



**DGG-001-001509**

Seat No. \_\_\_\_\_

**B. A. (Sem. V) (CBCS) Examination**

**May / June - 2015**

**Functional English - IX**

*(Introduction to Print Media)*

**Faculty Code : 001**

**Subject Code : 001509**

Time : 2 Hours]

[Total Marks : 50

**SECTION - I**

1 MCQ

10

(1) The full-form of IPL is \_\_\_\_\_.

- (a) Indian Premier League (b) Indian Popular League  
(c) Indian Private League (d) None of the above

(2) What is the full-form of RBI?

- (a) Reserve Bank of India  
(b) Republic Bank of India  
(c) Responsible Bank of India  
(d) None of the above

(3) Who holds the title of fastest runner?

- (a) Bolt (b) Bold  
(c) Blot (d) None of the above

- (4) The full-form of MP?
- (a) Member of Parliament (b) Member of Public  
(c) Member of People (d) None of the above
- (5) The full-form of NDA.
- (a) National Democratic Alliance  
(b) National Diplomatic Alliance  
(c) National Demographic Alliance  
(d) None of the above
- (6) Name the state where some lions are to be shifted for creating genetics-pool.
- (a) AP (b) MP  
(c) UP (d) Karnataka
- (7) Name the cricketer who holds the world record of highest centuries?
- (a) Sachin Tendulker (b) Rahul Dravid  
(c) Sunil Gavsker (d) None of the above
- (8) Who is the Chief Minister of Delhi?
- (a) Kiran Bedi (b) Shila Dikshit  
(c) Arvind Kejriwal (d) Kapil Sibal

- (9) Name Syria based terrorist organization.
- (a) ISIS (b) ISI  
(c) Lashke-e-Toiba (d) None of the above
- (10) Who is the education minister of Gujarat?
- (a) Ramalal Vora  
(b) Anandiben Patel  
(c) Bhupendrasinh Chudasama  
(d) None of the above

## SECTION - II

- 1 (A) Write Short Notes on any one of the following 5
- (1) What is media?  
(2) What is Media activism?
- (B) Definition of media Terms 5
- (1) Reporter  
(2) Editor  
(3) Editing  
(4) Editorial  
(5) Photojournalism  
(6) Manuscript  
(7) Typescript,

2 Discuss in detail the elements of news . 10

**OR**

Discuss in detail the brief history of newspaper in India.

3 Write Short Note on **any one** of the following 10

(1) Brand Building through advertising

(2) Types of Appeals

4 (A) Write a news report on **any one** of the following 10

(1) A violent strike in the factory

(2) A natural Calamity

**OR**

(B) Preparing an Advertisement one of the following

(1) Jewelry

(2) Television

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