



Name :

Roll No. :

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.



- iv) Reviews are on
- 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. 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 Kolkata 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 × 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 × 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: 3×5

- 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 ? $5 + 5 + 5$
