

**BACHELORS DEGREE PROGRAMME
(BDP)**

Term-End Examination

December, 2019

03431

**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. What are the various functions of Mass Communication ? 10

OR

Write a detailed note on the Seven C's of communication.

2. What qualities should a good news reporter possess ? 10

OR

What major subjects does the media cover ?
Discuss one of them in detail.

3. What are the do's and don't's of media writing as far as lifestyle areas are concerned ? 10

OR

How many types of features are there ? Write about any one of them in detail.

4. Write a review of a book which you really enjoyed keeping in mind the rules for writing book reviews that you learnt in your course. 10

OR

Write a personality feature on a person who has overcome a disability and is now a productive member of society.

5. You have been sent to interview a famous scientist who has made a phenomenal discovery. List ten questions and their answers so that the benefits of the discovery are revealed. 10

OR

Write a 2-minute advertisement on a new brand of soap that has come into the market.
