

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
PGDM (Comm) 2017 – 19 – Sem VI
Creative Writing and Appreciation of Creatives

Duration: 2 hours

Marks: 25

Date : 10/04/2019

Note: 1) All questions are compulsory.
2) Marks are indicated on the right.

- 1) A) Creativity is among the top rated skills in management. Why is it so important to develop creative skills in today's world? **(10)**

OR

B) Analyse the creativity exhibited in any one creative piece (song, articles, novel, exhibition, film etc) you have seen in recent times .Justify if the various aspects of the creative helped achieve the purpose intended.

- 2) A) How does time, audience type, format, medium, language, length, etc. affect the reception of a creative? **(08)**

OR

B) Design a creative to convey any 01 of the following messages.

- a) Nationalism
- b) This Election: VOTE
- c) Join a writer's club
- d) Exams are to be stress free

The creative must be 100 seconds or less in duration if audio-video and just 1 A3 page, if print. Explain the creative with respect to its purpose, audience type, medium chosen and the creative itself.

- 3) Write a note on any ONE of the following: **(07)**
- a. How can one become more creative?
 - b. Write a short creative piece (on ANY ONE of the following visuals.

