

S.D.E.
M.B.A. Sem-III (2013 Course) : SUMMER - 2019
SUBJECT: ELECTIVE – III: PRINT AND TV JOURNALISM
(Media & Entertainment)

Day : Wednesday
Date : 22/05/2019

Time : 10.00 AM TO 1.00 PM
Max. Marks: 70

S-2019-5047

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both the sections should be written in **SAME** Answer book.

SECTION – I

- Q.1** Highlight on the history of Indian Regional Journalism. **(10)**
- Q.2** Provide an overview of key roles of news producer and news anchor. **(10)**
- Q.3** Discuss in detail the narrative structure of news. **(10)**
- Q.4** Provide ways and means as to how a TV Journalist can be more demonstrative and engaging. **(10)**
- Q.5** Write short notes on any **TWO** of the following: **(10)**
- a) Niche Journalism
 - b) Guidelines for basic broadcast
 - c) Interview tips for Journalist

SECTION – II

- Q.6** Prepare a programme mix for a news channel. What are the important guidelines that need to be followed while preparing a programme mix? **(15)**
- Q.7** You have invited to address newly recruited journalist of your TV channel. Provide valuable tips to them on preparing script template and producing high quality video content. **(15)**
- Q.8** List down the professional and soft skills required to be a successful broadcast journalist. **(15)**

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