



Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

BA (JAMC) (2018 Batch) (Sem.-2)

EDITING AND PRINCIPLES OF LAYOUT & DESIGN

Subject Code : BJAMC-106

M.Code : 13009

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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

Write briefly :

1. Proof reading symbols
2. Periodicals
3. Banner Head
4. Sub-head
5. Gravure
6. Page make up
7. Contrast
8. Movement
9. Point
10. Shape



SECTION-B

11. What are the uses of style sheet ?
12. Explain the significance of proof reading.
13. Why is copy selection important?
14. Write a brief note on letterpress.
15. List five characteristics of a weekly newspaper.

SECTION-C

16. What is the structure and functions of news-room in a daily newspaper?
17. Discuss the functions of editorial desk.
18. Explain the steps in making of a newspaper.

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.