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Total No. of Pages : 02

Total No. of Questions : 18

BA (JAMC) (Sem.-5)

**NEWSPAPER ORGANIZATION AND FUNCTIONING**

Subject Code : BAJMC-504-18

M.Code : 78205

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

**SECTION-A**

**Answer briefly :**

- 1) What is Editorial Desk?
- 2) What is Features?
- 3) What is newspaper organizations?
- 4) What is the role of Circulation department in newspapers?
- 5) How is newspaper circulation calculated?
- 6) What is Desktop Publishing?
- 7) Explain Letterpress Processes?
- 8) Write an essay on source of revenue of newspapers.
- 9) Does page planning reflect news planning?
- 10) What is page layout?

### **SECTION-B**

- 11) Elucidate the current trends in newspapers journalism.
- 12) Explain the fundamentals of copy editing.
- 13) Examine the role of technology in the planning and designing of a newspaper today.
- 14) Describe briefly the duties and responsibilities of the circulation manager.
- 15) Discuss the role of sub-editor in editorial department.

### **SECTION-C**

- 16) What are the six essential sections one can generally find in a medium sized newspaper organisation?
- 17) What are the non-editorial departments of a newspaper? Mention each of them with the description of their functions in one sentence.
- 18) Differentiate between Offset and Digital Printing.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**