

1127  
PG Diploma in Mass Communication  
1<sup>st</sup> Semester  
PGDMC-102: Print media

Time allowed: 3 Hours

Max. Marks: 100

*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. Write short notes on any five in about 75-100 words each from the following:-

- a) Any two ways to develop news sources
- b) Concept of crime beat
- c) Key skills of reporting
- d) Vox pops
- e) Informational interview
- f) Editorials
- g) Basic standards for article writing
- h) Significance of editing
- i) Responsibilities of reporter
- j) Narrative lead

(5 x 4)

**UNIT – I**

II. Elaborate on news story structure with focus on inverted pyramid pattern. (20)

III. Write a note on various forms of lead. (20)

**UNIT – II**

IV. Talk about a reporter's role in society. How does a reporter contribute to a democracy? (20)

V. Elaborate on the concept of beats. (20)

**UNIT – III**

VI. What are the main types of interviews? (20)

VII. How is news analysis different from news report? (20)

**UNIT – IV**

VIII. Explain the editing process in a newspaper organization. (20)

IX. What is Desktop Publishing (DTP)? What are its advantages? (20)

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