

**TILAK MAHARASHTRA VIDYAPEETH, PUNE****B.SC. IN SOCIAL MEDIA & DIGITAL MARKETING****EXAMINATION: MAY- 2026****SECOND SEMESTER****Sub: Writing Skills (79125-206)****Date: 25/05/2026****Total Marks : 20****Time: 10.00 am to 11.00 am****Instruction:**

1. All questions are compulsory unless and otherwise stated.
2. Bold figures to the right of every question are the maximum marks for that question.
3. Candidates are advised to attempt questions in order.
4. Answers written illegibly are likely to be marked zero.
5. Write the exact question number in the answer sheet.
6. It is mandatory to write an introduction and conclusion in your answers.

**Q. 1. Answer the following. (Any One)****(10)**

- 1) What is technical writing? Explain its features, importance, and applications in media communication.
- 2) What is script writing? Explain the process and techniques involved in writing scripts for audio-visual media.
- 3) Explain the role of language and style in media writing. Discuss the significance of clarity and brevity.

**Q. 2. Write short notes. (Any Two)****(10)**

- 1) Blog writing
- 2) Features of good writing (any 5)
- 3) Copywriting
- 4) Writing for social media
- 5) Creative writing