

Name :

Roll No. :

Invigilator's Signature :

CS/BMS(H)/SEM-4/MMS-401/2012

2012

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) Justice Markandeya Katzu is the Chairman of the

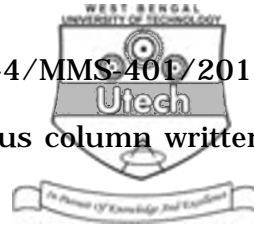
- a) Press Trust of India
- b) Press Council of India
- c) Media Council of India.

ii) Letters to the Editor provides to the editor

- a) feedback
- b) political views
- c) economic opinion.



- iii) 'Let Truth Prevail' is the motto of
 - a) The Times of India
 - b) Hindustan Times
 - c) Deccan Herald.
- iv) Shekhar Gupta can be linked with
 - a) The Times of India Group
 - b) The Indian Express Group
 - c) HT Group
 - d) None of these.
- v) Articles are
 - a) non-news form of writing
 - b) news from of writing
 - c) both (a) and (b)
 - d) none of these.
- vi) "Mint" the popular business newspaper is a publication of
 - a) The Indian Express Group
 - b) HT Group
 - c) TOI group
 - d) none of these.
- vii) "Erratica" a very popular column is written by
 - a) Swapan Dasgupta b) Sunanda K. Dutta Roy
 - c) Bachi Karkaria d) Kuldip Nayar.



viii) Malice towards one and all is a famous column written by

- a) Jug Suraiya b) Khuswant Singh
- c) Soli Sorabjee d) Shobha Dey.

ix) Who created the famous Cartoon Dennis the Menace ?

- a) R.K. Laxman b) Jerry Paulo
- c) Shidney Sheldon d) Jhumpa Lahiri.

x) PIB stands for

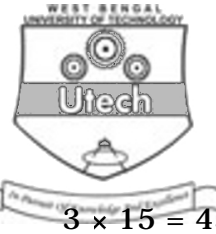
- a) Press Information Bureau
- b) Public Information Bureau
- c) People's Information Bureau
- d) None of these.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. Write a brief note on “Letters to the Editor column”.
3. What is the role of a cartoonist in modern journalism ?
4. “Editorial is the mirror of newspaper.” Justify.
5. State the difference between creative and journalistic writing.
6. Write the procedure of reviewing a book.



GROUP – C
(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. Write a review on any *one* of the following films :
 - a) Bhuter Bhobisyat
 - b) Kahaani
 - c) Nobel Chor.
8. Write an editorial in not more than 300 words on any *one* of the following :
 - a) Terrorism as a threat to India's progress
 - b) Corruption in Today's India
 - c) Coalition politics and Indian democracy.
9. Write a feature on any *one* of the following in not more than 300 words :
 - a) Face list in Facebook — social networking sites make us unsocial.
 - b) Changing trends in Bengali cinema.
 - c) 150th birth anniversary of Swami Vivekananda.
10. What are opinion pieces ? What is the importance of research in writing an opinion piece ?
11. What is personality interview ? How will you prepare yourself for such interview ? Frame ten questions for interviewing Soumitra Chatterjee after he received Dadasaheb Falke award.