

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

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

PRINT MEDIA

Subject Code : BMEFT-107

M.Code : 13504

Time : 3 Hrs.

<http://www.punjabpapers.com>

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

- 1. Write briefly :**
- a) Newspaper
 - b) Magazines
 - c) Information
 - d) Education
 - e) Entertainment
 - f) Hard news
 - g) Proximity
 - h) Prominence
 - i) Lead
 - j) Bottom cutting

SECTION-B

2. What is the scope of print media?
3. Define News. <http://www.punjabpapers.com>
4. Draw a diagram of news-room.
5. What is soft news?
6. What is staccato lead?

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SECTION-C

7. Discuss the importance and advantages of print media.
8. Highlight the importance of editorial.
9. Discuss the functioning of news-room.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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