

1128

**B.A./B.Sc.(General)-3<sup>rd</sup> Semester**  
**Journalism & Mass Communication**

Paper: Print Journalism

(In all mediums)

Time allowed: 3 Hours

Max. Marks: 70

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

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I. Attempt any seven of the following in about 50-70 words each: -

- (a) Soft news
- (b) Feature story
- (c) News sources
- (d) Hour glass style of writing
- (e) 5W and 1H
- (f) Lead
- (g) Importance of editing
- (h) Cropping of pictures
- (i) Balance in Page Make Up
- (j) QuarkXPress

(7×2)

**UNIT – I**

- II. Define news. Enlist the sources for news gathering. (14)
- III. Discuss types of features with examples. (14)

**UNIT – II**

- IV. How does writing news report differ from a feature? (14)
- V. Discuss inverted pyramid style of news writing. (14)

**UNIT – III**

- VI. Enlist the essentials of writing newspaper headlines. (14)
- VII. Discuss the role and responsibility of a Sub-Editor. (14)

**UNIT – IV**

- VIII. Discuss the principles of design. (14)
- IX. Define typography and explain its role in designing newspaper pages. (14)

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(Hindi/Punjabi versions enclosed)

P.T.O.