

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of PART-A in Short.
 2. Answer any four questions from PART-B in detail.
 3. Different sub-parts of a question are to be attempted adjacent to each other.

PART-A

- Q1**
- | | | |
|-----|--|-------|
| (a) | Define News. | (1.5) |
| (b) | What does 5Ws and 1H mean? | (1.5) |
| (c) | Define Head line. | (1.5) |
| (d) | Define News Source. | (1.5) |
| (e) | What do you mean by Graphic Design? | (1.5) |
| (f) | Define Sub Headline. | (1.5) |
| (g) | Explain contrast in principle of design. | (1.5) |
| (h) | What do you mean by editing symbols? | (1.5) |
| (i) | Define lead in News story. | (1.5) |
| (j) | Define Human interest News story. | (1.5) |

PART-B

- Q2**
- | | | |
|-----|--|------|
| (a) | Define News value? Explain different types of News values. | (10) |
| (b) | Explain importance of Lead in a News story. | (5) |
- Q3**
- | | | |
|-----|---|------|
| (a) | Explain inverted pyramid pattern of News story. Discuss about its needs and usefulness. | (10) |
| (b) | Briefly discuss about different types of News stories. | (5) |
- Q4**
- | | | |
|-----|---|------|
| (a) | Define Headline? Write down its significance and functions. | (10) |
| (b) | Explain dos and don'ts for writing Headline. | (5) |
- Q5**
- | | | |
|-----|---|------|
| (a) | Explain the importance of Graphic design in communication and branding. Discuss about elements of graphic design. | (10) |
| (b) | Explain rules and borders of graphic design. | (5) |
- Q6**
- | | | |
|-----|---|------|
| | Write down on the following principle of design with example. | (15) |
| (a) | Balance and proportion | |
| (b) | Movement and Rhythm | |
| (c) | Focus | |
- Q7**
- | | | |
|--|---|------|
| | Define page make-up. Explain vertical, horizontal, diagonal and quadrant types of page make-up. | (15) |
|--|---|------|