

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(MEFT) (Sem.-1)

PRINT MEDIA

Subject Code : BMEFT-107

Paper ID : [F0304]

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 has to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students has to attempt any **TWO** questions.

SECTION-A

Q1. Write briefly :

- Masthead
- Byline
- Credit line
- Feature
- Caption
- Five W one H
- Op-Ed
- Tabloid
- Edition
- Article

SECTION-B

- Q2. Write a detailed note on importance of headlines.
- Q3. Explain the importance of print media and its core purpose.
- Q4. What is news? Write minimum five different definitions of News.
- Q5. Differentiate between hard news and soft news.
- Q6. Explain the different types of features in detail.

SECTION-C

- Q7. Explain the objectives and functions of print media in detail.
- Q8. Elucidate the qualities and values of News.
- Q9. Discuss the types and importance of Editorial.