Roll No.							Total No. of Pages : 02

Total No. of Questions: 09

B.Sc.(MEFT) (Sem.-3)
PRINT MEDIA-II

Subject Code : BMEFT-201 Paper ID : [F0311]

Time: 3 Hrs. 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 have to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly:

- a. Jargons
- b. Circulation
- c. Press Release
- d. Reporting
- e. Backed up
- f. Bleed
- g. Crime Reporting
- h. Scoops
- i. Proof Reading
- j. Finishing

SECTION-B

- 2. Explain Investigative and Interpretative Reporting.
- 3. Describe principles of Editing and its Importance.
- 4. Define Reporting and types of Reporting.
- 5. What are the procedures for writing a news report? Is collection of news determined by this procedure? Discuss.
- 6. What are the main aspects of editing? Explain Press release and its elements.

SECTION-C

- 7. Reporters are eyes and ears of a media organization. Do you subscribe to this view? Illustrate your answer giving the job of a reporter.
- 8. What is specialized Reporting? Explain Press Release, Free conference and meet the press shows.
- 9. "A Photograph tells more than a thousand words". Do you agree? Give answers detailing the need for photography in journalism and the quality of a photographer.

2 | M - 1 3 5 1 3 (S 2) - 2 6 2