



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BMS(H)/SEM-6/MMS-601A/2013**

**2013**

**PRINT MEDIA**

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) ANI is a

- |                 |                   |
|-----------------|-------------------|
| a) PR agency    | b) News Agency    |
| c) Photo Agency | d) none of these. |

ii) Aroon Purie is the editor of

- |                   |                   |
|-------------------|-------------------|
| a) Indian Express | b) ABP            |
| c) India Today    | d) none of these. |



- iii) Indian English newspaper Deccan Chronicle is based in
- a) Bangalore                      b) Hyderabad
- c) Chennai                        d) none of these.
- iv) The founder of the News Corporation is
- a) N. Ram                         b) Rupert Murdoch
- c) Pranoy Roy                    d) none of them.
- v) The term 'Cross-line' is associated with
- a) Page make-up                b) Media Research
- c) Headline                       d) Proof reading.
- vi) Which Indian newspaper was the pioneer of modular layout in India ?
- a) Indian Express                b) The Hindu
- c) Times of India                d) Hindustan Times.
- vii) Hindusthan Samachar is
- a) Hindi newspaper
- b) Government PR agency
- c) Language news agency
- d) none of these.



- viii) AAP stands for
- a) African Associated Press
  - b) Australian Associated Press
  - c) American Associated Press
  - d) none of these.
- ix) The famous Hollywood film "All the Presidents' Men" was based on
- a) Sports journalism      b) Crime Reporting
  - c) Investigative Reporting      d) none of these.
- x) Brahminical Magazine was launched by
- a) Mahatma Gandhi
  - b) Gangadhar Bhattacharjee
  - c) Raja Rammohan Roy
  - d) none of them.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.       $3 \times 5 = 15$

- 2. What editing does for a copy ?
- 3. Describe modular layout with an illustration.
- 4. "All scoops are exclusive but not all exclusives are scoops." Explain.
- 5. How far Human Interest Story is important for a newspaper ?
- 6. Briefly explain the importance of Investigative Reporting in modern journalism.

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**GROUP – C**

**( Long Answer Type Questions )**

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

7. Define Beat. What are the essential elements of news ?
8. The 'intro' is said to be the hardest part of the story. Discuss with examples of different types of intros.
9. "Sport coverage in recent years has seen a phenomenal growth." What are the main reasons for this ?
10. Discuss various relevant steps for preparing a celebrity interview.
11. What norms are to be followed during headline writing ? What are the different forms of headlines ? Give examples.

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