No. of Printed Pages: 2

**BEGA-001** 

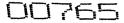
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## BACHELORS DEGREE PROGRAMME (BDP)

### **Term-End Examination**

December, 2017



# 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. Describe the various mass media and their characteristics.

#### 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?

#### 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.