

3/31

0705E529

Candidate's Seat No : _____

**IMBA (IIS) Sem. 6 Examination
Creative Writing for Manager**

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

Instruction:

1) The figures on right hand side indicate marks.

Q1. Define creative writing. Explain how creative writing plays a significant role not only in personal expression and self-development but also in the professional world, especially in business communication. As a manager, how can you use creative writing to enhance team communication, build a strong brand identity, and foster innovation within the workplace? Support your answer with relevant examples. **14**

Or

Q1.A. Explain the importance of understanding your audience as a creative writer. How does tailoring your content to audience preferences enhance effective communication? **07**

Q1. B. Write a persuasive marketing copywriting for **any one** of the following products: **07**

- i) Smart Rings
- ii) Solar-Powered Power Banks

Q2. Discuss the importance of storytelling in business communication. Explore the reasons why storytelling is an effective tool in business communication. **14**

Or

Q2. A. Write a fictional narrative that tells the story of your company's history, milestones, and achievements. **07**

Q.2.B. Analyze the following business storytelling example focusing on its background, approach, and impact: **07**



Q:3. Explain the key components involved in developing a digital content strategy. Also explain how can businesses measure and evaluate the success of their digital content initiatives? **14**

Or

Q3.A. Differentiate between inbound, outbound, owned, and earned digital content, providing examples of each. **07**

And

Q3.B. Employee profiles are more than just biographies—they are powerful storytelling tools. Discuss how a strong, well-written employee profile can benefit a business. **07**

Q4. Outline key strategies for writing effective blog posts. Also discuss what are the best practices to follow for enhancing blog readability and engagement? **14**

Or

Q4.A. Discuss in detail the importance of blogging in business. **07**

And

Q4.B. Write a blog post on “The Future of Artificial Intelligence: How AI is Transforming Business and Society.” **07**

Q.5 Answer the following questions in 1-2 sentences. **14**

- 1) What is meant by a writing voice?
- 2) What is one strategy to overcome writer’s block?
- 3) What makes a business narrative compelling?
- 4) How can storytelling reflect a company’s values?

E529-3

- 5) Name two types of digital content.
- 6) Why is identifying a target audience important in digital content strategy?
- 7) What is one key element of a blog content strategy?
- 8) Why are headlines important in blog writing?
- 9) What does SEO stand for in digital marketing?
- 10) What is the purpose of a content calendar in digital content strategy?
- 11) Why is it important to maintain a consistent tone and style in blog writing?
- 12) Why is sharing a personal leadership story important for connecting with a team?
- 13) What is the value of writing employee profiles in business storytelling?
- 14) Enlist any one business storytelling principles.
