

No. of Printed Pages : 2

BEGA–001

**BACHELOR’S DEGREE PROGRAMME
(BDP)**

Term-End Examination

December, 2023

**APPLICATION ORIENTED COURSE
BEGA–001 : INTRODUCTION TO THE MEDIA**

Time : 2 Hours

Maximum Marks : 50

***Note :** This question paper has five compulsory questions with internal choices. All questions carry equal marks.*

1. Write a note on the meaning and definition of communication with suitable examples. 10

Or

Do you agree that print media serves the reader better than the electronic media ? Defend your answer.

2. Discuss the elements common to all news stories. 10

Or

How would you go about planning a report ? Discuss with reference to the questions one must ask oneself.

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3. What do you understand by “Hard leads” and “Soft leads” ? Elaborate. 10

Or

How would you go about preparing to interview a famous but difficult artist/pediatrician/criminal ?

4. Writing an editorial has two main considerations. Discuss each with examples. 10

Or

Write a letter to a TV channel objecting to their reporting a recent pandemic. Give your suggestions for improvement as well.

5. Discuss any *two* life style areas that are covered in newspaper magazine sections today. 10

Or

Define marketing and its four P's. Discuss with examples.