

(i) Printed Pages : 7

Roll No.

(ii) Questions : 9

Sub. Code :

0	2	2	6
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Exam. Code :

0	0	3
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B.A./B.Sc. (General) 3rd Semester

1125

JOURNALISM & MASS COMMUNICATION

(In all Mediums)

Paper : Print Journalism

Time Allowed : Three Hours]

[Maximum Marks : 70

Note :- Attempt **five** questions in all including Q. No. 1 which is compulsory and selecting **one** from each Unit I to IV.

(Compulsory Question)

1. Attempt any **seven** short notes in 50-75 words each :-

- (i) Beat
- (ii) Cub
- (iii) Kicker
- (iv) Scoop
- (v) Slet
- (vi) Make-up
- (vii) Cropping
- (viii) Add
- (ix) Hard News & Soft News
- (x) Sub-Editor.

7×2=14

UNIT-I

2. Define News. Explain in detail different types of news and news sources. 14

OR

3. What is the difference between news and feature ? Support your answer with examples. 14

UNIT-II

4. What are essentials and basic principles of writing news report and a feature ? 14

OR

5. Explain different types of features, support your answer with examples. 14

UNIT-III

6. What are the basic techniques a sub-editor should keep in mind while editing copy ? What role does a sub-editor play in the proper functioning of a newsroom in a daily ? 14

OR

7. Discuss various types of headlines in a newspaper with the help of suitable examples. 14