

**BACHELOR'S DEGREE PROGRAMME
(BDP)**

Term-End Examination

June, 2020

BEGA-001 : INTRODUCTION TO THE MEDIA

Time : 2 Hours

Maximum Marks : 50

Note : (i) This paper has five compulsory questions with internal choices.

(ii) All questions carry equal marks.

(iii) Attempt each question in 300-350 words.

1. Discuss the characteristics of Radio as a medium of mass communication. 10

Or

Write a detailed note on the inverted pyramid style of writing a story for the newspaper.

2. What are some rules of Desk Top Publishing ?

10

Or

What are the elements that are common to all types of news stories ?

3. What is the importance of a 'Lead' or introduction in a write-up ?

10

Or

Write a detailed note on Blogs and how blogging can be useful as social media.

4. Write a feature based on a fashion show that took place in your town or city.

10

Or

Write your views in the form of a feature, about how astrology changes the mindset of people.

5. Write a news report of a robbery at an ATM booth. 10

Or

Write a letter to the editor of your daily newspaper about the absence of any welfare programmes for senior citizens in your town.