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Name:	A
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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

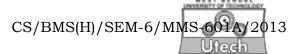
(Multiple Choice Type Questions)

- 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.

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iii)	Indi	ian English newspaper l	Decca	an Chronicle is based in
	a)	Bangalore	b)	Hyderabad
	c)	Chennai	d)	none of these.
iv)	The	founder of the News Co	orpor	ation is
	a)	N. Ram	b)	Rupert Murdoch
	c)	Pranoy Roy	d)	none of them.
v)	The	term 'Cross-line' is ass	ociat	ed with
	a)	Page make-up	b)	Media Research
	c)	Headline	d)	Proof reading.
vi)		ich Indian newspaper out in India ?	was	the pioneer of modular
	a)	Indian Express	b)	The Hindu
	c)	Times of India	d)	Hindustan Times.
vii)	Hin	dusthan Samachar is		
	a)	Hindi newspaper		
	b)	Government PR agenc	у	
	c)	Language news agency	y	
	d)	none of these.		
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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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