	Utech
Name:	
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Invigilator's Signature :	

# CS/BMS (H)/SEM-4/MMS-401/2011 2011

# WRITING & OPINION PIECES

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks.

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

#### **GROUP - A**

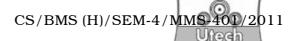
## ( Multiple Choice Type Questions )

- 1. Choose the correct alternatives for the following :  $10 \times 1 = 10$ 
  - i) Which of the following write-up is called the soul of the newspaper?
    - a) Editorials
- b) Features
- c) News stories
- d) Letters to the editor.
- ii) Rude food is a popular column by
  - a) Khushwant Singh
- b) Barkha Dutt
- c) Vir Sangvi
- d) Karan Thapar.
- iii) The function of letters to the editor is
  - a) feedback
- b) opinion formation
- c) earning revenue
- d) increasing circulation.

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iv)	Revi	iews are on		Uitech
	a)	variety of subjects	b)	human behaviour
	c)	sports	d)	editorials.
v)	"Different Strokes" a popular column is published in			
	a)	The Telegraph	b)	The Hindu
	c)	The Times of India	d)	The Indian Express.
vi)	"Femina" the popular entertainment magazine is a publication of			
	a)	Indian Express group	b)	HT group
	c)	TOI group	d)	None of these.
vii)	R. K	L. Laxman is famous as		
	a)	a feature writer	b)	an editor
	c)	a politician	d)	a cartoonist.
viii)	The editor of Times of India's Kollkata edition is			
	a)	Ajanta Krishnamurthy	b)	Bob Roy
	c)	Avik Sarkar	d)	Abhijit Dasgupta.
ix)	"Jugular vein" is a famous column written by			
	a)	Khuswant Singh	b)	Jugsuraiya
	c)	Soli Sorabjee	d)	Sobha De.
x)	Letters to the editor are the opinion of			
	a)	Editor	b)	Readers
	c)	Columnists	d)	Feature writers.



# GROUP – B ( Short Answer Type Questions )

Answer any three of the following.

 $3 \times 5 = 15$ 

- 2. Compare a feature and a news story with suitable examples.
- 3. How far editorial is important for a newspaper?
- 4. Write a short note about the importance of interview in modern journalism.
- 5. How will you prepare yourself before writing a feature? Give appropriate steps in this regard.
- 6. Which opinion piece of a daily is your favorite and why?

#### **GROUP - C**

### (Long Answer Type Questions)

Answer any *three* of the following.  $3 \times 15 = 45$ 

- 7. Write a feature on the topic :
  - The exploitation of childhood in the reality shows on television involving minor participants.
- 8. Write a review of a cinema you have recently watched.
- 9. What is the basic difference between a feature and an article?

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- 10. Make short notes on any *three* of the following topics:  $3 \times 5$ 
  - a) Middle
  - b) Cartoonist
  - c) Editorial
  - d) Columnist.
- 11. What are the different types of interview ? Discuss how would you conduct an interview. What should be the relationship between an interviewer and a interviewee ? 5+5+5

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