

**UG-748**

**BVC-10**

**B.Sc. DEGREE EXAMINATION —  
JUNE, 2018.**

**Third Year**

**Visual Communication**

**SCRIPT WRITING**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (5 × 5 = 25 marks)**

**Answer any FIVE questions.**

**Write short notes on the following :**

1. Visual thinking.
2. Brain storming.
3. Storyboard.
4. Screenplay.
5. Types of interview.
6. Journal.
7. Target audience.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. Explain the types of films/videos with examples.
  9. Discuss the different stages of scripting.
  10. Explain the differences between programme research and academic research.
  11. List and explain the types and formats of scripting.
  12. Write a script for a short commercial of your choice.
  13. Differentiate qualitative and quantitative information, used for script writing.
  14. Discuss the importance of research for script writing.
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