

Course	: BCADES WEF Aug-24	Date	: 06-06-2026
Subject Code	: BCADES-302 (Animation)	Time	: 11:30am to 01:45pm
Subject Name	: Script Writing	Duration	: 02.15 Hours
		Max. Marks	: 70

- 1 Proofreading is the process of:
 - A Writing advertisements
 - B Identifying and correcting errors in a document
 - C Designing layouts
 - D Conducting interviews
- 2 A brochure is generally designed to:
 - A Present detailed promotional information
 - B Publish breaking news
 - C Report sports events
 - D Display movie reviews
- 3 Which element of an advertisement provides detailed information about the product?
 - A Tag Line
 - B Punch Line
 - C Body Copy
 - D By Line

- 4 USP in advertising stands for:
 - A Universal Sales Policy
 - B User Service Program
 - C Unified Sales Promotion
 - D Unique Selling Proposition
- 5 Which advertisement is designed to promote a product or service directly?
 - A Institutional Ad
 - B Public Service Ad
 - C Commercial Ad
 - D Classified News
- 6 Demography mainly deals with:
 - A Climate patterns
 - B Population characteristics
 - C Script formats
 - D Editorial policies
- 7 In journalism, a lead is:
 - A The final paragraph of a story
 - B A newspaper advertisement
 - C A photograph caption
 - D The opening part of a news story
- 8 In the Inverted Pyramid Style, the most important information appears:
 - A At the beginning
 - B Randomly
 - C At the end
 - D In the middle
- 9 What is the primary purpose of a news story?
 - A Entertainment only
 - B Present factual information
 - C Promote products
 - D Provide fictional content
- 10 Which of the following is a key characteristic of a good headline?
 - A Ambiguity
 - B Lengthiness
 - C Clarity
 - D Complexity

Part – B (Do as Directed)

(10)

State whether the following statements are true or false

- 1 Radio scripts rely heavily on visual descriptions to communicate the story.
- 2 A non-systematic approach always follows a fixed sequence of steps for gathering information.
- 3 A movie review should evaluate both the strengths and weaknesses of a film.
- 4 News stories are primarily written to present factual information to readers.
- 5 Editorials represent the opinion or viewpoint of a newspaper or publication.
- 6 A tag line is usually longer and more detailed than body copy.
- 7 Classified advertisements are one of the different kinds of advertisements.
- 8 In the Inverted Pyramid Style, the least important information is usually placed near the end of the story.
- 9 Headlines should be clear, concise, and relevant to the news story.
- 10 The Three-Act Structure consists of Setup, Confrontation, and Resolution.
