

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(MEFT) (Sem.-4)

PRINT MEDIA - III

Subject Code : BMEFT-204

M.Code : 13520

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS 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) Print media
 - b) Chief Subeditor
 - c) Middle
 - d) Style-sheet
 - e) Banner
 - f) Headline
 - g) Comment
 - h) Opinion piece
 - i) Op-ed page
 - j) Lead

SECTION-B

2. What is meant by treatment of stories?
3. Explain the concept of space management.
4. What are the characteristics of a human interest feature?
5. List standard elements of an editorial page.
6. What is the role of a News-editor?

SECTION-C

7. Discuss the changing face of an editorial page.
8. Give your understanding of the role and duties of an editor.
9. Highlight the importance of an editorial page.

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC against the Student.