

S.D.E.

M.B.A. SEM-III (2013 COURSE) : SUMMER - 2018

**SUBJECT: ELECTIVE – III: PRINT & TV JOURNALISM
(MEDIA & ENTERTAINMENT)**

Day: **Tuesday**
Date: **26/06/2018**

S-2018-4410

Time: **10.00 A.M. TO 1.00 P.M.**
Max. Marks: 70

N.B.:

- 1) Attempt any **THREE** questions from Section –I
- 2) Attempt any **TWO** questions from Section –II.
- 3) Figures to the right indicate **FULL** marks.
- 4) Answers to both the sections should be written in **SEPARATE** answer book.

SECTION-I

- Q.1** Outline the landmarks in the language newspapers in India, since their inception. (14)
- Q.2** “Newspapers are mirror of the contemporary social mind”. Comment. (14)
- Q.3** What are the typical skills required to become a TV (video) journalist? Do these differ from those required for News channel and Business channel? (14)
- Q.4** Writing attractive TV news guarantees best viewership for a TV channel. What are the basics of writing attractive TV news which include an Audio and Video? (14)
- Q.5** Elaborate the steps in new gathering and Presentation. (14)

SECTION-II

- Q.6** What is meant by “Program Mix”? Discuss giving live example of a TV channel of your choice. (14)
- Q.7** You are supposed to cover Republic Day Celebrations across the country, for whole of the day. Which all format of news reporting will you choose and why? (14)
- Q.8** News has just come in this morning that there was a fatal accident on National Highway involving multiple vehicles, suspecting that about 50 people died in this incident. TV viewers of your channel would like to know about cause, rescue operations, government reaction, etc. How would you cover this incident for your TV channel? (14)

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