



Date: 21-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**SECTION – A**

**Answer ALL the Questions**

**(10 x 2 = 20 Marks)**

1. Illustrate TV commercial script format.
2. What is the importance of voice over narration?
3. Write about brand appeal.
4. What is traditional script writing?
5. What is digital script writing?
6. How to write a story for animation short film?
7. What are the elements of script writing?
8. What is the meaning of parenthetical in script writing?
9. What is fiction writing? Give example.
10. What are the two types of sound in movies.

**SECTION – B**

**Answer any FIVE of the following in 150 words**

**(5 x 8 = 40 Marks)**

11. What is an animated short film? Name three International award winning short films.
12. Write about FMCG Commercial.
13. Evaluate the importance of humour appeal with example
14. Explain nonlinear story telling.
15. What is the difference between plot and sub plot? Give examples
16. Discuss the importance of derivative screenplay in storytelling.
17. What is Mese-an-scene? How it is used to enhance a scene?

**SECTION – C**

**Answer any TWO of the following in 250 words**

**(2 x 20 = 40 Marks)**

18. Write an animation short film synopsis
19. Illustrate three act structure
20. Explain the significance of climax in movies

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