Long reports
C Editorials
B Very brief news items
D Features
- 10 Advertising mainly helps in:
A Promoting products/services
C Education only
B Entertainment
D News reporting

Part – B (Do as Directed)

(10)

State whether the following statements are true or false

- 1 Demography deals with the study of population characteristics such as age, gender, and income.
- 2 Psychographic factors include age and gender of consumers.
- 3 Classified advertisements are usually short and text-oriented.
- 4 All advertisements must be broadcast through television media only.
- 5 A punch line is used to provide detailed technical information about a product.
- 6 Body copy explains the main message of the advertisement in detail.
- 7 Effective advertising language should be simple and persuasive.
- 8 Nouns, verbs, and adjectives are parts of speech.
- 9 Punctuation marks have no role in conveying meaning.
- 10 Grammar rules are not important in script writing.
