

BACHELORS DEGREE PROGRAMME (BDP)

04035

Term-End Examination

June, 2019

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 is the impact of mass media in today's world and what are some of its dangers ? 10

OR

Describe the genesis and characteristics of television in our country.

2. Write a note on Desk Top Publishing and list the common mistakes one makes during this process. 10

OR

What is editing and why do we need it ?

3. Write a detailed note on public interest programmes that are telecast in our country. 10

OR

What qualities must a good feature writer possess ?

4. Write a persuasive editorial about an issue that you feel strongly about. **10**

OR

Write a review of your favourite book that you would want everyone to read.

5. You have been sent to interview a person who has attempted suicide but has failed. List ten questions and their possible answers so that the reasons for his/her actions are revealed. **10**

OR

Write a short feature on "Increasing crime against women".
