

Exam. Code : 103203

Subject Code : 1153

B.A./B.Sc. 3rd Semester

JOURNALISM AND MASS COMMUNICATION

(Writing for Print Media)

Time Allowed—3 Hours]

[Maximum Marks—80

SECTION-A

Note :- This Section carries **ten** questions. All questions are compulsory. Each question carries **2** marks.

1. LPPP
2. Front Page Editorial
3. Printing
4. Article
5. Date Line
6. Beat
7. New Media
8. Type Setting
9. Planography
10. Print Line. 10×2=20

SECTION-B

Note :- This Section carries **ten** questions. Candidates will be required to attempt **eight** questions. Each question carries **5** marks.

1. What do you know regarding Offset Printing ?
2. Discuss the various qualities of a Reporter.

3. Write the importance of editorials in a daily newspaper.
4. Discuss the various types of Lead.
5. Discuss the duties of News Editor.
6. Distinguish between Press Conference and Press Briefing.
7. What are the functions of Headlines ?
8. Write a note on the organizational set up of a daily newspaper.
9. Write a news story on Prize distribution function of your college.
10. How managing editors is differ from editor ? $8 \times 5 = 40$

SECTION-C

Note :- This Section carries **four** questions. Candidates will be required to attempt any **two** questions. Each question carries **10** marks.

1. Discuss the various types of Headlines.
2. How do you register a weekly newspaper with RNI ?
3. Discuss the various functions of the Press.
4. What are the various steps to produce a newspaper ?
 $10 \times 2 = 20$