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Total No. of Questions: 09

B.Sc.(MEFT) (Sem.-4) PRINT MEDIA - III Subject Code: BMEFT-204

M.Code: 13520

Max. Marks: 60 Time: 3 Hrs.

## **INSTRUCTIONS TO CANDIDATES:**

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B contains FIVE questions carrying FIVE marks each and students 2. have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

# **SECTION-A**

### 1. Write briefly:

- a) Print media
- MANN FIRSTRAINKER. COM b) Chief Subeditor
- c) Middle
- d) Style-sheet
- e) Banner
- f) Headline
- g) Comment
- h) Opinion piece
- i) Op-ed page
- j) Lead



# **SECTION-B**

- 2. What is meant by treatment of stories?
- 3. Explain the concept of space management.
- 4. What are the characteristics of a human interest feature?
- 5. List standard elements of an editorial page.
- 6. What is the role of a News-editor?

# **SECTION-C**

- 7. Discuss the changing face of an editorial page.
- 8. Give your understanding of the role and duties of an editor.
- 9. Highlight the importance of an editorial page.

NOTE: Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC against the Student.

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