

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc. (MEFT) (Sem.-1)
PRINT MEDIA
Subject Code : BMEFT-107
M.Code : 13504

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 short notes on :

- a) Print Media
- b) Soft news
- c) Body
- d) Question lead
- e) Descriptive lead
- f) News room
- g) Nose for news
- h) Beat
- i) Ear-panels
- j) Timeliness

SECTION-B

2. Enumerate four objectives of print media.
3. Describe the nature of news.
4. Briefly discuss the role of a news editor.
5. What is a Column?
6. Give a standard definition of news.

SECTION-C

7. What is the purpose and functions of print media?
8. Discuss in detail news values giving suitable examples.
9. Describe the functioning of newsroom.

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NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.