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BEGA-001

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

Term-End Examination

June, 2023

**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 kinds of communication ?
Discuss with examples. 10

Or

Write a note on the characteristics and components of Mass Communication.

2. Discuss the basic features of good writing. 10

Or

Elaborate on the common elements of all news stories.

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3. "Headlines are an important tool for communicating with readers." Discuss with examples. 10

Or

Write a brief note on the various types of interviews.

4. What is the importance of an Editorial ? 10

Or

Discuss the various steps of writing an Editorial.

5. Write a crime report of a recent suicide by a famous person, keeping in mind the precautions you should take in writing it. 10

Or

What will you keep in mind while writing a report of a religious programme held recently ?