BJMC — I/H-3/13

2013

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

(Writing for Mass Media.)

Group – A

Answer any **four** questions of the following :

15×4 = 60

1. Define Feature. How is it different from other general writing of media ?

2. Discuss the difference between Publicity and Advertisement.

3. Public opinion is very important for healthy democracy. Explain.

4. Define news and discuss its main elements.

(Turn over)

5. What is Public Opinion ? What is its importance in Society ? Discuss.

6. What is a Lead ? Describe its various types and importance.

7. Write a brief history of radio in India. Highlight some of its important programmes.

8. What is a news story ? Discuss the writing techniques of a news story.

9. What is the role of documentary films in Society ? Discuss their importance.

10. Write short notes on any **three** of the following :

    (a) Press Council of India

    (b) Freelance Journalism

    (c) Breaking News

    (d) Publicity

Group – B

Answer **all** questions.

1. Select the correct answer of the following :

$2 \times 10 = 20$

   (i) The art of printing originated from :

   (a) USA   (b) UK

   (c) Germany   (d) China

(ii) 'Stringer' means :

    (a) Part time reporter

    (b) Printer

    (c) Both (a) and (b)

    (d) None of these

(iii) Revert pyramid technique is helpful in :

    (a) Editing news

    (b) Proof reading

    (c) Both (a) and (b)

    (d) None of these

(iv) 'Discovery' is the name of :

    (a) Channel

    (b) Space craft

    (c) Both (a) and (b)

    (d) None of these

(v) Reuter is :

    (a) Radar System

    (b) News Agency

    (c) Television Channel

    (d) Reporter

(vi) Public relation is :

    (a) Advertisement

(b) Propaganda

(c) Both (a) and (b)

(d) None of these

(vii) Headlines of news depends upon :

(a) Reader's taste   (b) Subject matter

(c) Social impact   (d) All of the above

(viii) Aryawart was published from :

     (a) Bengal   (b) Benaras

     (c) Patna   (d) New Delhi

(ix) Who among the following is different ?

     (a) Barkha Dutt

     (b) Sagarika Ghose

     (c) Rajdeep Sardesai

     (d) P. Chidambaram

(x) Which is the first Indian Film ?

     (a) Mughal-e-Azam

     (b) Alam Ara

     (c) Raja Harishchandra

     (d) Imtihan

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