

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**B.Sc. (JAMC) (Sem.-1)**  
**INTRODUCTION TO PRINT MEDIA**  
Subject Code : BJAMC-107  
Paper ID : [B0428]

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**

1. Write briefly :

- a) News
- b) Prominence
- c) Proximity
- d) Hard news
- e) Lead
- f) Objectivity
- g) Information
- h) Human interest
- i) PIB
- j) Reporter

### SECTION-B

2. Explain the concept of news.
3. Differentiate between news and information.
4. What is meant by celebrity journalism?
5. What are the objectives of the Press Council of India?
6. Highlight the importance of verification in reporting.

### SECTION-C

7. Discuss the trends in modern journalism.
8. Discuss the functioning of the city newspaper.
9. Write a brief history of PTI.

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