



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc. DEGREE EXAMINATION – DIGITAL JOURNALISM

FIRST SEMESTER – NOVEMBER 2022

**PDJ1SK01 – COMMUNICATION AND CREATIVE WRITING**

Date: 25-11-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

## SECTION A

Answer ALL the questions

1	Define the following	(5 x 1 = 5)	
a)	Communication	K1	CO1
b)	Intrapersonal communication	K1	CO1
c)	Feedback	K1	CO1
d)	Fiction	K1	CO1
e)	Antagonist	K1	CO1
2	Fill in the blanks	(5 x 1 = 5)	
a)	A ..... provides job seekers with an opportunity to practice for an interview and receive feedback on their interviewing skills.	K2	CO1
b)	A ..... is the leading character or one of the major characters in a play, film, novel, etc.	K2	CO1
c)	Literature in the form of prose, especially novels, that describes imaginary events and people is called .....	K2	CO1
d)	.....is the process of imparting and exchanging information through mass media to large segments of the population.	K2	CO1
e)	..... is the process of writing, editing, and publishing content in a digital format.	K2	CO1

## SECTION B

Answer any THREE of the following in 500 words

(3 x 10 = 30)

3	Illustrate the process of communication with a diagram.	K3	CO2
4	Sketch the strategies for making effective presentations.	K3	CO2
5	Show the benefits of team building and collaboration.	K3	CO2
6	Demonstrate the features of poetry.	K3	CO2
7	Prepare a short story ending with the line, "Yes, I would like to meet that person one day."	K3	CO2

## SECTION C

Answer any TWO of the following in 500 words

(2 x 12.5 = 25)

8	Distinguish between verbal communication and non-verbal communication.	K4	CO3
9	Analyze the importance of group interaction skills.	K4	CO3
10	Explain the six elements of drama.	K4	CO3
11	Appraise the main character of a film that you have watched recently.	K4	CO3

**SECTION D**

**Answer any ONE of the following in 1000 words**

**(1 x 15 = 15)**

12	It is said that Group Discussion is not only a method to clear an interview or competitive exams for admission to college; it has much more benefits that help both in career and life. Evaluate.	K5	CO4
13	Recommend strategies for successful content writing for social media platforms.	K5	CO4

**SECTION E**

**Answer any ONE of the following in 1000 words**

**(1 x 20 = 20)**

14	Write about the reasons for newly graduated students often failing in their job interviews and formulate some concrete steps to ace the interview.	K6	CO5
15	Produce a detailed note on effective strategies for delivering a great presentation.	K6	CO5

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