

S.D.E.

M.B.A. Sem-III (2013 Course) : WINTER - 2018
SUBJECT: ELECTIVE – III: PRINT & TV JOURNALISM
(MEDIA & ENTERTAINMENT)

Day: Thursday
Date: 13/12/2018

W-2018-4579

Time: 10.00 AM TO 1.00 PM
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** Review the contribution of Regional Newspapers in independence movement of India. (14)
- Q.2** What is “Niche Journalism”. Elaborate on any two of the following: (14)
- i) Business Journalism
 - ii) Development Reporting
 - iii) Lifestyle Journalism
- Q.3** Discuss typical work activities in TV journalism with a focus on key roles of news producer, news director and news anchor. (14)
- Q.4** How one can decide that the story to be broadcasted is “News Worthy”? Outline basic broadcast news writing guidelines. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Programming mix in news channel
 - b) Preparing a TV bulletin
 - c) Formats in News Programs

SECTION-II

- Q.6** As a producer, you are required to produce a very effective 10 minutes’ duration, audio- visual program on ‘Swatcha Bharat Abhiyan’ for broadcasting on 2nd October. How would you plan this program? (14)
- Q.7** Three events are scheduled for today (14)
- a) Prime Minister’s visit to University
 - b) Bollywood Heroine’s reality show.
 - c) Rasta Roko by agitated farmers.
- How would you decide order of preference for broadcasting these events? Why?
- Q.8** A Co-operative Bank completed 100 years of existence recently. This Bank intends to produce a video of 20 minutes duration, outlining history of these 100 years. How would plan and execute this video program on your TV channel? (14)

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