

**Total No. of Questions : 09**

## EDITING AND PRINCIPLES OF LAYOUT & DESIGN

**Subject Code :BJAMC-106**

**M.Code :13009**

**Time : 3 Hrs.**

**Max. Marks : 60**

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) Editing
  - b) Desk
  - c) Copy
  - d) Stylesheet
  - e) Sub editor
  - f) Daily
  - g) Banner head
  - h) Intro
  - i) Balance
  - j) Contrast

### **SECTION-B**

2. What is the need for editing?
3. Mention five qualifications of a sub-editor.
4. Why is copy selection important?
5. List five types of headlines.
6. Briefly discuss the principles of designing.

### **SECTION-C**

7. What is the structure and functions of news room of a daily newspaper?
8. What are the advantages of desktop publishing?
9. Discuss the role and responsibilities of an editor.

**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.**