

FYB.A(MMMC)

School of Liberal Arts

Semester II (18ES2)

MCA 104

Print Media Production

Max Marks: 100

May 2018

End Semester Examination(ESE)

Time: 3 Hrs.

24 May 2018

10:30 AM to 1:30 PM.

1) All questions are compulsory

2) Figures to be right indicate full marks.

Q.01	Fill in the blanks with appropriate option	Marks-08	CO
a)	Which of the following is /are called as 'fourth estate'? i) Print media ii) Electronic media iii) Visual media iv) All the above	01	CO1
b)	The word journalism is derived from: i) French ii) German iii) Greek iv) Latin	01	CO1
c)	Who among the following is a journalist? i) Kabil Sibil ii) P.Sainath iii) Kiran Bedi iv) Girish Karnad	01	CO2
d)	is the oldest leading mass medium for advertising. i) Website ii) Newspapers iii) Radio iv) T.V.	01	CO2
e)	Copy editor is a synonym of i) Sub Editor ii) News Editor iii) Copywriter iv) Copyholder	01	CO3
f)	The main headline on the top of a page covering all columns is known as: i) Blurbs ii) Lead iii) Banner iv) Blow-up	01	CO3
g)	Removing unwanted area of picture is called i) Cropping ii) Creeping iii) Crossing iv) Crawling	01	CO4
h) is not a factor in editing process i) Checking ii) Cutting iii) Conflict iv) Changing	01	CO4

Q.02	Answer in one or two sentences (Any Eight)	Marks-	CO
		16	
		02	CO1
		02	CO1
		02	CO2
		02	CO2
		02	CO3
		02	CO3
		02	CO4
		02	CO4
		02	CO4
Q.03	Write short note on any Four.	Marks-	CO
		16	
		04	CO1
		04	CO2
		04	CO3
		04	CO4
		04	CO4
		04	CO4
Q.04	Attempt any Six of the following.	Marks-	CO
		30	
		05	CO1
		05	CO2
		05	CO3
		05	CO3
		05	CO4
		05	CO4
		05	CO4
		05	CO4

g) What is dummy page?	05	CO4
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Q.05	Attempt any Three	Marks-	CO
		30	
a)	Page 3 reporting has become very popular among young generation. Account its growing popularity.	10	CO1
b)	Write in brief- The role of News paper	10	CO1
c)	Explain the work and responsibilities of news editor	10	CO2
d)	Reporters are eyes and ears of a media organization. Do you subscribe to this view? Illustrate your answer giving the job of a reporter.	10	CO2
e)	What are the difference between news 'source' and news 'beat'? Give a brief note on beat reporter.	10	CO3