



HCR-001-001509

Seat No. _____

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

October – 2017

Functional English - IX
(Introduction to Print Media)

Faculty Code : 001

Subject Code : 001509

Time : 2 Hours]

[Total Marks : 50

- 1 Fill in the blanks. 10
- (1) _____ was elected as the President of India in 2017.
 - (2) The full form of GST is _____.
 - (3) In the 64th National Film Awards, _____ won in the category of the Best Hindi Film.
 - (4) The newly elected French President is _____.
 - (5) The full form of MOAB is _____.
 - (6) International Yoga Day is celebrated on _____.
 - (7) Shri Venkaiah Naidu was sworn in as the _____ of India.
 - (8) The acronym for Ude Desh ka Aam Admi is _____.
 - (9) The 21st Chief Minister of Uttar Pradesh is _____, whose real name is Ajay Singh.
 - (10) Cheteshwar Pujara is connected to _____ sport.
- 2 (a) Write a short note on any one : 5
- (1) Media and its functions
 - (2) Types of news
- (b) Explain any five media terms : 5
- (1) Freelance
 - (2) Typescript
 - (3) Paparazzi
 - (4) Press Conference
 - (5) PIB
 - (6) Copyright
 - (7) Editing symbols

3 (a) Discuss the history of newspapers in India. 10

OR

3 (b) Write a note on types of media. 10

4 Write a note on any one of the following : 10

(a) Brand building through Advertisements

(b) Types of appeals

5 (a) Write a news report on any one topic. 10

(a) Launch of a new mobile

(b) A robbery case.

OR

(b) Prepare an advertisement on any one of the following :

(a) Food joint

(b) Shampoo
