

**Roll No.**

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**Total No. of Pages : 02**

**Total No. of Questions : 09**

**B.Sc. (MEFT) / B.Ms (MEFT) (Sem.-1)**

## PRINT MEDIA

**Subject Code : BMEFT-107**

**M.Code : 13504**

**Date of Examination : 19-01-23**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS 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

- 1. Write short notes on :**
- a) Print media
  - b) Debate and Discussion
  - c) Integration
  - d) Culture promotion
  - e) Soft news
  - f) Intro
  - g) Staccato lead
  - h) Column
  - i) Feature
  - j) Human interest.

### **SECTION-B**

2. Explain the nature of news.
3. What is the purpose of print media?
4. What are different parts of news?
5. Highlight the importance of bottom cutting.
6. What is hard news?

### **SECTION-C**

7. What are the objectives and functions of print media?
8. Differentiate between hard news and soft news giving suitable examples.
9. Highlight the importance of features and articles.

**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.**