

Roll No. ....

Total Pages : 2

**351103**

**December 2023**

**BA (JMC) Ist Semester**

**Introduction to Print Media (BA-JMC-103-23)**

Time : 3 Hours]

[Max. Marks : 75

*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**

1. (a) Define News Values. (1.5)

(b) Write a note on the news element of Proximity. (1.5)

(c) Write a note on E paper. (1.5)

(d) What is NRS? (1.5)

(e) What is the relevance of Gutter space? (1.5)

(f) What do you understand by Banner Headline? (1.5)

(g) Write a note on Importance of Proof Reading. (1.5)

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- (h) Write a note on Samachar Bharti. (1.5)  
(i) Write a note on Press Trust of India. (1.5)  
(j) Define the term stringer. (1.5)

### PART-B

2. (a) Explain the various elements of a news. (10)  
(b) Explain in detail the role and relevance of print media in the digital age. (5)
3. (a) Differentiate E paper and News Portal. (5)  
(b) Explain Desk Top Publishing and its advantages. (10)
4. Prepare the dummy of the first page of a newspaper and explain its elements in detail. (15)
5. (a) Write in brief note on the Do's and Don'ts of Headline writing. (5)  
(b) What are the various types of Headline Writing? (10)
6. (a) What are the functions of a News Agency? (10)  
(b) Differentiate between news paper and news agency reporting. (5)
7. '*The Press Council is a toothless Tiger*'. Write a critical note on the statement. (15)
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