



**Avinashilingam Institute for Home Science and Higher Education for Women,  
Coimbatore- 641043.**

**Continuous Internal Assessment II – October 2025  
SEMESTER V**

**Class: III UG  
Major: English**

**Time: 2 hrs  
Max marks: 60**

**23BENPA3 – CREATIVE WRITING**

**Course Outcomes:**

1. Recognize creativity in writing and discern the difference between academic/non creative and creative writing
2. Develop a thorough knowledge of different aspects of language such as figures of speech, language codes and language registers
3. Develop a comprehensive understanding of writing fiction, poetry, drama and newspaper articles
4. To acquire knowledge to distinguish and create subgenres of poetry, fiction and drama
5. To learn the process of writing for publication and develop to edit and proofread the content

**Part-A**

**Choose the correct answer**

**6x1=6**

1. New writing format follows the method of ..... (CO3K2)  
a. Pyramid    b. Inverted Pyramid    c. Ascending Order    d. Descending Order
2. The first paragraph in the news report is called as ..... (CO3K2)  
a. The lead paragraph    b. Main body    c. End note    d. Central idea
3. Effective Content writing is important in the context of ..... (CO3K2)  
a. Competencies    b. gaining prominence    c. marketing    d. Establishing brand identity
4. .... is very necessary to arrest the attention of the readers to proceed reading the news. (CO3K2)  
a. Catchy headlines    b. pictures    c. sensational headlines    d. exciting news
5. Which of the following is the most recent social media platform? (CO4K6)  
a. Instagram    b. Whatsapp    c. TikTok    d. Threads
6. Research paper writing requires ..... (CO5K6)  
a. High language    b. Simple language    c. Bombastic language    d. Cliche

**PART-B**

**Answer the following Questions**  
**Answer should not exceed 400 words**

**3x6=18**

7. a. Explain how the lead paragraph should be written. Give an example (CO3K5)  
(or)  
b. Prepare a Poster for the Children's Day celebrations in your school. (CO4K5)
8. a. Write 6 catchy headlines for 6 different news items. (CO3K6)  
(or)  
b. Write a note on types of Blog. (CO4K2)
9. a. Write your personal Blog (CO4K6)  
(or)  
b. Which social media that you use the most. Write about that. (CO5K6)

**Part-C**

**Answer the following Questions**  
**Answer should not exceed 800 words**

**3x12=36**

10. a. How to develop a thesis statement? (CO5K6)  
(or)  
b. Write a news paper report about – "The Kalaivizha Celebrations in your University". (CO3K6)
11. a. Explain the steps involved in research paper writing. (CO3K5)  
(or)  
b. Explain any six types of content writing. (CO5K5)
12. a. Write the key reasons, why content writing is important in the current scenario. (CO4K5)  
(or)  
b. Imagine that you are going to publish a research paper on any topic of your own. Write an abstract. (CO5K6)