

2124

B. Voc. (Media and Entertainment) FYUP

First Semester

BME -103: Print Media

Time allowed: 3 Hours

Max. Marks: 40

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit. All questions carry 8 marks.

x-x-x

- I. Write a short note on any four of the following in 40 to 50 words each:-
- General desk
 - Hard news
 - Inverted pyramid pattern
 - Blind lead
 - Crime beat
 - Role of News Editor

UNIT - I

- II. Describe the various types of news values that are found in a news story. Support your answer with suitable examples
- III. Define news. What are the various types of news?

UNIT - II

- IV. What are the rules to be kept in mind while writing news for print media?
- V. Describe the importance of a news headline. What are its various types?

UNIT - III

- VI. How can a journalist make and maintain news sources? Explain in detail.
- VII. Define beat. What are the do's and don'ts of beat reporting?

UNIT - IV

- VIII. The Sub Editor is the unsung hero in the newspaper. Argue in favour of the statement.
- IX. Describe the organisational structure of a daily newspaper.

x-x-x