

**BACHELORS DEGREE PROGRAMME
(BDP)**

Term-End Examination

02915

June, 2018

**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. Discuss the significance and effects of TV on society. 10

OR

What are the points to be kept in mind while conducting an interview ?

2. Write a report of a literary award ceremony held to honour writers in various Indian languages, for use in a radio news bulletin. 10

OR

You are a reporter for *The Education Times*. Write a set of 10 – 15 questions you would like to ask during an interview with a young achiever in any field (studies, sports, music, etc).

3. What are the elements of news ? 10

OR

What are the problems to be avoided when designing the layout of a cover page of a magazine ?

4. What factors are important when writing headlines ? 10

OR

What do you understand by an editorial ? Outline its features.

5. What is the scope of health reporting ? 10

OR

What do you understand by advertising ? Write a short advertisement for the launch of a new two-wheeler.
