

## Exercise 1

In not more than 20 lines, describe the one thing that is most interesting about you.

One of the most interesting things about me is my sense of humour. I love laughing and also make others laugh. It eases pressure and makes my mind relax. I believe the ability to make people laugh is a wonderful and an unmatched characteristic. Nothing less than a divine gift. Once I am at comfort with people around me I can make them roll on the floor laughing with my one-liner, jokes and stories etc.

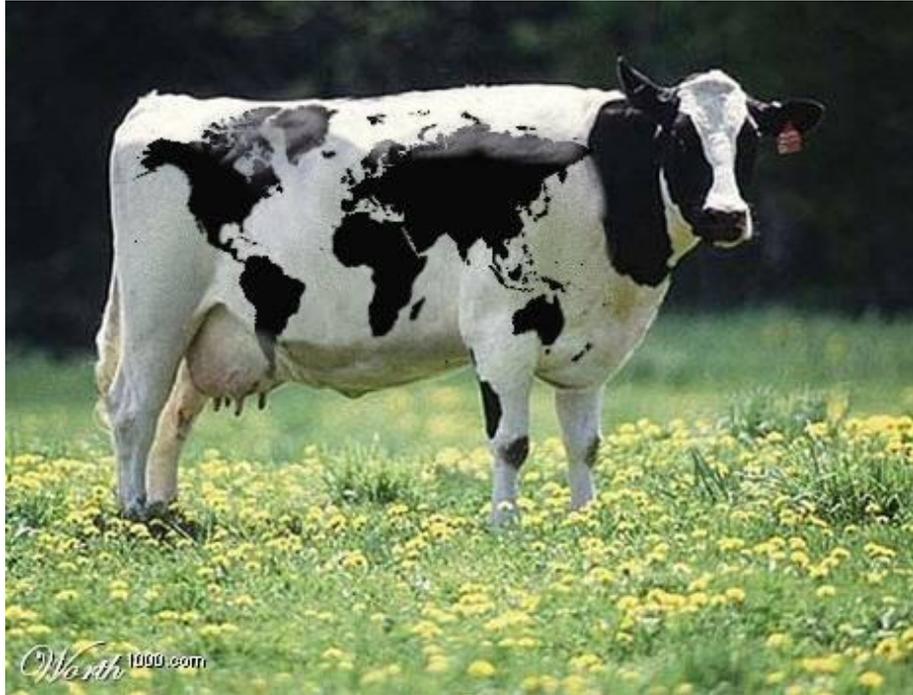
It is because of this one quality that I have developed few more abilities. viz., I hardly panic in crunch situation, I do not get frustrated and I certainly do not get angry that easily. I have learned to be patient. A combination of all these qualities makes me feel complete as a person. That is what I think about myself.

We do know that the world around us also constitute of depressed and angry minds. Everyone is complaining and fighting about something or the other. Its a busy and mean world and I feel the tonic to make people forget their sorrows for an iota of time if not heal it completely is to make them laugh. Somebody has rightly said that 'Laughter is the best medicine'. Its indeed the best feeling a person can have in the midst of such fast and chaotic life.

The quality to be happy and make others happy reflects in my work, my personality and attitude as well. Most of the short films, scripts or graphics I have made or scripted or designed till date gives out a positive message with a touch of a magic called 'laughter'. After all, laughter is directly related to positivity. My friends do keep asking me how do I manage to have a smile on my face all the time? My answer to that question is that, "I smile because I am happy within me...only people who are conquered by ills have an angry face and reacts violently."

Exercise 2

By adding relevant taglines / baselines to the following picture, create three ads from different product categories.



1. **'Mooo' ka dood – AMRIT Milk**
  2. ***We define taste - PRISTINE Canned Meat***  
**Substitute: *Taste that rules the world***
  3. ***Spread on... – VELVETY Butter***  
**Substitute: *Flavour that lingers your taste buds***  
**SUBSTITUTE**
1. ***The world loves it, what about you? - SMACK CHEESE***

### Exercise 3

Write a 30 second TVC to promote the use of packaged dog food in Class B towns.

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**Only 'PROTO' dog food can make your dog look like a pet.**

A lean young man with bucolic dressing reflecting his semi-urbanite background sitting on a bench in a park fantasise about a city girl. Lost in his own dream, gazes at her sparkling eyes, plays with her silky hair, kisses her arms and runs his hands through her back. Suddenly, a dog barks at him so loud, his fantasy bursts. He's sickened with the look of the skinny dog and manages to slip from there. As he cut the corner of the park he sees a lot of pretty girls walking their pet dogs but sadly the girls are bald and shapeless, and no match with his fantasy. Then, he spots the prettiest of all (a dog) that is as perfect as his dream girl. Losing his senses, he runs towards the dog, picks him up and starts cuddling the dog. Why? The dog has thick coat, healthy snowy fur, sparkling starry eyes.

**Anything else will petrIFY.**

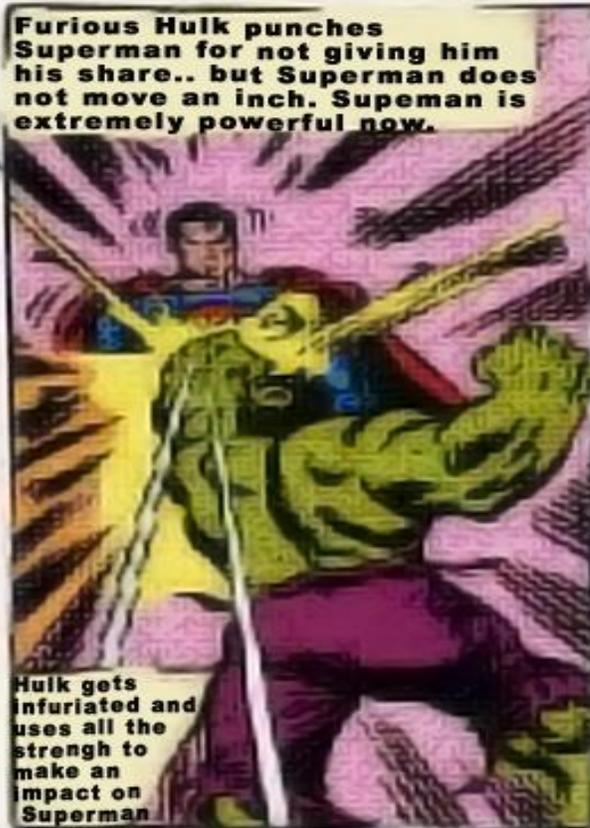
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SUBSTITUTE SLOGANS:

**As good as you imagine it to be... 'PROTO' dog food**

Exercise 4

Fill the blurbs to make an interesting story



Exercise 5

Make a print ad (a rough scribble will do) urging people to use the Delhi Metro.

**DELHI METRO** connecting commuters through new age travel convenience.  
**Safe & Save...**

- SMART CARD CAN BE RECHARGED AT CUSTOMER CARE OF ANY METRO STATION.
- UNLIMITED TRAVEL FOR A SINGLE DAY WITH TOURIST SMART CARD FOR RS. 100
- UNLIMITED TRAVEL FOR 3 DAYS WITH TOURIST SMART CARD FOR RS. 250

**Delhi Metro Rail**

**DELHI METRO RAIL CORPORATION LTD.**  
Metro Bhawan, Fire Bridge Lane, Barakhamba Road, New Delhi-110001  
website: [www.delhimetrorail.com](http://www.delhimetrorail.com)  
Helpline number: 011-128128

METRO TIMING: 6 AM TO 11PM  
FARE: RS. 8/- TO RS. 30/-

FULLY AUTOMATIC FARE COLLECTION SYSTEM  
ISSUES SMART CARDS FOR MULTIPLE JOURNEYS  
& SMART TOKENS FOR SINGLE JOURNEYS.

**SUBSTITUTE:**

# Delhi Metro Rail



**DELHI METRO**  
**Safe & Save...**

connecting commuters through new age travel convenience.

**STOP BURNING MONEY**

**BEAT THE HEAT**

**NO MORE TRAFFIC WOES**



**FASTER THAN THE FASTEST**



**ROAD MISHAPS???**  
**NAAH...**

- SMART CARD CAN BE RECHARGED AT CUSTOMER CARE OF ANY METRO STATION.
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Exercise 6

Write a radio spot to advertise a flower delivery service.

Title: Mahek flower delivery service

Running time(secs)	Narration/Dialogue	Music	Sfx
		Fade in Music	
2secs	<b>Akash:</b> “Arey! Sameer bohot dinno baat dikhai diya”		
1sec	<b>Sameer:</b> “Yaar, thoda sa busy tha”		
4secs	<b>Akash:</b> “Accha beta...tu aajkal itna busy hone laga ki yaaronse milney ka waqt tak nehi hain tumhare paas?”		
4secs	<b>Sameer:</b> “Dil da mamla hain yaar...pados wali gali mein ek ladki pasand aa gae. Bas ussi k chakkar mein laga hua tha.”		
3secs	<b>Akash:</b> “Tu nahi sudhreyga Sam...” “...Toh phir baat bani?”		
3secs	<b>Sameer:</b> “arey! Baat ko chorro ek hafte se shakal tak nehi dekh paya.”		
1sec	<b>Akash:</b> “Aisa kyun?”		
4secs	<b>Sameer:</b> “Us ka hitler baap merein love story mein kaante wala role nibha raha hain...villain kahika...” “...yaar ye ladkiyo k baap hote kyun hain?”		
1sec	<b>Akash:</b> “Hua kya yeh toh bata de”		
5secs	<b>Sameer:</b> “yaar, ek hafte se kabhi dood wala, toh kabhi postman toh kabhi cable wala wagera wagera bannkar us k ghar chala jata tha. Yeh soch kar ki ek jhalak darwaje se hi miljai.. meri angel ki...magar woh khadus baap kabhi mujhe daant deta hain toh kabhi...” “...samaj gaya hoga tu”		
3secs	<b>Akash:</b> “Tch tch tch...” “...tu ek kaam kar merein dukan se phool lekar ja flower delivery boy banker.”		
1sec	<b>Sameer:</b> “Ussey kya hoga?”		
3secs	<b>Akash:</b> “tumhare hone wala sasur kaante se makmal banjaiga...iski mahek aur komalta sab kuch bhula deti hain...sasurji ko phool thama doh aur tu jakar romance kar...hahaha”		
2secs	<b>Sameer:</b> “Kya mazak kar raha hain yaar. Aur kuch bakwas kar leta.”		
1sec	<b>Akash:</b> “chal, chal tu khud try karley...iin phoolon ko soong kar dekh”		
3secs	<b>Sameer:</b> “Arey haan. Yeh toh kamalki khusboo hain yaar...” “...tu kahase lata hain in phoolo ko...ismey kuch aur bhi dalta hain kya?.....”		

<b>1sec</b>	<b>Akash:</b> To fir kab jaa rahe ho phool dene?		
<b>1sec</b>	<b>Sameer:</b> Kisse?		
<b>2secs</b>	<b>Akash:</b> “khusboo aisi ki sab kuch bhula de.” “ab inheyhi leylo”		
<b>3secs</b>	<b>Voice-over:</b> “Mahek Flower delivery service...” “KHUSBOO AISI KI SAB KUCH BHULADAE”	Fade out music	

## Exercise 7

Write a couple of paragraphs about the house you grew up in.

I was born and brought up in Shillong. I lived in more than three to four places there. My father was serving in the Meghalaya Police, and kept changing places every few years. Out of the many places that I have lived, the most memorable part of my life was spent in a place called Bishnupur C.I.D quarters. I spent the last ten years there. I lived my formative years and completed my graduation as well while residing at the C.I.D quarters.

The house was a double storey building and each building had four flats. There were about one hundred such buildings within the complex and every house had a man or woman in the police. There were ample spaces in between every two buildings unlike the ones we see in Delhi. Those used to be our activity areas, where we'd play games of marble, badminton, cricket, and anything which kept us busy after coming back from school. The building terraces had its own utility. Those were the best place when it was the season for flying kites.

My upbringing was very humble like the rest of the children there. Small living places become smaller with bigger family sizes. I and my three siblings would share three rooms for studies during the exams and one of us murmuring the books would sure irritate the other which resulted in more noise as all four of us started reading aloud. At night even the slightest buzz from the TV would travel to dad's ears and he'd shout from the other room to stop it immediately and get back to sleep. He'd think television to be a bane for students.

Another, significance about C.I.D quarters is that each building had sufficient space around it where the residents had their kitchen garden. The mothers would start their activities there after they've cooked, washed & sent their kids to school. Vegetable growing was more than a hobby for them. Apart from keeping them busy during the noon, these kitchen gardens had enough supplies for each home.

It's over a year now that I'm in Delhi. After my father's retirement he returned to Assam, and I've come here to pursue my career. I still recall the time I've spent there. It seems to be as if it was just yesterday. The house I grew up, I cannot feel at home anywhere else.