

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Voc. DEGREE EXAMINATION – 3D ANIMATION

FIRST SEMESTER – **APRIL 2024**

PAN 1001 – COMMUNICATION AND CREATIVE WRITING

Date: 22-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART- A

I. Write short notes on each of the following:

(10×2=20)

1. Interpersonal communication
2. Linguistic barrier
3. Active listening
4. Assertive communication
5. Conflict resolution
6. Strategies for blog writing
7. Functions of language
8. Collaboration
9. Modes of creative writing
10. Role of a team leader

PART - B

II. Attempt any FIVE of the following questions in about 200 words each

(5×8=40)

11. State the purpose and goal of communication.
12. Explain the process of interpersonal communication.
13. Suggest the means to overcome communication barriers.
14. Mention any 10 figures of speech and use them in sentences.
15. Discuss the strategies to write effectively for social and digital media platforms.
16. Analyse the skills required to be successful in an interview.
17. Explore ways of generating, organising and presenting ideas.
18. Describe the art of giving and receiving feedback.

PART- C

III. Answer any TWO of the following in about 400 words each

(2×20=40)

19. What are the strategies and steps to participate effectively in group discussion?
20. What is the purpose of a descriptive essay? and write a descriptive essay on the topic: “Unforgettable moments of my life”.
21. How would you explain the art and craft of creative writing?
22. What are the challenges involved in writing for social media?

&&&&&&&&&&