

**BACHELORS DEGREE PROGRAMME
(BDP)**

Term-End Examination

December, 2021

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

Time : 2 hours

Maximum Marks : 50

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

1. What are the seven C's of communication ?
Discuss them in detail. 10

OR

What is the importance of an editorial in a newspaper and how many types of editorials are there ? Discuss in detail. 10

2. Does writing for the web require different skills from what we have always been writing ? 10

OR

What are the guiding principles of designing a page layout ? 10

3. Write a note on the new trends that have come up in print media recently. 10

OR

Feature articles come in a wide variety. What are the most common types ? 10

4. Write a letter to the Editor of your local newspaper about the state of the roads in your town. 10

OR

Write a feature on “Depression has become very common amongst young people”. 10

5. You have been sent to interview someone who has made an extraordinary invention. List 10 questions and their possible answers so that the details of the invention are revealed. 10

OR

Write a review of a film that you may have seen recently. 10

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