

**BACHELORS DEGREE PROGRAMME  
(BDP)**

**Term-End Examination**

**December, 2022**

**APPLICATION ORIENTED COURSE  
BEGA-001 : INTRODUCTION TO THE MEDIA**

*Time : 2 hours*

*Maximum Marks : 50*

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**Note :** *This paper has **two** sections A and B. Attempt **five** questions in all, choosing at least **two** from each section. All questions carry equal marks.*

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**SECTION A**

1. What are the differences between a feature and a special feature article ? 10
2. "Ethics form the basis of journalism." Do you agree ? Give reasons for your answer. 10
3. How has the Internet made work easier for journalists ? Explain with examples. 10
4. What preparations should one make before conducting an interview ? 10
5. Write short notes on any **two** of the following :  $2 \times 5 = 10$ 
  - (a) The seven C's of communication
  - (b) Recent trends in marketing
  - (c) Some public interest areas to write on
  - (d) Types of editorials

## SECTION B

6. Write a feature on the importance of yoga in today's stressful world. 10
  7. Write your views in the form of a feature on increasing divorce rate in India. 10
  8. Write a news report about a failed suicide attempt. 10
  9. Write a letter to the editor of your newspaper about the absence of green areas in your town. 10
  10. Write a report on India's role in dealing with the Corona Pandemic. 10
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