

**BACHELORS DEGREE PROGRAMME  
(BDP)**

**Term-End Examination**

**December, 2017**

00765

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

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. Describe the various mass media and their characteristics. 10

**OR**

What are the duties and responsibilities of a reporter ?

2. What is the significance of the first paragraph (intro/lead) in any form of writing ? 10

**OR**

Give some pointers for conducting a successful interview.

3. What is the importance of an Editorial in a newspaper ? 10

**OR**

Discuss the qualities of a good health reporter.

4. Write a letter to the editors of your local newspaper asking them not to carry the astrology/horoscope column in their papers. Give them your reasons for making this request. 10

**OR**

You have to interview a survivor of a plane crash. List ten questions and their answers, so that a clear picture of the crash emerges.

5. Write a review of a book that you really enjoyed and would want everyone to read. 10

**OR**

Write an email to your group of friends informing them why you were out of touch with them for some time.

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