

**S.D.E.**

**M.B.A. SEM-III (2013 COURSE) : WINTER - 2017**

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

Day : **Friday**

Date : **29/12/2017**

**W-2017-4219**

Time : **10.00 A.M. TO 1.00 P.M.**

Max. Marks : 70

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**N. B. :**

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

- Q. 1** How in Marathi newspapers evolved over a period of time? Comment. (14)
- Q. 2** Comment on any two types of Niche Journalism in Indian Context. (14)
- Q. 3** Critically evaluate the Broadcast Industry in India. Explain the role of Broadcast Journalist. (14)
- Q. 4** What are the basic Broadcast news writing guidelines? Explain the narrative structure of news. (14)
- Q. 5** Write short note on **ANY TWO** of the following: (14)
- a) Story telling using Audio and Visual
  - b) Interview Tips
  - c) Key roles in news Broadcast Network

**SECTION - II**

- Q. 6** How will you prepare for Electronic TV Bulletin? (14)
- Q. 7** How is print Regional Journalism evolved over a period of time? Comment. (14)
- Q. 8** Critically evaluate the Indian TV news channel latest trends. What are areas needs to be addressed in short term for improving it is credibility? (14)

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