



PAV-001-001509

Seat No. _____

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

October / November - 2018

Functional English - 9

(Introduction to Print Media)

Faculty Code : 001

Subject Code : 001509

Time : 2 Hours]

[Total Marks : 50

1 Fill in the blanks : 10

- (1) _____ is the captain of Indian cricket team.
- (2) The full form of GST is _____.
- (3) _____ state in India was hit by a terrible cyclonic rain recently.
- (4) The full form of WHO is _____.
- (5) _____ is the Chief Minister of Gujarat.
- (6) International Yoga Day is celebrated on _____.
- (7) Shri Venkaiah Naidu is the _____ of India.
- (8) Manikarnika is a movie based on the life of _____.
- (9) The 21st Chief Minister of Uttar Pradesh is _____, whose real name is Ajay Singh.
- (10) Saina Mirza is connected to _____ sport.

2 (a) Write a short note on any one : 5

- (1) The role of Media
- (2) Various categories of news.

- (b) Explain any five media terms : 5
- (1) Editing symbols
 - (2) Freelance
 - (3) PIB
 - (4) Typescript
 - (5) Paparazzi
 - (6) Press Conference
 - (7) Copyright.
- 3** (a) Discuss the origin of newspapers in India. **10**
- OR**
- (b) Write a note on types of media.
- 4** Write a note on any one of the following : **10**
- (a) Significance of Advertisements.
 - (b) Types of appeals.
- 5** (a) Write a news report on any one topic : **10**
- (a) A strike in college
 - (b) An accident case.
- OR**
- (b) Prepare an advertisement on any one of the following :
- (a) A stationery shop
 - (b) Beauty saloon.
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