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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(MEFT) (Sem.-4)

PRINT MEDIA - III

Subject Code : BMEFT-204

M.Code : 13520

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. 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
- 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.