

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: BAM
BRANCH: BAM

SEMESTER : III
SESSION : MO/2025

SUBJECT: AN201 WRITING AND STORYTELLING

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Explain in your own words what <i>storytelling</i> means and why it is considered the heart of animation and multimedia	1	2
Q.1(b)	Why is it important to understand your audience and purpose before writing a story? Give a relevant example.	3	3
Q.2(a)	Define protagonist and antagonist. Explain how their relationship drives the story forward.	3	4
Q.2(b)	How does dialogue reveal a character's personality and emotions? Give one short example or situation.	[5] 2	3
Q.3(a)	Analyze how the <i>Hero's Journey</i> framework helps in building engaging plots for animated films. Support your answer with a suitable example.	[5] 1	4
Q.3(b)	Compare linear and non-linear storytelling structures and discuss how each impacts audience engagement in multimedia narratives.	[5] 1	5
Q.4(a)	Discuss how <i>interactive storytelling</i> transforms the role of the audience from passive viewers to active participants. Give an example from gaming or web media.	[5] 2	4
Q.4(b)	Explain the concept of transmedia storytelling and how it differs from traditional storytelling methods.	[5] 5	6
Q.5(a)	Discuss the benefits of using visual aids during a story pitch?	[5] 2	4
Q.5(b)	Discuss ethical considerations in Storytelling.	[5] 2	4

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